

SEE YOU
IN LATVIA!

MARCH 23 - 25, 2026

GUIDELINES FOR INTERNATIONAL STUDENT COMPANY FESTIVAL 2026

Official page: <https://jalatvia.lv/iscf>

What you will be able to find in this document:

| | |
|---|----------|
| Administrative information | 2 |
| Forms to be filled out | 2 |
| Arrival and Departure | 2 |
| Registration by arriving | 2 |
| Transportation within Riga | 2 |
| Accommodation | 3 |
| Meals | 3 |
| Responsibility/Security | 3 |
| Technical Information & Guidelines | 4 |
| Information about Student company and stand | 4 |
| Trade Fair Venue | 4 |
| Exhibition | 4 |
| Dress Code | 4 |
| Video Commercial | 4 |
| Stand information | 5 |
| Stand interview with a panel of judges | 5 |
| Key Points assessed by judges | 5 |
| Awards | 5 |
| Additional information | 6 |
| Social media | 6 |
| Weather | 6 |
| Currency | 6 |
| Credit Cards | 6 |
| Electricity outlet | 6 |
| Emergency Numbers | 6 |
| Contact person from JA Latvia | 6 |

SEE YOU IN LATVIA!

MARCH 23 - 25, 2026

ADMINISTRATIVE INFORMATION

FORMS TO BE FILLED OUT

For the organizing team to have the full information about the delegation, we ask delegation leaders (JA staff, teachers) to fill out the following forms by the 2nd of March, 2026:

- Arrival detail registration is available [HERE](#)
- Participant detail registration is available [HERE](#)
- Company detail registration is available [HERE](#)
- The parental consent form is available for download [HERE](#)

ARRIVAL AND DEPARTURE

- The transportation from Riga International Airport, Riga Train Station or Riga Coach Station to the hotel will be organized by the Organizing Committee on March 23rd by public transport, if it is requested in the arrival detail registration form. However, the fees for the transfer are covered by the participants. More about the public transport in Riga: [HERE](#).
- For all arrivals before the provided schedule on March 23rd and after March 24th you are responsible for your transportation and accommodation, unless you've requested extra night accommodation in the Arrival form.
- **We recommend calling a taxi using the application Bolt**, this way you will know the fee for the trip before taking it and have a chance to pay by card through the app. The fee for the taxis that are on the spot at the airport varies and you may have to pay anywhere between 15 to 50 EUR for the trip to the hotel.
- **Form to fill out Arrival detail information available** [HERE](#)

REGISTRATION BY ARRIVING

- Participant registration will be at **Bellevue Park Hotel Riga** lobby at JA Latvia Information stand on March 23rd from 10:00 to 13:30, and accommodation check-in will take place at the hotel's reception. Please note that not all rooms may be available upon arrival if you're at the hotel earlier than at 13:30. If the rooms won't yet be ready, you will be able to leave your things in the hotel Luggage room.
- Registration order for Student Companies - registration for all team members is made by the Student Companies director at the JA Latvia info stand.
- Registration for teachers, and staff - registration is made individually by each staff member or teacher. However, if you know that your colleague will be arriving after 13:30, let us know, and we'll give you their welcome package.
- On registration, you will be issued a welcome package for all delegates.
- The welcome package includes a badge with the agenda, information about transfers and useful information concerning the event.
- **Please be sure that the badge is always with you and be aware that the timing for transfers is sharp!**

TRANSPORTATION WITHIN RIGA

- All of transfers during the event from March 23rd till March 24th are organized according to the agenda from and to activity places.
- All other transfers out of provided time schedule are your own responsibility.
- Please note that timing of the buses is sharp and we are not responsible for people arriving late to the meeting points. Participants should make sure that they are at the meeting points at least 5 minutes before the transfer time.
- **Meeting points for transfers:**
 - at hotel – hotel's lobby;
 - at competition/trade fair place - JA Latvia Information stand;
 - about other meeting places participants will be informed previously.

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MARCH 23 - 25, 2026

ACCOMMODATION

- Participants will be accommodated at the **Bellevue Park Hotel Riga** (international participants) and **Park Inn Riga Valdemara** (Latvian participants).
Bellevue Park Hotel Riga
 Slokas Str. 1, Riga, Latvia
www.hotelbellevue.lv
Park Inn Riga Valdemara
 Krogus Str. 1, Riga, Latvia
www.radissonhotels.com/en-us/hotels/park-inn-riga-valdemara
- **Rooms are available from 14:00** the day you arrive. For participants arriving earlier a room is provided to store your luggage at the hotel, for which ask at the hotel's reception. If a room is available earlier, the hotel staff will inform you of this when checking in.
- The costs of any incidental expenses (e.g., telephone calls, additional drinks etc.) are your responsibility and must be paid when checking out at hotels reception.
- We recommend that you do not use telephones provided in the hotel room as charges for these are normally high.
- Check-out on departure day must be not later than 12:00.

MEALS

- All meals are included in the participation fee from lunch (12:00-13:30) on March 23rd till breakfast on March 25th.
- If there are any dietary restrictions, they should be mentioned in the [Participant detail registration form](#).

RESPONSIBILITY/SECURITY

- Latvia is regarded as a safe place. The only thing you should be aware of is that you should not travel alone at night.
- Teachers/advisers are at all-times responsible for their students.
- Guest students will be allowed to act only as observers during the Competition.
- Participants are responsible for damaged property.
- JA Latvia enforces "Zero Tolerance" policy with respect to abuse of drugs and/or alcohol.
- The official accompanying adults are responsible for ensuring that the students abide by this "Zero Tolerance" regulation.
- In the case of unacceptable behavior, the offending students will be immediately disqualified and sent home at their own cost.
- Participants are responsible for their belongings at all times, please do not leave your valuable things in busses, taxi or public places.
- We want you to have a great time during your stay in Latvia, and proper behavior is expected at all the times.
- Please show respect for other people and their property.

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MARCH 23 - 25, 2026

TECHNICAL INFORMATION & GUIDELINES

INFORMATION ABOUT STUDENT COMPANY AND STAND

- Form to fill out Company detail information available [HERE](#)

TRADE FAIR VENUE

The exhibition will take place in [Domina Shopping](#). You will get there by transport provided by JA Latvia.

Domina Shopping
Ieriķu Street 3, Riga, Latvia
domina-shopping.lv/eng

EXHIBITION

- You will set up your stand on March 24th.
- The exhibition is open to the public.
- If you choose to have valuable equipment e.g., PCs at your stand, please be aware that you will be fully responsible for their safety. These items are not covered by the insurance provided by JA Latvia. We strongly recommend that any valuable equipment is kept with you at all times.
- Participants will be provided with a room for coats and other items to keep at the trade fair itself.
- The time set for dismantling the stand is 16:00 – 16:30; the trade fair stand should be emptied then. Items that need to be thrown out should not be left in the shopping mall trash cans - JA Latvia volunteers will go around the stands to collect all unnecessary items to discard them.

DRESS CODE

- For the first day's informal evening, the dress code is casual.
- During the interview at the stand and with the jury, students should wear either business attire or company clothing.
- The dress code for the awards ceremony is semiformal.**

VIDEO COMMERCIAL

- Video of a maximum length of 30 seconds showcasing the product
- Videos will be evaluated according to:
 - Brand Message Clarity** – does the video clearly communicate the brand's identity, values, and purpose within the 30-second limit? Is the message concise yet effective?
 - Creativity & Originality** – Is the concept engaging and unique within a short timeframe? Does it stand out and capture attention quickly?
 - Immediate Engagement** – does the video grab attention within the first 5 seconds? Does it hook the audience and make them want to watch until the end?
 - Emotional & Persuasive Impact** – does the video evoke the intended emotion (trust, excitement, urgency, etc.) **effectively in a short time**? Does it persuade the audience to take action?
 - Visual & Audio Execution** – Is the video well-shot, visually appealing, and free of distractions? Is the sound clear and well-balanced given the short time limit?
 - Call to Action Strength** – Does the commercial clearly direct the audience towards a next step (purchase, visit website, follow on social media, etc.)? Is the call to action strong and memorable within the time limit?
 - Efficiency & Pacing** – Does the commercial use time wisely? Is it well-paced without feeling rushed or too slow? Does it maximize impact within 30 seconds? Does it match the criteria of being up to 30 seconds long?
- Should be uploaded on YouTube and sent in as a link in the company detail form

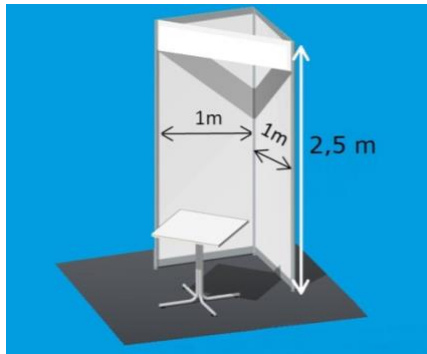
SEE YOU IN LATVIA!

MARCH 23 - 25, 2026

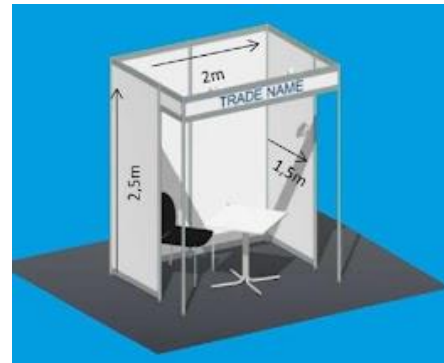
STAND INFORMATION

- Each Enterprise will have walls of 2,5 meters (height) by 1 meter (each of 2 side walls) including table 0.70 x 0.70 meters if requested so in the company detail form.
- The Stand will have a plaque with the stand number, company name and country recognition (provided by JA Latvia, will be already on the stand) - cannot be moved.
- Each stand will be provided with 1 corpus. **Those students, who ordered electricity, must bring their own extension cords for extra connection slots** (the table will only have 1-2 available).
- Students can use (and should bring with them): Velcro-tape and other fastening and hanging materials.
- **It is not permitted to draw on the walls and floor, to use nails or screws.**
- **All stands should be cleaned after use. You may use Blu-tack to place your posters etc. but it should be removed after the trade fair without leaving residue.**
- Broken facilities must be replaced on costs of the mini-company presenting at the stand.

TWO EDGED STAND DIMENSIONS



THREE EDGED STAND DIMENSIONS



STAND INTERVIEW WITH A PANEL OF JUDGES

This is a very important aspect of the competition since the judges have an opportunity to ask any questions regarding the Company. Judges are likely to probe Company members on their understanding of how and why the Company performed as it did, what general lessons they can draw from this and how these lessons might be applied in a new business context. Company members without their Advisers or Link Teachers will be questioned by the panel of judges at the stand.

KEY POINTS ASSESSED BY JUDGES

- Development of personal skills
- Team spirit
- Knowledge and understanding of how businesses function
- Ability to apply learnt lessons to new situations
- Stand evaluation
- Product or service evaluation.

AWARDS

- Best Trade Fair display stand
- Most innovative product
- Socially responsible business
- Best Sales team
- Best video advertisement
- The Best Company of International Student Company festival 2026



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MARCH 23 - 25, 2026

ADDITIONAL INFORMATION

LANGUAGE OF THE EVENT IS [ENGLISH](#)

SOCIAL MEDIA

To follow updates on the event, be sure to follow [@JALatvia](#) and tag us in your posts and stories so that we can share them. Please include the [#iscflatvia](#) so that all of our event highlights are found in one place.

WEATHER

One of the common myths about Riga and Latvia is that the weather is always extreme: very cold in winter, too damp and windy in spring and autumn, and rainy and cool in summer. While such conditions can occur, they certainly do not define every season or every year.

By late March, Riga is typically transitioning into early spring. Around 23rd - 25th of March, average daytime temperatures usually range between 4–8 °C, with nighttime temperatures close to 0 °C. Weather conditions can vary, and participants may experience cool but increasingly mild days, with a mix of dry periods and occasional rain or light snow.

Participants are kindly encouraged to check the local weather forecast closer to the event dates and plan their clothing accordingly.

CURRENCY

Money currency in Latvia is Euro.

CREDIT CARDS

Use of credit cards is widespread in Riga, Latvia, and they are accepted almost everywhere. MasterCard, Visa, American Express are the most common.

ELECTRICITY OUTLET

In Latvia, there are two main types of power plugs and outlets: Type C and Type F.

EMERGENCY NUMBERS

Number of all emergency services in Latvia is 112.

JA Latvia Staff phone numbers will be issued with welcome packs on arrival.

Latvian country code is: +371

CONTACT PERSON FROM JA LATVIA

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