

ABSL LATVIA NEWSLETTER

MESSAGE FROM THE ABSL LATVIA

As 2025 comes to a close, we turn the page to 2026 - a year set to bring fresh opportunities, ambitious goals, and continued growth for the GBS industry.

Before moving full speed ahead, let's take a moment to look back at an eventful year. In 2025, we brought the industry together through engaging events and seminars, strengthened our collaboration with universities through the visiting lecturer programme, and released our latest industry report highlighting the evolution of the Latvian GBS landscape. Together, we continued to build a strong, visible, and future-ready GBS community in Latvia.

Riga also firmly cemented its place on the GBS map, hosting two major industry conferences - ABSL Forum 2025 and ABSL Latvia Summit 2025 - welcoming international speakers, industry leaders, and experts to discuss the future of global business services, talent, technology, and operations.

Looking ahead to 2026, our focus remains clear. We will continue to connect the industry through high-value knowledge-sharing events, further deepen cooperation between academia and the GBS sector, and once again deliver our annual industry report, providing the insights and data that help shape strategic decisions across the market.

We are entering a year that will demand adaptability, collaboration, and bold thinking — and we are confident that Latvia's GBS community is well positioned to continue growing, innovating, and strengthening its international reputation.

In this newsletter, we look back at the highlights of the fourth quarter of 2025 across ABSL Latvia and our wider community.

Here's to a strong start to 2026 and another year of shared success.

INDUSTRY RECOGNITION

ABSL Forum 2025

On September 25-26, Riga hosted annual ABSL Forum, bringing together global business leaders, innovation experts, policymakers, and industry pioneers for two days of high-level dialogue and strategic exchange.



More than just a conference, the ABSL Forum placed Riga on the map as a key European hub for business services, showcasing our city's strong talent base, advanced tech ecosystem, and growing appeal to international investors. With plenary sessions, panel discussions, and expert keynotes, participants explored critical themes shaping the future of GBS – from talent development and digital transformation to innovation, geopolitical uncertainty, and strategic resilience.



Leaders and speakers also tackled how organisations can adapt in an era of rapid change, discussing AI-driven innovation, workforce transformation, and strategies to safeguard competitiveness in a shifting global landscape. The event underscored how Riga's participation in such a flagship forum reflects not only its capacity to host major international gatherings, but its growing reputation as a dynamic, forward-looking centre for business services in Europe.



INDUSTRY RECOGNITION

ABSL Latvia Summit 2025

In November, we held our second conference “ABSL Latvia Summit 2025: Next Wave GBS: Driving Business Strategy Forward”– a strategic forum designed to accelerate discussion on the future of Global Business Services in Latvia, the Baltics, and beyond. The Summit brought together key stakeholders, industry leaders, and visionary speakers to Riga, reaffirming the city’s role as a hub for thought leadership and innovation in the GBS sector.

With leaders and innovators the Summit provided a platform where practical insights met strategic vision. The strength and diversity of the speaker lineup showcased the depth of expertise within Latvia’s GBS ecosystem and reinforced the value of strong cross-sectoral dialogue.



By bringing together the entire GBS community under one roof, the 2025 Summit showed the power of shared knowledge and collaboration. Its success has set the stage for the Summit to continue as an annual tradition, where our industry can keep learning, connecting, and driving Latvia’s GBS sector forward – together.

This year’s agenda was rich and forward-looking, featuring insightful keynotes and panel discussions on topics that matter most to the industry: the true strategic value of GBS beyond operational stereotypes, unlocking public sector efficiencies, navigating cultural intelligence in global teams, building Baltic-focused service models, and investing in skills and lifelong learning – all the way to harnessing AI and adapting to evolving EU regulations.



INDUSTRY RECOGNITION

GBS of the year

This year's GBS of the Year award went to Atea Global Services, recognized for their dedication to talent, technology, and operational excellence. Their achievements continue to set a benchmark for the industry and reinforce Riga's role as a future-ready hub for international business services.



Managing Director of Atea Global Services, Roberts Eberliņš, reflects on the achievement: *"The year 2025 brought many transitions for both Atea Global Services and the Atea Group as a whole. Much of this work has been underway for some time, often quietly behind the scenes. It means a great deal to see these efforts recognized, both through the trust we receive within the Atea Group and through acknowledgement from the local business community in the form of this award. Let this award stand as a testament to the collective effort of our entire team. As we approach our 20th year of operations in Riga, I hope this achievement gives everyone at Atea Global Services extra energy to keep growing and reaching new heights. We've built something strong here, and I'm confident we are far from done."*



Other nominees – Tietoevry Latvia and Roche Services & Solutions Riga – were also acknowledged for their significant contributions to the city's GBS ecosystem and ongoing innovation within the sector.



By organizing the event for the fifth year in a row, Riga Investment and Tourism Agency continues to play a key role in strengthening Riga's business community and promoting collaboration across the sector.

INDUSTRY RECOGNITION

Cooperation with Universities

At the end of October, we celebrated another successful year of the ABSL Guest Lecturers initiative, which invites professionals from our member companies to share their expertise with students across Latvia. Over the past few years, participants have submitted lectures on a wide range of topics, which are compiled into a portfolio and shared with universities. This allows academic institutions to invite industry experts to engage directly with students through guest lectures.



The initiative continues to strengthen connections between industry and academia, inspiring students, fostering knowledge exchange, and supporting the next generation of professionals in Latvia.



This year, in addition to recognizing the professionals who delivered lectures over the past study year, we hosted a special session on public speaking and audience engagement for our guest lecturers. The workshop offered practical tools to make their presentations even more impactful, ensuring students gain the best possible learning experience from real-world insights.



KNOWLEDGE EXCHANGE PLATFORM

Facility Management Club Event

On October 14, 2025, ABSL Latvia, in cooperation with Atea Global Services and Colliers Baltics, hosted a Facility Management Club event at Atea's brand-new office premises in Riga.

We explored Riga's office market trends, went behind the scenes of property management, and got an exclusive look at how Atea Global Services approached their office relocation. The event offered practical insights and inspiration for anyone involved in workspace strategy and facility management.



A big thank you to the Atea team for the warm welcome and for showcasing their thoughtfully designed, collaborative workspace – a perfect example of innovation in action.

This event continued ABSL Latvia's mission to connect industry professionals, share practical knowledge, and inspire new approaches to workspace and facilities management.

FUNDING FOR PROFESSIONAL DEVELOPMENT

Upskilling and continuous professional development are more important than ever in today's rapidly evolving business environment. To support companies in strengthening their teams, the EU-funded training and qualification program offers financial support for employee courses, helping businesses invest in the growth and expertise of their workforce.

Companies can already explore the range of eligible courses on our website, from technical skills to leadership and soft skills, designed to meet diverse development needs. In the coming weeks, we will also host an introductory webinar for members, providing guidance on how to participate in the program and maximize its benefits.

This initiative is an excellent opportunity to combine practical learning with financial support, ensuring teams stay competitive, innovative, and ready for the challenges of the future.

More information about the programm available [here](#).

List of courses available [here](#).

This project is implemented with the financial support of the European Social Fund Plus (ESF+).

NEWS FROM ABSL LATVIA MEMBERS

Anniversary Year - A Celebration of Outstanding Results at MSC Shared Service Center Riga

2025 was a truly remarkable year for MSC SSC Riga, marking our 25th anniversary with achievements that reflect dedication, innovation, and care for people. We expanded our support geography to 8 new countries and introduced 10 added-value services, strengthening our global presence. Our commitment to creating a family-friendly and inclusive workplace resulted in a record-low turnover of just 7.5%.

We proudly supported more than 50 global technology projects and automated over 10 internal processes using RPA, Low Code, and BI tools - clear proof of our drive for continuous evolution.

MSC Shared Service Center Riga this year was honoured with dual award for being a Family-Friendly Workspace and for promoting inclusive culture with “Diversity is strength” (Dažādībā ir spēks) - recognition that reinforces our values.



The year was also filled with vibrant events that brought our people together. The Anniversary Mural Painting added a splash of creativity to our workspace, symbolizing teamwork and shared values, just as every colleague contributes to our company's success every day.



NEWS FROM ABSL LATVIA MEMBERS

Sustainability and focus on education remained at the heart of our efforts, with 50 guest lectures delivered in 2025. MSC Shared Service Center Riga has always been presenting in different events and activities with young and aspiring talents. This fall those were several career days and events with students.



During 2025 MSC Shared Service Center Riga has provided summer work opportunities for 22 pupils, and internships for 45 talented individuals. Finally, to pursue dreams of the most capable students, we awarded one from RTU with the year scholarship.

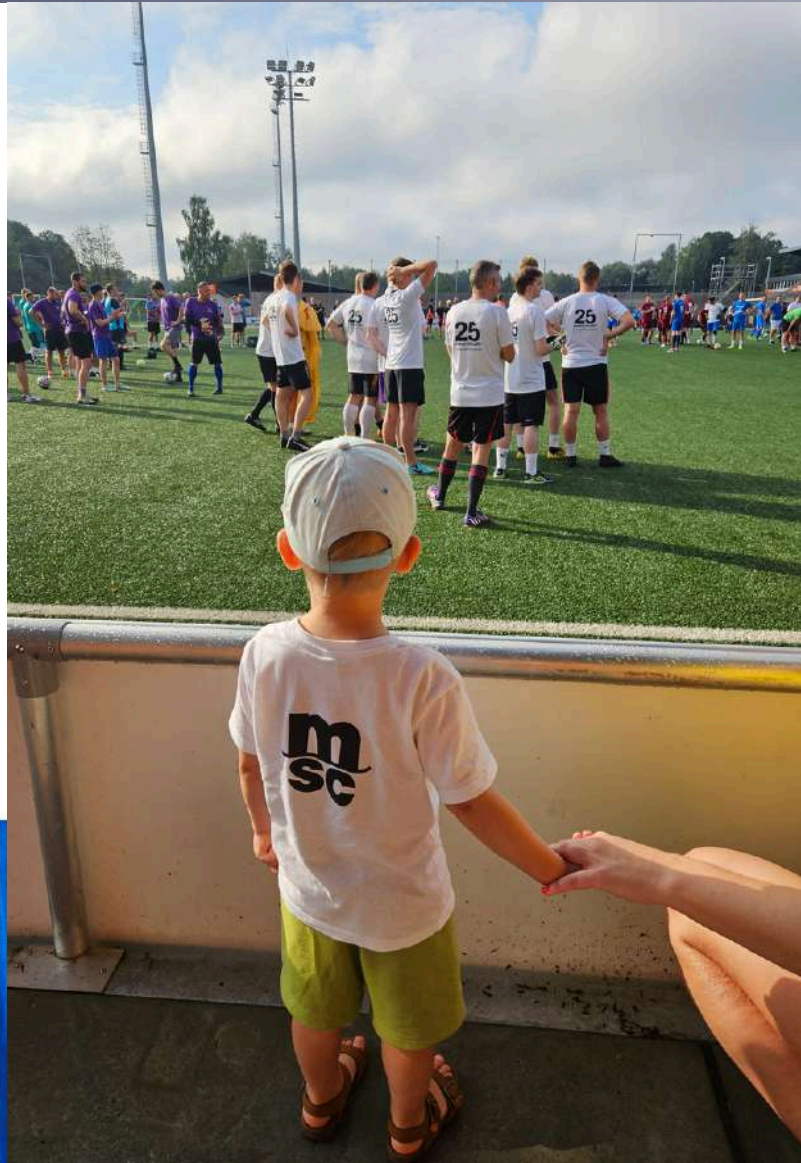


Additionally, in December MSC Shared Service Center Riga, in partnership with Riga Technical University, hosted the “Workplace Without Borders” hackathon, bringing together students and MSC colleagues to design innovative solutions for integrating foreign employees. The event showcased MSC’s commitment to inclusion and collaboration, blending academic insight with industry expertise to foster a truly diverse workplace. participated in several career events.



NEWS FROM ABSL LATVIA MEMBERS

MSC Shared Service Center Riga had led and participated in several charity projects during the time: this year in cooperation with Latvijas SOS Bērnu Ciematu asociāciju a drawing of a kid of MSC Shared Service Center Riga was transformed into a charity card to help raise funds for those in need. The most active and sportive colleagues participated in Charity Football Tournament in collaboration with Latvijas SOS Bērnu Ciematu asociāciju.



Finally, the Active Minutes Challenge encouraged well-being and team spirit of colleagues. MSC Shared Service Center Riga turned movement into donation amount. During two months, colleagues spent more than 6'000 hours being active, logging every active minute to support SOS Children's Villages Latvia and enjoying the competition spirit.

NEWS FROM ABSL LATVIA MEMBERS

Connecting In-Person with 7,000 Atea Colleagues Over Three Days in Norway

This September, more than 400 Atea Global Services employees traveled to Oslofjord, Norway, to join the biggest event in Atea's history – TP2B 2025. This in-person gathering, known as The Place to Be event, has become a cherished company tradition, and this year it brought together an impressive number of more than 7,000 colleagues from all Atea locations for inspiring sessions with the leadership team and engaging side events with more than 400 of our partner teams. All while making space for music, entertainment, and celebration.



NEWS FROM ABSL LATVIA MEMBERS



Held once every three years, the TP2B event serves as the official kick-off for each new three-year strategy period, ensuring everyone has the insight and direction needed to bring it to life. This year marked our second all-company strategy kick-off, and building on the strong momentum and positive feedback from the previous event, it was no surprise that attendance records were broken. With powerful keynotes and vibrant colleague interaction, the event set the stage for many exciting initiatives. One of this year's highlights was the launch of the ONE for Good movement, uniting Atea, our customers, and our partners in actions that support the planet and local communities. Atea pledged that every device returned through our Goitloop services will help fund youth projects across the 89 cities in the Nordics and Baltics where we operate. Each location will help to identify the most meaningful initiatives to support locally. Something Atea Global Services team looks forward to contributing to as well.

For our team in Riga, TP2B event is a powerful reminder that we are part of something much bigger. Leading as ONE is a significant strategic commitment for a company as large and widely spread as Atea. That is why meeting face to face at least once every three years matters so much. This is also why, despite all logistical challenges, we make it happen. This year, our Atea Global Services delegation representing 80% of all colleagues based in Riga attended the event to experience this inspiring sense of community and to feel even more connected to our shared business goals.



NEWS FROM ABSL LATVIA MEMBERS

Twenty Years of SSC Excellence and a Quarter of Progress

As we step in the year of 2026, it is time to reflect on the final quarter of 2025. Q4 at Tietoevry has been shaped by meaningful traditions and important milestones. The highlight of this quarter was the 20th anniversary of the Tietoevry Shared Service Center. Celebrated in September, the anniversary honored two decades of growth, expertise, and collaboration. The SSC has become a place where meaningful work, continuous learning, and a supportive culture come together, and this milestone allowed us to reflect on the strong foundation our teams have built over the years and the exciting opportunities ahead.

November once again brought our Mental Wellbeing Month, offering colleagues space to recharge during the darkest period of the year. With sessions focused on effective communication, motivation, burnout prevention, and onsite morning yoga and peace rituals the month served as a reminder that caring for ourselves and each other is essential, especially when winter comes with its dark and short days.



This quarter marked a major milestone as Tietoevry completed the separation of its Tech Services business, now launching as Vivicta. Tietoevry Corporate Business Services has played an essential role throughout this two-year transition, supporting the operational and structural work behind the divestment.

We also begin a new chapter with the company rebranding from Tietoevry to Tieto, reflecting a more focused core and aligning with our renewed strategic direction. This shift strengthens our identity as we move toward a simplified and impact-driven business structure.

Together, these moments capture the essence of the final months of the year. Celebrating what we've built, supporting each other during the season's challenges, moving confidently into the next chapter and appreciating time spent with our colleagues. With gratitude for everything achieved in 2025, we close the year with the same energy that has guided us throughout!

NEWS FROM ABSL LATVIA MEMBERS

Year at SEB Global Services

For us at SEB Global Services 2025 was another year of overcoming challenges, reaching new peaks, learning new skills, and growing – each of us individually and all of us together as an organization. If we look back at the past 12 months, several accomplishments stand out as particularly meaningful.

First, SEB continued to strengthen its position as a visible and attractive employer in Latvia. In 2025, we were recognized as the #2 “Top of Mind” employer by CV-Online and named among the “crème de la crème” of employers by Civitta. We also earned Bronze status in the “Diversity is Power” assessment and received the “Family Friendly Workplace” status from the Society Integration Foundation. These recognitions are important milestones. At the same time, we see them not as destinations, but as encouragement to keep improving.

Another highlight of the year was our strong engagement with young people. We welcomed many youngsters to our offices through internships, summer jobs, and Shadowing Day initiatives, as well as through our SEB School Ambassadors program. This initiative empowers young people to become financial literacy mentors and share their knowledge with peers, helping us invest not only in future talent, but in a more financially confident society.



NEWS FROM ABSL LATVIA MEMBERS



Finally, some of the most heartfelt moments of 2025 were the celebrations of our colleagues' career milestones. We proudly continue our tradition of honouring 5, 10, 15, and 20-year anniversaries with commemorative coins as a symbol of gratitude for long-term dedication. This year, more than 130 colleagues reached these milestones. Each celebration is a reminder of the shared journey we have taken together, shaped by challenges, achievements, and the people who make SEB what it is.

I am confident that 2026 will bring our industry just as many challenges and opportunities as the year behind us. My wish to all of us is to meet them with open minds, sustained curiosity, and the creativity to turn complexity into progress.



LATVIAN EDUCATION ACCELERATOR EVENT

Career Education in the Age of AI

21 January 2026 | 9:30

Swedbank, Balasta dambis 15



ERDA invites you to take part in the Latvian Education Accelerator event, where the results from a youth career education survey conducted at the end of 2025 will be presented for the first time.

 January 21

 9:30–11:30

 Swedbank Latvia, Balasta dambis 15

Nearly 5,000 young people from 153 schools across Latvia took part in the survey, providing valuable insights into career choices, future aspirations, and understanding of the labour market. This year's survey is particularly special, as for the first time it includes questions on artificial intelligence and its impact on the future labour market.

What to expect at the event:

- Fresh data collected in December on young people's career awareness and plans
- A discussion by the Co-Chairs of the Latvian Education Accelerator - Dace Melbārde, Viktors Valainis, Lauris Mencis, and Ivo Ālmanis
- Several important announcements about what awaits us in 2026
- Networking

To attend the event, please register using the following link: ej.uz/lea-2101