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Juris Savickis,
Chairman of the Council
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„Dinamo Riga” JSC

Brand of the hockey club Rīgas DINAMO has become one of the most recognizable brands of the state both in Latvia and abroad in a very short period of time, but the team itself has become a real nation's team because almost every inhabitant of Latvia follows its victories and failures. Rīgas DINAMO with its sportive and organizational achievements has become the most popular sports team in Latvia in 3 years, but currently DINAMO is no longer only a sports team. By playing in the Kontinental Hockey League Rīgas DINAMO has become the best business card and advertisement of Latvia, and it provides wider and wider possibilities also to entrepreneurs to establish cooperation contacts with partners from other countries.

Rīgas DINAMO is also a good example that projects of global level both in sports and other fields can be implemented in Latvia. Therefore “Dinamo Rīga” JSC also in future will do everything so that the club did not stop at what it has reached and continued to develop.

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Joint stock company “Dinamo Rīga” was founded on 3 April 2008 with the aim to establish a hockey club DINAMO Rīga that would participate in the championship of the Kontinental Hockey League (KHL). The biggest shareholder of “Dinamo Rīga” JSC is “ITERA Latvija” Ltd, but six private persons of Latvia are owners of the remaining shares. Currently structure of “Dinamo Rīga” JSC contains the KHL team DINAMO Rīga, two MHL (Minor Hockey League of Russia) teams HK RĪGA and HK JUNIORS, as well as children's hockey school DINAMO. “Dinamo Rīga” JSC wishes to establish a full hockey pyramid in future. Plans of “Dinamo Rīga” JSC also comprise construction of its own multifunctional sports complex in the capital of Latvia – Rīga.

Kontinental Hockey League was also founded in 2008, and the strongest professional hockey teams of Russia, Belarus, Kazakhstan, and Latvia play in it, but in 2011 also a Slovakian club will join the league. This league can surely be called the second strongest professional hockey league in the world after the National Hockey League (NHL), and development plans of KHL envisage that also teams of several European countries could join the league in future. MHL, on the other hand, was founded in 2009, and the strongest youth teams (up to 22 years of age) of Russia, Belarus, and Latvia play in it, but in 2011 also Kazakhstani and Slovakian teams will join it.

Rīgas DINAMO already initially was formed as a club where Latvian hockey players would have the possibility to show themselves, and this principle is being observed. Hockey players of the national team of Latvia form the core of the team, and 5 - 6 high-value players from other countries join them. In the first three seasons in KHL Rīgas DINAMO has been able to reach the play-off stage

each time in very tense competition, which is a very good achievement when competing against the very much titled and strong Russian clubs, and it has been highly assessed also by well-known hockey experts.

However, in its short history Rīgas DINAMO can be proud not only of its achievements in sports, but also in organizational field, because the club contributes much work in popularization of the team and its games, as well as the brand Rīgas DINAMO. Currently inhabitants of Latvia can buy a rather wide range of food and non-food goods of the special DINAMO product line. Moreover, this activity direction of the club is guided towards support of producers of Latvia, because majority of the DINAMO branded products are produced in Latvia. Further, lots of work is done also in organization and popularization of home games so that all home games of Rīgas DINAMO became real festivities to the fans. Currently many Russian teams use Rīgas DINAMO as a positive example, and it is another stimulus to continue the commenced work.

