

President of Latvia visits “MADARA Cosmetics”

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On 30 May, President Edgars Rinkēvičs visited the production facility of “MADARA Cosmetics” in Mārupe.

“MADARA Cosmetics” is a company based on sustainable values, with brand recognition and export markets extending well beyond Europe's borders. The company's hallmark is its bold decision-making, serving as a reminder to all that growth occurs where courage and confidence are demonstrated. Its strategic decision to list on the stock exchange in 2017 has contributed to the company's expansion. Particularly noteworthy is the company's investment in promoting research and development at the local level, and strengthening local expertise. Research and development are key drivers of competitiveness. Our task is to support such enterprises and create a business environment in which they can grow and thrive,” said the President Rinkēvičs after the visit.

During the visit, the President met with the management of “MADARA Cosmetics” and toured the production facilities, including the raw material preparation rooms and product filling lines. He also visited the product development laboratories and was introduced to the process of creating new products, as well as the variety of products offered by the company.



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