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Mr Vitālijs Gavrilovs
President
The Employers Confederation of Latvia
Raiņa bulvāris 4, 2. st.,
Rīga, LV-1050

Riga, 9 September 2020

Dear Mr Gavrilovs

KEEP BUSINESS MOVING

On 7 September 2020, the UK Government has launched a new communications campaign to help EU businesses get ready for the end of the transition period. The UK will be leaving the EU customs union and single market on 31 December 2020, regardless of the outcome of negotiations, and there will be a series of guaranteed changes for which EU businesses need to prepare.

The campaign, "Keep Business Moving," will direct EU traders to a dedicated webpage, gov.uk/eubusiness, which will provide information on the actions they need to take to continue trading smoothly with the UK at the end of the year. The page will be updated with more information, including webinars and industry events, over the coming weeks and months.

This communications effort complements the UK Government's domestic facing campaign, which outlines some of the steps UK businesses need to take to prepare.

The priorities for our teams in our Embassies across Europe are to work closely with our European partners, companies and business associations to help prepare EU businesses for the changes so they can continue trading smoothly with the UK beyond the end of the transition period.

As the world's fifth largest economy and a multi-sector market, the UK will continue to be a strong trading partner for EU businesses, including in Latvia.

We hope that you will support the campaign through sharing the messages and communication assets with your stakeholders and through your communication channels.

Yours sincerely,

Keith Shannon
British Ambassador to the Republic of Latvia

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LATVIJAS DARBA DEVĒJU KONFEDERĀCIJA
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