

# the INSIDER

#5 (112) 2011

Stockholm School of Economics in Riga



## THINK OUTSIDE THE BALTICS

Technology Partner



Baltic-Executive Partner



Together with





DEAR FRIENDS,

SHHHH... DON'T TELL ANYONE BUT, WE ARE FINALLY BACK!

AS MUCH AS YOU WOULD LOVE OR HATE US WE ARE HERE TO REVEAL ALL YOUR LITTLE DIRTY SECRETS ABOUT YOUR SUMMER ADVENTURES, TELL YOU THE SPICIEST STORIES, SHARE THE MOST INTERESTING NEWS AND SHOW YOU EVERYTHING WORTH KNOWING OR SEEING.

YOU MAY THINK THAT ONCE THE SUMMER IS OVER, ALL THE FUN STUFF STOPS TO HAPPEN. BUT FUN NEVER ENDS AT SSE RIGA ...THE FIRST MONTH WAS PERFECT, WASN'T IT?

IN BRIEF: WISH YEAR 1 TO SURVIVE THEIR FIRST COURSES AND STAY TUNED TILL MICRO COMES;

YEAR 2 TO FINALLY START STUDYING - IE EXAM IS KNOCKING ON THE DOOR ;

YEAR 3 TO HAVE FUN DURING THEIR EXCHANGE SEMESTER AND GET REALLY SPECIALIZED IN THEIR DREAM PROFESSION;

EXCHANGES TO FALL IN LOVE WITH OUR COMMUNITY;

ADMINISTRATION TO BE PATIENT WITH ALL OF US! AND, LAST BUT NOT LEAST, WE WISH A TONS OF LUCK TO VYACHESLAV DOMBROVSKY AND ROBERTS KILLIS IN THE UPCOMING ELECTIONS!



KEEP THE SPEED,

THE INSIDERS

## MORTEN'S COLUMN

### BACK IN THE SADDLE AGAIN

THE ECONOMICS OF THE WORLD STILL LOOKS PRETTY DISMAL SO IT SHOULD BE ANOTHER GREAT YEAR IN WHICH TO BE AN ECONOMIST, I.E. A PRACTITIONER OF THE DISMAL SCIENCE. THERE ARE MANY THINGS TO FOCUS ON AND HERE IS A LIST OF SOME OF THE ISSUES I WILL FOLLOW WITH GREAT INTEREST IN THE YEAR TO COME:



IN THE BALTICS WE'RE BACK TO THE HIGHEST GROWTH RATES OF THE EU BUT I THINK WE SHOULD BE CAREFUL - GROWTH COULD STILL BE VERY FRAGILE AND THERE ARE STILL MOUNTAINS OF PRIVATE DEBT TO REPAY.

BELARUS SAW A MAJOR DEVALUATION EARLIER THIS YEAR - TO WHICH EXTENT WILL THAT HELP GROWTH THROUGH INCREASED COMPETITIVENESS?

THE EUROZONE IS (STILL...) A MESS WHERE POLITICIANS PLAY THE THREE MONKEYS THAT DON'T SEE, DON'T HEAR, DON'T TALK - NOT A PRETTY PICTURE.

AND THE ONLY REASON WHY THE EUROZONE IS NOT THE BIGGEST MACROECONOMIC MESS IN THE WORLD IS THE USA. IF THERE IS INCOMPETENCE ON THE POLITICAL SIDE OF THE EUROZONE THEN THERE IS ABSOLUTE STUPIDITY IN THE US.

SO, BUY YOUR POPCORN, LEAN BACK AND ENJOY THE MACRO SHOW. IF IT WASN'T ALL SO SERIOUS WE SHOULD HAVE A GOOD LAUGH!

AND WHATEVER HAPPENS, WELCOME TO 2011-12!

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THE INSIDER IS  
BROUGHT TO YOU BY:



Dear all,

I believe all of us have had a great summer. A lot of students have worked for several months, some have devoted more time to themselves, thus, more or less we are all ready to study hard, set new aims and face new challenges.

In the end of August everyone is thrilled and excited to meet the new Y1 students. This Y1 class will go into SSE Riga history books as the very first having so many cultures and experiences. I believe this will strengthen our networking possibilities and SSE Riga brand name in Europe.

The year has started with various events: frenzied Newcomers Camp, Baptizing, Sensation white party and pub tour were all full of fun. A lot of people will remember the extreme show in the yard. Moreover, this year we will celebrate the 10th anniversary of Bottomline Summer Symposium.

I also hope that all Y1s up to this point have signed up for various organizations and decided what they will do for school. Believe me, it is as important as your studies, giving you fantastic opportunities to use your theoretical skills in real life.

Student Association had also had a worthwhile summer: we finalized the change of our sponsorship structure and created the General Offer. The new system states that SA will have one General Partner, several Partners (5-7), and numerous Supporters. The joint sport trainings with RGSL in Olympic Sports Hall have already been challenging. More specific news will be reported in SA's Fancy-Chat meeting.

I wish you all an awesome year! Believe in yourself, trust others, be honest and get involved in school's activities. Other things then will just come naturally, just you need to be patient.

"All great achievements require time."

*/Maya Angelou/*

Yours sincerely,

President of Student Association 2011/2012

Rihards Strenga



### DAYS OF OPPORTUNITIES

Dear SSE Rigans,

The team of Days of Opportunities 2012 (DoO) would like to congratulate all new Year 1s with joining SSE Riga community. We believe that education gained in SSER will be a strong basement for your future carrier. DoO will help you to make the next step in your career path by providing with a chance to have face to face meetings with possible future employers from the best companies. This year the 17th annual "Days of Opportunities 2012" main event will take place on March 30rd, in the school's premises. As usually there will be great, inspiring guest lectures a week before the gala event.

To make the event at least as great as it was in the previous year, the organizers are searching for active, enthusiastic and brave Year 1s, who would like to join DoO team as Junior Coordinators. The experience gained by organizing the event is extremely valuable. Do not let your opportunity slip away!

Always caring,  
Days of Opportunities team



Finally the new organizing team of Peak Time 2012 has been elected! We are very eager to see what is waiting for us and promise to do our best to make the competition even more challenging, gather a bigger number of talented participants and worldwide recognized professionals and, of course, let you enjoy the craziest parties of the year. Hopefully, there will also be a lot of enthusiastic Y1s willing to join us in creating this AWESOME thing called Peak Time.

**Peak Time 2012 organizing team:**

**Chief organizer:** Kristina Malūkaitė

**Sponsor relations:** Martynas Stankevičius

**Event organizing:** Jelena Gvardina

**Promotion:** Nadežda Zute

**Media:** Aistė Virkutytė



While the beginning of the academic year is rather easy for most of the students, four Y2 students are already facing quite an intense period. Yes, they are the ones organizing Junior Peak Time 2011, which will be the first big event held here in SSE Riga in the very beginning of November. Since it will happen just for the second time, there are many ways to grow, develop and improve the event. Meaning even more challenges, work, brainstorming sessions and sleepless nights. Therefore, Junior Peak Time organizing team is waiting for help from all of you, dear students.

So if you feel like doing something apart from studies and you want to do it NOW, not later in spring semester....dare to become an associate of Junior Peak Time 2011 organizing team and get an opportunity to gain unforgettable, amazing and unique experience!

Truly yours,  
Junior Peak Timers



The academic year has already kicked off meaning a period of elevated activity for the Investment Fund board. Firstly, the main part of our daily agenda concerns sponsor attraction for this year's Investment Game as this year we have very ambitious plans for the game's expansion both geographically and technically, giving you an opportunity to trade in more markets. Secondly, as it is in our plans to expand our portfolio, soon we will start negotiating with some of the leading local investment houses about possible forms of collaboration (direct funding, trust accounts, etc.), thus widening our opportunities for selecting securities. And lastly yet most importantly, at the end of August the organization was presented to Year1 students and we greatly appreciate the immense interest shown from the new students. Hence, we hope that this year will turn out to be a period of fruitful collaboration between the old and new member, and we can assure you that the experience you will gain will be one-of-a-kind. So, looking forward to see you in the seminars and beyond,

The Investment Fund board





PAUSE.MOVIE TIME

On behalf of the Pause.MovieTime team I would like to congratulate everyone with finishing one more year, and, of course, welcome all the newcomers. I guess they (the newcomers) also need a short intro to the course, so here it goes: we watch movies. In Soros. On the big screen. That's about it... We'll start in the next two weeks. The time will probably still be 17.00, dunno about the day of the week yet. Also, the position of the head, chief MovieTime guy will be handed down to the strongest, wisest and most talented right after the president and other useless elections, i.e. around winter time.



SSE RIGA CHOIR

As every year you are welcome to join SSE Riga Choir. The choir is going to prepare new Africa music programme together with "Afro pulss" percussionists' group. And soon there is going to be already a traditional choir camp, which is great fun to take part in. Singing not only in class, but also in sauna and while running to the seaside! Not so far away is Christmas with lovely gingerbread evenings and concerts. Rehearsals take place every Monday and Thursday from 7 pm till 9 pm. Take a chance!



DEBATE SOCIETY

Greetings, ladies and gentlemen! SSE Riga Debate Society is happy to announce a new season of debating, and it's our great pleasure that so many Year 1 students have already attended our sessions. The Society has started planning early for the upcoming SSE Riga IV and elected new organizers, thus we hope to host an amazing tournament that would outshine all the previous ones. The schedule of the DS is as follows – two sessions every Monday and Thursday, at 5 pm for beginner debaters and at 7 pm for the experienced. If you can't come to the beginner debate sessions due to times overlapping with language courses, you are welcome to come at 7 pm. New debaters are first taught the basics – how to construct arguments, how to appear persuasive or simply what kind of habits they should get rid of. In a few weeks single speech sessions will be replaced by full-fledged debates, workshops and information sessions. Keep an eye out for more news from the debate club!



The arts organization of SSE Riga welcomes all! It does not matter whether you dance, paint, play any music instrument or simply love arts – the only criteria for joining is that you love to play. After all, all work and no play makes Jack a dull boy – the lecturers sure seem to be providing you with sufficient amounts of the first one.

After the resounding success of last year's event, the team is planning to host an even bigger event for the Museum Nights. The usual 'cross that bridge when we come to it' approach has been replaced with a more organized one and now several specific positions are available for both Y1 and Y2 students. Remember – it is the students that create this event and all ideas that are brought in by new members can be made into reality, especially the wacky ones of the Y1!



Baltic Economic  
Forum for students

Hey folks,

The study year has started and fresh forces have joined our small and friendly SSE Riga family. Altogether we have all of the opportunities to organize an unforgettable event for ourselves and other Baltic students!

Last year a wonderful tradition of BEFS (Baltic Economic Forum for Students) was started. For the second time the forum will take over SSE Riga for three days (March 15-17, 2012). There will be numerous speakers knowledgeable in both science and economics and participants from the Baltics and other European countries.

Energy is the topic we have chosen for BEFS 2012. Living in the XXI century and using machinery and different technologies by definition implies the need of energy and raises many questions about its producing, utilization, trading etc. Thus the organizing team of BEFS 2012 decided to offer the opportunity to gain insights on these subjects taking into account the economic perspective.

At this point we are mainly working on attracting interesting speakers and fundraising. Soon we will need help in building up the event, which is why we invite active and hard-working SSE Riga students to join our team and become associate organizers.

Please reserve March 15-17th, 2012 for BEFS. See you there!

But for now, BEFS wishes everybody good luck, especially Y1s! :)

Yours,

Olga, Domas and Aleksandras

BEFS 2012 organizers



DRAMA CLUB

Coming soon..

Check your emails for the following information...

This year it is going to be LEGEN- wait for it - DARY...

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The new school year has recently begun, and the board of Leif Mutén Society is glad to welcome the newcomers aboard. For the foundation the academic year begins with changes, too. The newly elected board, consisting of Bruno Vavers, Liene Ozola, Jegors Ivanovs, Janis Zarins and Didzis Dubovskis has already overtaken the responsibilities and started working. We are eager to be of great help for students and excited about maintenance and development of the prestigious organization we are proud to be part of. It has been discussed what direction the organization will take in its nearest future, as well as first year students were introduced to the organization.

The board of LMS is there to serve the needs of students. Students, in their turn, are kindly invited to become members of the organization in order for them to enjoy the membership benefits. More information on the application procedure can be found at the homepage of the foundation: [www.leifmutensociety.org](http://www.leifmutensociety.org). Membership provides one with an opportunity to apply for and receive financial support for academic and other educational purposes.

We would like to wish all of our peer students a successful and productive school year 2011/2012. Let it be full of challenges, learning experience, problems and solutions to them, as well as fun!

"In the arena of human life the honours and rewards fall to those who show their good qualities in action."

/Aristotle/



CHARITY CLUB

Hey, hey all the good-doers!

A new semester at SSE Riga has started, and along with it a new year for Charity Club. We hope that you paid attention in our presentation, and the same as last year we will receive many, many applications and willing participants who just want to make the World a better and nicer place.

Stay tuned for a launch meeting, but if you already have your own ideas you want to realize, please do not be a stranger and contact us to: **Liene.Putnina@gmail.com** or **Laura.Danberga@gmail.com**

# DAY 1 IS JUST THE BEGINNING...

**R**ECENTLY I have been asked by one of my friends how much it is true that success of my career is due to my studies at SSE Riga. Although there are no ways to test and see how my life would have developed, there are few things that I am really thankful of. Firstly, the confidence given both by joining the best business school in the Baltics and the chance to be among the high performers from the three countries. Secondly, the broad insight provided by the study process, lecturers and peers. And last but definitely not least, honesty and high morale of the SSE environment. Congratulations and success in your studies!

NAURIS KLAVA, EXECUTIVE DIRECTOR IN EY ADVISORY SERVICES, CLASS 2001



**H**AVING joined the EY Advisory team, I was positively surprised to find it as a mere continuity of the aspects I used to enjoy as a student at SSE Riga - intellectually stimulating environment, colleagues that are both fun and good role models, community that embraces cooperation and creative thought, even overnights (yes, it can be enjoyable too). Take the chance of adopting "Study hard, party hard" attitude while you can, because in working life such challenge of combining 'studying (working) hard' with 'partying hard' is set at the totally new heights. Best of luck! I am looking forward to meeting you!

ARVYDAS ZIOBAKAS, SENIOR CONSULTANT IN EY ADVISORY SERVICES, CLASS 2009



**S**SE Riga is tough and you are very lucky to have gotten onboard, congratulations on that and best of luck. In the midst of the packed study and exam schedule, do not forget that studies are not only a preparation for a career, but also a time when you can explore new horizons, make friends for life and become a better person. A life is more than studying and a career, in spite of the latter forming a big part of your life, so as a grown-up you will always have to prioritize. Whatever your priorities will be, congratulations on joining the SSE Riga community and taking one of the many steps towards becoming a great person and may the numerous exams (and re-exams) not wipe the smile off your face!

KESTUTIS GAILIUS, MANAGER IN EY ADVISORY SERVICES, CLASS 2003



**A**NOTHER challenging & exciting school year, full of opportunities, has started. I wish an adventurous journey to Year 1, successful finance course to Year 2 and memorable Thesis writing to Year 3.

KAIDI PEETERSOO, SENIOR CONSULTANT IN EY ASSURANCE SERVICES, CLASS 2009



**W**ELCOME (back) to our dear SSE Riga. Remember - you can be the best in everything that you do if you do it with enthusiasm, dedication, and positive mindset. I know it!

LILI KIRIKAL, SENIOR MANAGER IN EY TRANSACTION ADVISORY SERVICES, CLASS 2006

**W**E will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is Today." /Edith Lovejoy Pierce/  
Dear, SSE Rigans! Good luck in your New year! All the three years spent in SSE are creation of stairs to your future: be brave as your future starts today!

VITA BOGDANOVA, SENIOR CONSULTANT IN EY ASSURANCE SERVICES, CLASS 2008





# POLITICIANS AMONG US

INTERVIEW WITH VYACHESLAV DOMBROVSKY

**FAVORITE RESTAURANT:** Pastnieks

**FAVORITE THEORY:** Acemoglu's thinking about institutions

**FAVORITE LATVIAN POLITICIAN:** None

**WOULD RATHER VOTE FOR:** Šlesers vs. Lembergs

**WISH FOR POLITICAL OPPONENTS:** Be worthy and sufficiently challenging.

**COUNTRY I WOULD NEVER VISIT...** There might be a bunch of them in Africa.

**IF I HAD ONE EXTRA HOUR EVERY DAY...** I'd spend it with my family.

**I HAVE NEVER...** flown a plane in pilot's seat.

**FAVORITE QUOTE:** I'm right and the world is wrong



**• Not so long ago you said in an interview that you see your place as an advisor and a coach, not as a politician yourself. What made you change your mind?**

Going back to the question of my favorite politician – if there was a person I would deeply respect and admire, whom I would consider to be the driving force of change, and I could help him, then this would be the capacity I'd be willing to take. Yet so far I have not found such person so I would have to become one myself.

**• You've also said that politics ask for 100% devotion, and if you went into politics you would not be able to be a researcher nor a lecturer. So what are you going to give up doing?**

There are quite a few depends. First of all, whether

I BELIEVE THAT YOU CAN  
FOOL SOME OF THE PEOPLE  
SOME OF THE TIME, BUT YOU  
CANNOT FOOL ALL OF  
THE PEOPLE ALL THE TIME.

I will be simply just a member of parliament, then I could continue teaching for another two to three years, before what I teach becomes somewhat

obsolete, and then I could make

up my mind where my path lies. If, however, I get elected and assume a high level executive position, then it will most likely become more than a full time job. I will probably preserve some presence in the school, yet teaching courses would hardly be possible.

Serious research is something that I would have to give up in case I am elected, that's more or less certain.

In the end, I am prepared for any contingency, but the voters are the ones who will decide.

**• Could you shortly explain what is the educational reform that you are proposing?**

In the present system, the higher education



is financed out of the common pool of taxes so everyone, those who had higher education themselves and those who didn't, pay equally to those lucky enough to get budget places. What we are proposing is something close to an excise tax to gasoline – if you have a car and buy gasoline, then you pay this tax, if you don't have a car you don't pay it.

This is the 'money-follows-students' doctrine in which the students decide where and what they will study and then the state provides them with funding. In the present system, the ministry decides, based on some pretty interesting criteria, which study programme will be supported and which not. Basically, our reform would put students into the driver's seat, instead of bureaucrats.

The system was started in Australia in 1989 and it has been adopted in several countries including New Zealand and the UK. It is very likely that after some 20 years this will become the most popular way of financing higher education. The question is whether we adopt this, what seems to be the world's best practice, today or do we adopt it 30 years from now.

**• So why finance not education minister?**

Because Roberts is a candidate for the education minister. :) It's not only about the education. Another thing that we have is a strategy for finishing off the shadow economy in three years, by reducing the tax burden on the labor force by 9 percentage points. And this is fully in competence of finance minister.

**• Do you believe that voters are rational?**

I believe that you can fool some of the people some of the time, but you cannot fool all of the people all the time.

**• One of the things that you taught in Political Economy was that it is rational for a person not to vote as chances of a vote being decisive are tiny and the costs exceed the potential gains. So would you suggest to take part in these elections?**

If you think of the simplest prisoner's dilemma, a bunch of rational individuals play this game and end up in a Pareto inefficient outcome, even though a much better solution is possible. This is if you play a one-shot game. But if you introduce

repeated games, and so many that it approaches 'infinity', then the players can learn through experiment and obtain socially optimal outcome. From this I would say the act of voting is a sign of maturity of individuals and society. It is a sign of having played the social cooperation game for a long enough time to have developed tacit understanding that without voting democracy is not possible.

**• Which parties, in your opinion, will gain the most expressive votes in the upcoming elections?**

I think that Greens and Farmers and Šlesers' Reform Party are competing. Mr. Lembergs and Mr. Šlesers can be regarded as magnets of expressive votes.

**• Do you think that Latvia is far from being a failed state?**

I would say that it came perilously close some time ago. If not for Greece, it is quite likely that we would still be in the headlines.

**• Why do you believe people should stay in Latvia?**

If you want to maximize your impact in this world, if you want to change the world, then this is where you can have the maximum impact, in a country where you were born. You can go to another country, live there for a relatively long period of time but most likely you would never get to a position where you would really be able to matter. It's a bit like endowments – whether you like it or not but you come from here and you have the grasp of institutional reality of this country and better social networks than somebody else who comes here at the age of 18, 20 or 70. If you think about achievements then you can achieve a lot more in the country where you were born.

**• How many hours did you sleep last night? (When the same question was asked 3 years ago, the answer was "8. I usually sleep one hour less than I would like to.")**

Five or six. Now eight hours is where I would like to be. Sleep is very important, but I can still manage.

**• What would be the best present for Christmas this year?**

To find the least bad way to consolidate the budget.

LIENE GRIZĀNE

THE BEST PRESENT  
FOR CHRISTMAS:  
FIND THE LEAST BAD WAY  
TO CONSOLIDATE THE  
BUDGET.

# CRAZY SUMMERS

## Marina Krumina, Anna Skačka, Madara Bogdāne conquering Moscow...

### Internship at Oriflame in Moscow

This summer proved that working in the company with people from different cultures and with different mindsets is much more fun than one might think in the first place. And experiencing day-to-day agenda together with other 10 million Moskvitchi is even more fun.

Oriflame is definitely a company for people. We were pleased to hear before the start of the internship that the Moscow HR department will take care of a 3-room apartment in the centre, airplane tickets, visas and taxi.

After the arrival we started to work on the assigned projects: some of us had to travel to Nizhniy Novgorod, struggle with SPSS, met interesting people and managed to contribute to a large optimization project. In general, we survived through different challenges, had overnights and, according to senior management, raised the bar for the future interns.

### It is not all about work

Our life in Moscow was very intense, fast and crowded. Even though we were quite well-aware of what to expect from the city, we still managed to experience some culture shocks.

It's no secret that Moscow is huge, though one has to spend some time there in order to understand that Moscow is much bigger than just huge. And it's not only about km<sup>2</sup>, it's about everything there. The amount of buildings, cars, people, entertainment, museums, theatres certainly cannot be physically determined. To understand the scope of the city: we lived near the Victory Park, which area is undoubtedly larger than the



whole old town of Riga. There was an open-air concert organized this summer and roughly half of the park managed to situate 100,000 people.

We definitely had the time of our lives in Moscow. Here are some facts about Moscow that you might want to experience yourselves.

- Potatoes cost more than bananas.
- Buildings, bridges and statues can be easily moved from time to time to different locations.
- Shops can be out of food (especially bread and milk) in the evening.
- The definition of service is a way skewed (it can be either none or too much of service in Russia).
- 5D movie format exists in Moscow cinemas (in addition to 3D glasses we assume you might get punched).
- Traffic jam starts only when there's no movement.

If the overall speed on a highway is 5 km/h, then there is no traffic jam because "the cars are still moving".

• There is full employment unemployment in Moscow.

### Back in Riga

The very first thought that pops in mind is: "Where are all the people?!" Further on, you start noticing that streets are

small and empty, that cars passing by are not that fancy, and no one is actually pursuing you to buy flowers or watermelons. You start feeling weird that you don't have to go far to buy grocery, and sellers, actually, are greeting you.

The most difficult part is pace. You miss the speed, the crowds that carry you with them, having almost no chance to escape. And you miss the sound and the scale: in Riga you can hear the silence, while in Moscow that is impossible just as keeping an endless amount of street names in head.

### P.S.

Moscow is a city of contrasts, where everyone can find what s/he is looking for. Each of us found something valuable. If one offers us to exchange these 2 months of internship for something else, the answer would be „No way!“.





# Šarlote Bludina and Madara Pundure dancing in Berlin style...

## Fun facts:

- The first museum spotted - Erotic Museum.
- We had an altar (yes, a real praying altar) in our apartment.
- Almost everyone we met thought that we are from Sweden, Norway or Russia.
- Hobos in Hamburg look better than some ordinary people in Latvia...they wear suits.
- The public transport is as full at 5 am as at 3 pm.
- In Soda Club you get free entrance and 7,5 Euros worth drinking... if you are a girl.
- When we first went partying we thought that we have wandered into a gay club, 70 guys and 5 girls, as it turns out that's normal for Berlin.
- It was the coldest summer in Berlin for the last 10 years.

## Best quotes of the trip:

Š at IKEA: "Do you have virtually computer bags?.... Like bags for computers."

Š: "Do you feel it? The earth is shaking.... Oh no, it's just my phone."

Š to M: "You are like a computer...If I leave you alone for more than 5 minutes you go to sleep."

"If a girls says that she needs to pee, she really needs to pee!"

"M:I thought that we were going partying?!"

Š:And we are!

M:Ok, but then why are we at a cemetery?"

## Things that we discovered about each other:

Madara, if left alone, falls asleep in no time.

Šarlote is crazy about pretty little lights during the dark hours.

## Berlin Berlin

It all started on a very cold Saturday in February. During the elective course Business Reactor we had the opportunity to meet and work with the owner of MOOZ (based in Berlin) and from a thought "hey, that would be cool to spend the summer in Germany" our little adventure began.

After a few months at 7 am on July 22nd we were woken up by a pilot saying: "We will be landing in Tegel airport in about 10 minutes. The temperature outside is +13 and it is raining. Enjoy your stay in Berlin". Facial expressions were adequate. +13 degrees!? Are you f\*cking kidding me? I didn't even bring my raincoat!



## The serious part:

We were creation and conception interns. We had a wonderful opportunity to take a part in one project from the very beginning till the end, which gave us a great insight of how exactly marketing companies operate and what are the daily duties that have to be performed.

The first two weeks were quite intense, we had on average 10 hour workday,

however, the following two weeks we got some days off just so we could explore the city in the day time as well.

We had a really nice, interesting and friendly boss, who helped us a lot in order to get to know Berlin better. He showed us some cool places and gave really useful advice. We are very thankful to Andris for his help and this amazing opportunity.

## Where all the crazy meet:

Our boss took us to an amazing place - Tacheles. It is an art center (a large 9000 square meter building), where you can see different kind of artworks (paintings, sculptures, photos, collages, installations, videos, jewellery) of at least 50 artists working there, some of which also live in the building. All the place is covered with graffiti and other modern art expressions, so the atmosphere was very inspiring and relaxing. Most of the visitors were smoking weed and a bunch of them were acting quite amusing - some were singing, some just talking weird things.

## Cool Mondays:

The best day to party in Berlin is Monday! If you know the password you can get in two clubs for free and if you arrive early enough you get some snacks and pizza for free. But this wasn't an option for us, because we were late as always. Fortunately enough, the guys that we met knew the right people there, and we didn't have to spend hours waiting in the queue.

Felix is another impressive place to visit in Berlin on Mondays. Good music, spicy shows and fun atmosphere. Our tip would be to dress up a bit more than only sneakers and jeans, however, it didn't stop us from having an amazing time... just made us feel a little bit out of place when entering the club on red carpet.

## From breakfast to hospital:

The first day of internship we spent eating breakfast, checking out our office and getting to know our boss and the third intern better. The last day of work we, along with our boss spent at the hospital, because Šarlote had danced her foot away.

# RAIN, LEPRECHAUNS, AND GUINNESS: SSE RIGA PEOPLE IN IRELAND

VLADIMIRS AND REINHOLDS ARE AMONG 16 EUROPEAN DEBATE TEAMS THAT HAVE BEEN SELECTED TO PARTICIPATE IN DEBATES AGAINST 16 CHINESE TEAMS, WHICH GIVES THEM A CHANCE TO GO TO BEIJING FOR FREE.

**E**ACH summer our Debate Society takes part in the annual European Universities Debating Championship (EUDC); colloquially known as “the Euros”, it is the world’s 2nd largest debating tournament (after, guess what, “the Worlds”), gathering around 200 teams that debate and party one week long. This year the Euros were held at the beginning of August in Galway, Ireland; 3 SSE Riga people, including 1 graduate, participated, together with some Estonians and one Lithuanian. Our adventures & experiences are described below.

## Preparations (or lack thereof)

Unlike the year 2010, when our preparation included not only reading many articles/books/etc., but even taking part in a tournament in the Netherlands organized exactly as a warm-up for the Euros, this year’s summer was very busy for all of us.



Reinholds (Y3) was working his ass off at Enskilda and Civitta, I was having my internship in Moscow, and the graduate Martins Veiss was doing his best to bring about the collapse of airBaltic as soon as

possible. Therefore, admittedly, we were boarding the flight Riga – Dublin with not so much structured knowledge in our heads.



3 hours on a plane, and we are there, temporarily joining the Baltic immigrants’ community. The notorious ever-changing Irish weather didn’t fail our expectations: it was raining every day, often together with strong wind. We left the Dublin airport by bus and in 2 hours arrived to Galway, our final destination. Located on the Western coast of Ireland, Galway is a small and, to be honest, quite boring town with a standard set of historical buildings; however, as everywhere in Ireland, its pubs were good, and we didn’t hesitate to enjoy cheap and high-quality Guinness. By that time we had been already joined by Arvydas Ziobakas, another graduate that came as an independent judge. Soon we also stumbled upon our Estonian friends from Tartu, a couple of familiar Brits and some other people, with whom we eventually hung out before the start of the tournament.

## Debates, motions & playoffs

The qualification rounds lasted three days in a row (August 8 to 10), three debates per day. Without doubt, the motions were thought-provoking and exciting, as they always are during the Euros. Perhaps we expected more of them to be related to current affairs (e.g. revolutions in the Arab world, the Norway attacks, etc.) and not to general disputable issues such as death penalty, but we still enjoyed them a lot. However, some people, myself included, expressed concerns about whether the motions’



were well-balanced: given that there were many teams from Israel (the Israelis eventually became the English as a Second Language (ESL) champions and best ESL speakers), it was a bit unfair to debate motions about the Israeli-Palestinian conflict or the Mein Kampf publishing. Of course, this is no excuse, and the Israelis indeed were great and dominated the whole tournament.

At the end of the third day the results were announced; sadly, we did not break to the quarterfinals. Estonians were most unfortunate: they finished at 17th and 18th places, meaning just behind the 16 teams going further. Slightly higher speaker points, a bit more persuasive rhetorics – and they could have been there! However, we found this out only at the very end of the tournament, so during the breaking night we weren't that grievous.

The playoffs, which are separated for native and ESL speakers) passed in an instant, with great teams being eliminated by even greater ones until the two finals came. The ESL final motion – This House Believes that God exists – raised a lot of controversy because of its metaphysical nature and ambiguity. Personally, I also think it is way too hard to defend this motion, especially if English is not one's native language. Still, it was quite much fun to watch two Israeli teams arguing against the existence of God. The Main final motion – THW pay reparations to women – was quite standard in the sense that all classic feminism arguments could be used; in the end, the first government won, having established

an elaborate and elegant case that stood throughout the debate.

## The way home

Because of the tight schedule, we didn't manage to see that much of Ireland (excluding a few bars & clubs where debate socials were held). Therefore, we made some plans for the end of the week, namely the free Saturday before the flight. Initially we planned to climb something called St. Patrick's Hill that was located in a 2-hour bus ride from Galway; however, partially due to concerns about the weather and partially because of general laziness, we dismissed this option and simply went to Dublin. The capital of Ireland is a nice city, with quite a few sightseeings that we have or have not managed to check out; however, the weather spoils it all. Besides, it was really hard to find a decent place to eat: local "traditional" food is all about fish, chips, and other McDonalds-similar stuff. As a result, we noticeably gained some weight after the week; this was also probably caused by increased beer consumption.

All in all, it was a great trip, and we all enjoyed it a lot. Ireland, despite all our jokes about it, is a country worth visiting, and the Irish are quite open-minded and easy-going people. We have also gained invaluable debating experience that we'll undoubtedly share with others and use to achieve future victories. So stay tuned and come to Debate Society sessions! :)

VLADIMIRS ZLOTNIKOV'S

# PHOTO OF THE MONTH



THEY SAY THERE ARE SO MANY REAL-LIFE MATH APPLICATIONS.

# GOSSIP\*

\* WARNING. THIS PAGE CONTAINS MATERIALS WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY FOR THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU CAN BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN :)

THEY SAY THE DATE OF RE-EXAM FOR YEAR2 MIGHT CHANGE UNEXPECTEDLY.

ADOMAS HAS REALLY BECAME A WALKING ENCYCLOPEDIA DURING THE SUMMER WITH MORE AND MORE INTERESTING FACTS EVERY DAY.

THEY SAY ROLANDS (Y3) IS DA BOWSE!

THEY SAY JUSTAS (Y2) AND AISTE (Y2) SITTING ON A TREE K-I-S-S-I-N-G.

THEY SAY THAT SHE DATED AT LEAST 5 SSE GUYS IN 2 YEARS.

THEY SAY THAT IS NO WONDER THAT JULIJA (Y3) IS LOOKING FOR A NEW FLAT, BECAUSE SHE WAS BITCHY FLAT MATE IN PREVIOUS ONE.

THEY SAY IRINA (Y2) IS SUCH A HOT GIRL THAT EVERY SSE BOY LIKES HER.

THEY CLAIM THAT AO HAS DYED HER HAIR TO LOOK MORE LIKE FE HEAD TA.

THEY SAY THAT LENA (Y2) HAS AWESOME BUTTOCKS.

THEY SAY THAT THERE IS DR. HOUSE IN YEAR1.

THEY SAY THIS YEAR NAKED MILE WAS EVEN MORE NAKED. WAY TO GO YEAR 1!

THEY SAY THERE ARE NICE Y1 STUDENTS AND AWESOME EXCHANGES:)

THEY SAY THERE ARE A FEW HOT BOYS AMONG EXCHANGES ...

THEY SAY THAT YOU CAN EASILY GET LAID ON THE SWINGS IN NEWCOMERS CAMP, IF YOU WEAR WHITE PANTS.

THEY SAY THAT IVAN MIHHEJEV LOOKS SEXY IN HIS WHITE TROUSERS.

THEY SAY THAT JEGORS (Y3) MADE HIS PERSONAL RECORD IN NUMBER OF GETTING GIRLS TOPLESS!

THEY SAY THAT LITHUANIANS BELIEVE THAT EVERYTHING WHAT IS NOT TIED SOMEWHERE IS FOR FREE, EVEN IF IT IS A HORSE CARRIAGE.

THEY SAY, THAT FROM NOW ON GOSSIP PAGE WILL BE CALLED KRISTINA'S (Y3) PAGE.

THEY SAY THAT Y1 GIRLS ENJOY TO WEAR THEIR TOPS OFF, WHILE SOME OF THEM GO EVEN FURTHER WHEN IT GETS DARKER. :)

THEY SAY "БАААААААААЩЕ КРАСААААВААА!"

THEY SAY GOSSIP OR BE GOSSIPED ABOUT.

THEY SAY EDUARDS (Y2) KNOWS HOW THE FUCK TITANICA WENT DOWN.

THEY SAY RANDOM WALK WITH A DOG AND VLADIMIRS (Y3) WAS PARTICULARLY NOTICEABLE IN IRELAND.

THEY SAY THAT ELENA CISTJAK HAS CHANGED HER HAIRCUT, BUT SHE STILL CAN'T HELP BEING LATE FOR THE LECTURES.

THEY SAY THAT Y2 AND Y3 BOYS ARE SAD. NO HOT GIRLS IN THE Y1.

THEY SAY JEGORS WANTS SWINGS FOR HIS BIRTHDAY.

THEY SAY THAT SSE RIGA STUDENTS DON'T HAVE A LIFE. IT SEEMS TRUE FOR YEAR 1 STUDENTS RIGHT KNOW.

SOME Y1S BELIEVE THAT KYIV IS A RAPIDLY DEVELOPING COUNTRY.

THEY SAY THAT WHILE TEACHING HIM HOW TO HAVE WILD PARTIES, EERIK FORGOT TO TELL HIS BROTHER THAT IN THIS SCHOOL SENDING SPAM EMAILS IS CONSIDERED LAME.

THEY SAY JEGOR'S TOUCHING STRATEGY WORKS.

THEY SAY THAT GIEDRIUKAS CAN TRAVEL IN AN ASHTRAY.

THEY SAY THAT Y1 GIRLS STILL DON'T KNOW THAT HOOKING UP WITH NIKITA IS A VERY BAD IDEA.

THEY SAY THAT AISMANTAS HAD ALREADY FOUND HIS BED PARTNER.

THEY SAY OLGA OJA.

THEY SAY THAT RASA (Y2) HAS FOUND A LOVER AMONG Y1S DURING THE FIRST WEEK OF THE SCHOOL YEAR.

THEY SAY THAT JURGUTIS HAS WORKED WITH YAROSLAVA.



THEY SAY THAT THERE IS A GIRL AMONG Y1S WHO DANCES EVEN WITH MARIUS M.(Y3)

THEY SAY THAT NEXT YEAR THERE WON'T BE ANY BEER MONSTER, THERE'S GONNA BE MEELIS.

THEY SAY THAT LADAUSKAS HAS ONE PACK.

THEY SAY THAT STASYS KARBAUSKAS STILL HANGS OUT WITH Y1.

THEY SAY THAT JANIS LATKOVSKIS TASTED SOME PIE FROM THE PIE FAMILY.

THEY SAY THAT EGIDIJUS V. IS TEACHING AURIS HOW TO PLAY STARCRAFT.

WE HAVE A FIRST COUPLE THIS STUDY YEAR.THEY ARE NOT FROM BALTICS STATES AND EVEN NOT FROM ONE COUNTRY BUT THEIR ROOTS ARE FROM THE SAME REGION.SO,CONGRATULATIONS!

THEY SAY THAT DIANA M. (Y1) LIKES FORCING INNOCENT GUYS TO TOUCH HER TITS. NAKED!!!

THEY SAY THE NEWCOMERS CAMP IS AN EVENT ORGANISED FOR Y2 AND Y3 BOYS TO GET NEW GIRLS FROM Y1.

THEY SAY THAT KRIŠJANIS B. WILL TEACH NIKITA HOW TO BE A REAL BARTENDER IF NIKITA WILL LEARN HOW TO USE A SHOWER.

THEY SAY THAT IF KILIS AND SLAVA WON'T BE ELECTED AS MINISTERS THEY WILL GO FOR SA. SLAVA -BUS.COM, KILIS -EDU.COM

PAULIU JUGUTIS(Y2) IDOL IS JUSTIN BIBER

THEY SAY THAT KALVIS (Y1) DECIDED TO SIT IN THE ROW 0 AT SOROS DURING MATHEMATICS JUST TO STARE AT JAKOBSON'S BUTT.

THEY SAY THAT ANDREW B. HAS A NICE BUM :)

THEY SAY THERE IS A GUY IN Y1 WHO HAS THE SMALLEST SHOE SIZE AMONG OTHER GUYS AND THEREFORE HE COMPENSATES IT BY BEING A LEADER IN ANY POSSIBLE SITUATION.

ESTERE PRIEDITE IS AN ADJECTIVE, WHICH HAS THE SAME MEANING AS HOT.

THEY SAY ESTERE'S BOOBS ARE BIG, BUT SHE IS STILL NOT SATISFIED WITH IT.

THEY SAY THAT ELINA (Y2) WOULD BE THE BEST CANDIDATE FOR THE BIKINI CONTEST.

THEY SAY STUDANS BROUGHT PARTIES AT SSE RIGA TO THE NEXT LEVEL.

THEY SAY THAT AFTER SOME LITHUANIANS HAVE HAD THEIR INTERNSHIPS IN INVESTMENT BANKS THE DOUBLE-DIP RECESSION STARTED IN AMERICA.

THEY SAY THAT ANNIJA (Y2) IS PLANNING TO PERFORM IN A CIRCUS WITH HER CUTE LITTLE MIDGET THUMBS.

THEY SAY IT IS NOT A PROBLEM TO WIN A NAKED MILE WHEN MIKS (Y1) IS IN YOUR TEAM. ADD 198 CM AND YOU ARE THE FIRST ONE!

THEY SAY GOOD GIRLS GO BAD DURING PARTIES. RIGHT, JULIA (Y3)?

THEY SAY THAT THERE ARE TOO MANY BOXERS AMONG Y1S. PEOPLE GET HURT DURING PARTIES... :(

THEY SAY THAT OLGA (Y2) IS HOT.

THEY SAY GIRLS LOOKED MUCH MORE COURAGEOUS THAN GUYS PARTICIPATING IN THE BIKE SHOW AT SSE PARTY!

THEY SAY JELENA S.(Y2) IS FEARLESS.

THEY SAY Y1S ARE A WAY CRAZIER THAN Y2 AS THEY WENT SWIMMING IN THE CHANNEL AND RUNNING AROUND THE PARK NAKED WITHOUT ANY DOUBT! - CHALLENGE ACCEPTED.

THEY SAY NAKED PANDA ROCKED THE BAPTIZING.

THEY SAY SSE PARTY IS A WAY TO GET RID OF "SINGLE" STATUS.

SOMEBODY WANTS TO MARRY ULDIS PAVULS!

THE SAY MAFALDA, EXCHANGE FROM PORTUGAL, HIT A LATVIAN POLICEMAN... HE GOT SCARED AND SAID "I'M SORRY".

THEY SAY EVERYBODY HAS THEIR OWN FAVOURITE JELENA (Y2).

THEY SAY, NIKITA MIKIMAUŠKAS.

THEY SAY TADAS M. (Y1) 'KLAPOJA' .

THEY SAY THIS YEAR NOT ONLY A. SAUKA TAKES EBP COURSE SERIOUSLY, BUT NIKITA (Y2) AS WELL.

THEY SAY THAT BOYS ARE HAPPY - EVEN THOUGH "THERE ARE NO HOT GIRLS IN Y1", THEY ARE QUITE OPEN TO DIFFERENT INTERESTING SUGGESTIONS... WELL, YOU UNDERSTAND...

THEY SAY TATEVIK, STOP GETTING SLIMER! YOU WILL DISAPPEAR SOON!

THEY SAY THERE IS VALERAS IN Y2.

# DoO INTERNSHIP STORIES

## WHAT exactly you were doing?

**Linda:** I carried out the role of a strategic planning assistant and am currently leading a project. The tasks were and still are very varied starting from market research and new business pitches to developing project timelines and coordinating the work of art directors, designers, strategic planners etc.

**Emils:** As an intern for the international relations department, my duties consisted of working with day-to-day IMF or EU materials, preparing bank statements on current issues, presenting it to colleagues. Loads and loads of readings on macroeconomics.

**Ivan, Adomas, Liene, Liga:** In the course of internship at NASDAQ OMX one is given two assignments. The first, which took majority of time, concerns Baltic Market Awards – an Award that is established in order to honor Baltic companies with best investor relations. For this purpose interns are asked to analyze different sources of corporate information (annual, interim reports, etc). The second assignment took much less time and required us to gather various financial information about Baltic companies; later this information will be compiled into the Guide to Baltic Markets, which is annually published by NASDAQ OMX Baltic. Also it is nice that we could choose in Baltic office to work.

## • Describe the best moment.

**Linda:** The best part of the job is to see the campaigns and the ads that will be out there only after a couple of weeks and to hear of those which will probably never be brought to life. Additionally, there is something very exciting about the process of attracting new companies, as well as getting to know the colleagues outside of the office during volleyball tournaments, parties, orienteering, windsurfing and even donating blood.

**Emils:** The satisfaction of finishing a task on a very tight schedule.

**Ivan, Adomas, Liene, Liga:** Still to come: Baltic Market Award Ceremony 2011 – an event where many top managers of companies listed on the Baltic Stock markets will be present, as well as many practitioners from the field of finance and banking.

## • Describe the worst moment.

**Linda:** The hardest part during the internship was without doubt the very beginning, when regardless of how much time I spent working the result was far from

good. What I learned then was to pull myself together, ask for feedback and start over again.

**Emils:** Skimming through thousands of pages of EU National Reform Programmes to see the point countries were making. Extremely tedious read.

## • What did you gain?

**Linda:** I gained experience and new skills but, more importantly, I also got to know a unique selection of very gifted, amazing and talented people who know how to have fun both during working hours and after them.

**Emils:** To see the inner workings of the central bank, its ties to institutions such as the IMF or ECB.

**Ivan, Adomas, Liene, Liga:** This internship should be particularly interesting for students who are interested in understanding how stock markets function, because we are not really taught to look at things from this perspective. Moreover, this internship placement should be of particular interest to student who plan to manage equity portfolios composed of assets listed on Baltic markets, as one learns really a lot about Baltic issuers during in the course of this internship.

## • Suggestions for Y1's

**Linda:** Don't believe it when people tell you that you won't get anything good for your first internship. That's complete... rubbish.

**Emils:** Try and apply for internships that you are really interested in (despite being underqualified, being plucky pays off). If you are unsure, try out your options.

**Ivan, Adomas, Liene, Liga:** Generally, start looking for an interesting and good internship opportunity well in advance.

## • What else would you like to tell?

**Linda:** Now working at DDB, I've once more come to the conclusion that a company is defined by the people who work there. In the case of DDB, all these diverse and inspiring people together make a very tightly-knit community, with its members standing side by side ready to make the most of any situation. **Emils:** Despite appearances, you can find people with amazing life experience and great taste in music.

**Ivan, Adomas, Liene, Liga:** It is a very nice internship place, as it allows to get good knowledge and experience as well as to enjoy summer to full extent ;)

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FOR AN INTERESTING AND  
GOOD INTERNSHIP  
OPPORTUNITY WELL  
IN ADVANCE.





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# INTRODUCING FALL GUESTS

**N**ILS Tzscharnke, you can call him **Schnils**. The best thing about his home, **Germany**, is that **it's allowed to drink alcohol in public**. He thought, in Latvia he would find **beautiful women, cheap cigarettes and the mafia**. And, his first impression formed while **drinking before noon at the NCC (no need to be explained)**. Moreover, once a **40-year-old whore** wanted to take him home. He had to escape from the club because she would not let him go. He follows the idea of **partying all night long and studying just when there is some free time, i.e. before the exams**. He has never seen a Q&A session, which finished in time, but he definitely believes that this is possible in this world; maybe SEE Riga will prove that.

He **loves to be here**, and we should like him because he's **pure awesomeness**.



**C**ARLOS Valles, you can call him **Charming**. The best thing about his home, **Mexico**, is its **special taste (friendly people, great beaches & amazing food)**. He didn't know much about Latvia before coming, **he didn't want to make any expectations**. He came to Riga in order to find something he hadn't found in other cities he had ever lived or travelled to. He agrees that **studying is important but networking counts more**. He has never been afraid of a smile, until now.

He **likes to be here**, likes studying, partying and meeting friends for life; "reinventing" and improving himself by getting to know many interesting and valuable people from different nationalities. We don't have to like him but we might when we get to know him better.

**B**OSTAN Seyipova, you can call her **Bossan**. The best thing about her home, **Turkmenistan**, is that there are **hundreds of marbled buildings and abundant fountains**. She thought **Latvian people are very slow in doing tasks**. In Riga she found the most beautiful building on Strelnieku 4A, where she met **interesting and intelligent students** with whom to start her exchange semester. She likes to **study hard and travel hard**.

She has already **managed to get lost in the city and be late to classes**. She has **never been in Italy** but she definitely wants to go there.

She **likes to be here** very much, and we should like her because **she cooks well and she can invite us for dinner**.



**R**AFANEL Fasser, you can call him **Raffy**. The best thing about his home, **Germany**, is **the beer**. He thought he would find in Latvia **cold winter**, and he will:) If asked to choose, it will always be **party hard** over study hard. He **likes to be here**, and we should like him because **he lives 50 metres away from SSE and normally has something to drink or to eat in his flat**.



**S**TEFAN Bohmeyer, you can call him **Stefan**. The best thing about his home, **Germany**, is that people strive to do good things even better. At first, he thought he would find a beautiful old town, pretty women, cheap beer, drunk Englishmen and lots of corruption. He got the first impression while entering **SSE Riga**, finding it to be cozy and professional. He's searching for a weighted balance, as an Erasmus student, exploring the new cultural environment and parties are the major part of this. However, he will study as much as necessary, not just for grades, but in order to gain personally from this exchange semester.

He has never been in **Riga in winter**, but he definitely wants to make a snowball fight with the Spanish guys! He likes to be here, and we should be nice to him because his birthday celebration is yet to come.



**H**USEYIN Alatas, you can call him **Alatras**. The best thing about his home, **Turkey**, is the green color surrounding it. He thought he would find in Latvia a bad economy, and, in some way, he did: (He thinks **SSE Riga** looks more like an art gallery than a university. He managed to do crazy things in Riga that are not good to mention here.

He has never been in **Ventspils** but, he definitely wants to go there soon. He loves to be a part of our community, he loves his flat, the university, and parties. And, we should like him because he never tries to hide his bad sides, actually he tries to show them more.

**R**ICARDO Talavera. The best thing about his home, **Spain**, are beaches and the parties. He never thought that **Latvia** is so nice like it is in reality. Very nice landscapes and good atmosphere make it an excellent country. He doesn't choose between studies and parties as he just devotes his time to sports. He has never been to **Russia, Lithuania, Poland**, but he definitely wants to go there during this exchange semester. He likes this good opportunity to learn, to meet new people and to improve the English language. And, we should like him because he's a good travel guide in **Madrid**, and he can show us around one day.



**A**IGERIM Temir, you can call her **Aika**. The best thing about her home, **Kazakhstan**, is **Baiterek**, the highest monument in **Astana**. She thought in Latvia she would find a harsh national spirit against Russian speaking population, but she didn't. She was really impressed by her compadre and by all the activities they did together. Now, Jekaterina and Aigerim are the best friends. She follows the idea that study hard is essential for the bright future. She likes to be here. Also, she likes the school, the old town and her new friends, and we should like her because she's amazing.





**G**INTARE Viselgaite. You can call her **Gintarevis**. The best thing about her home, **Lithuania**, is that it is near, and she can go there whenever she wants. She thought she will find in Latvia a lot of very tasty sweets called **Gotina**, and she did. Her first impression was created by our **beautiful building, warm environment, and a friendly receptionist**. She follows the idea that **studying hard is more beneficial than partying hard**. She has never **tried smoking**, and she definitely **doesn't want to try it**. She **loves to be here**, and we should like her because **she's good at math and dancing**.

**V**ERENA Kopf, you can call her **Vreni**. The best thing about her home, **Austria**, are the mountains and the seas. She thought that **Latvians drink a lot of alcohol**, and they do. She found at SSE Riga a lot to learn, but also, a lot of **social activities and parties**. She follows the idea that although **studying hard is necessary, one should never forget to party**. She has **never lived abroad before**, but she definitely **will do it again**. She **likes** all the nice and friendly people here. And, we should like her because she **lives in a flat with 3 other girls, sharing one bathroom and until now, she hasn't killed herself**.



**M**AFALDA Barros. The best thing about her home, **Portugal**, is that she **loves it**. She found in Latvia a lot of **flowers and police**. **Study hard** is more important for her than party hard. She has never **gone to an exchange programme before**, but she definitely wants to **tell everyone they should do it**. She **loves to be here** so far, and we should like her because **she likes us**.

TATIANA ARVENTI



# Y1's FIRST STEPS

## Newcomers' Camp

The study year was planned to start on the 22nd of August but the most curious ones knew that before they take formal shirts and jackets from wardrobes, SSE Riga Student Association kindly invited them to the traditional prestudy event – the Newcomers' Camp. This awesome event took place 69 km away from Riga in a cozy guest house, so the way there already gave us a signal “There must be a reason why they hide you in the middle of NOWHERE”!

After arrival, we had some time to settle down. The very first challenge was a reaction test called “find a bed for yourself”! Then the real competition started - funny, crazy tasks and endless stream of emotions! Somehow we needed to find out and remember our group mates' names, oh, and of course, there was a traditional ice breaking with literally breaking ice using hammers!

The dirty games started with throwing eggs... One brave and desperate young lady, trying to beat all the records, got a hopefully fresh, raw egg smashed precisely in her head. That's a promising start, wasn't it?

Football with guys wearing plastic cups as glasses brought even more fun as they could barely see anything, so girls needed to lead the boys, but it was more like “boys running into girls, missing the ball somewhere on their way into a new bodies collision”. As for the girls - the most difficult was to convince themselves to play in the terrible mud which was on the field... on the shoes, legs, buttocks and, eventually, faces! Fortunately, there were no barbie-girls who arrived in high heel shoes!



One interesting and not so painful task was the search for bottles with different beverages. Sometimes, contents were disgusting and the idea was to guess what's inside the liquid mixture. Looked like some found a perfect substitute for champagne made from wine with Sprite.

Further on, the “treesome” was a real chance to show good synergy. A guy had to hold a girl (or another guy sometimes...) with the help of a TREE! Some Y1s were so active that even beat colleagues from Y2! Details, as usually, must appear on the gossip page...

Of course, the Newcomers' camp can't be without the Naked Mile! People used absolutely everything: jewellery, cigarettes, shoe laces, strings from swimming suits, umbrellas, scarves, bags. Whatever you can and cannot imagine, including... people laying on the floor when no more clothes were left... on them...

Traditionally, the Newcomers' Camp ended with an award ceremon. Several party animals didn't go sleeping and some got so obsessed with Jon Lajoie song, that kept screaming “I don't give a....” all night long, entering the rooms of tired Y1s. That's how the first challenge in SSE was successfully passed!

MARINA ALEKSEJEVA & SANTA KRATULE

## Baptizing

FOR Y1s, the day started very easily, and nothing seemed potentially dangerous, but not for long... During the last lecture Y2s broke into Soros with fire burning in their eyes. Thanks that at least they gave us time to change clothes and get ready for the trial.

Y2s had to take more care of our stomachs, because some had to fight with the consumed mixture of pepper, tomato juice and kefir all the following day!

The most crucial and inspirational task was in the school yard. Singing, dancing and making pervert things at once was a hard trial that none of us will ever forget! Some still feel sick or slightly embarrassed seeing bananas, grapes together with a white liquid...

The next memorable station was “tomato juice drinking”. Have you ever tried to dip a teabag into water? We wish it were that simple, but what we faced was incomparably nastier. Now SSE boys must be real experts in tampons' usage principles...

Apart from a huge variety of tasks where individuals stood out, some required real teamwork, like the “sausage fest”, where we not only tied us with strings and sausage dragged throughout our clothes, but also ate the leftovers of this slippery soy-meat product!

Many artist talents were discovered during “the avatar painting task”. Here Y1s did their best, making a real revenge on compadres, whose faces were entirely painted!

We played the roles of detectives in a search for totally random things. Some had indeed mastered their persuasive speaking while asking by-passers to give



their phone numbers, coins, e-talons or condoms, preferably used.

The most fabulous was strip dancing in the middle of the park. At least the policeman, who was chasing our naked Y1 (running with his underwear grabbed in hands), didn't look too happy about what was going on... The battle ended with 0-1 in favor of Y1! :D

In the end, Y1s have challenged themselves even more than required, e.g. some enthusiasts tried swimming in the channel! The avatar masks could hardly be erased from the faces, but strip dancers partly lost their clothes.

Of course, we had a winners team eventually, but I bet all of us gained something from the baptizing!

ANASTASIJA MURAVJOVA & SANTA KRATULE

## Pub Tour

**S**hots, SHOTS, shots, SHOTS, shots, ShOtS – EVERYBODY! Recently the annual socializing event for Y1s -The Pub Tour gathered the most active Y1s who were strong enough to attend it despite having the Math seminar at 8.15 the next morning. An average Y1 has even managed to sleep some 3-4h during that night.

### Monika (Y1) LT

The Pub Tour was exciting and differed a lot from what I had expected. I loved this rush & hurry to do all the tasks. The atmosphere was very impressive and people got to know each other – this was a great party!

### Paulius (Y1) LT

There were funny moments, e.g. after announcing the final results in Egle bar a German asked me to buy him a beer, but as I bought it, he just disappeared. So I had to drink this beer myself.

### Corina (Y1) MD

It was nice to meet new people. Despite we got lost and joined another group, I enjoyed the event! I loved the cocktail "Bloody Brain" and the building illumination that is not so common in Moldova. People are friendly, supportive and nice to you!

### Ernestas (Y1) LT

This was really fun but a bit too fast for me, at the end I could not recall any places, despite I wasn't drunk (yeah, sure ;D ). I remember the famous Tequilla shot, and I liked it actually. The night ending at Penthouse was awesome!

### Anita (Y1) LV

I was late and it took me some 50 minutes to find my team, as they were moving SOO fast! Our group split up to make it quicker, and I found out I had quite good map-reading skills. I loved the "Bloody Brain" and the take-the-glass-away rule of SSEs.

### Alex (Y1) LV

The event was great! Running round the pubs, having great time and experiencing a total otrubon on the lectures next morning! I've slept 2h and was in school already at 7.a.m. for hard work.



### Susana (Y1) EE

I had to go to the French bar on my own. I ordered water and broke the glass, then the barman brought me a broom and a shovel and I had to clean this all up and to pay for the broken glass. Some people from other teams wanted to take my glass as their own but I didn't let them. Too bad that while girls tried to get all the points, boys just sat down, talked and flirted with every single bartender lady.

### Linda (Y1) LV

We split up to do it quick and managed to finish all the tasks. Our compadres stole the poker chip, as the others were too afraid. We all had really many shots. In one bar we were asking every single person, if he or she was SSE, but then it turned out that we had gone to the wrong place!

### Nana (Y1) GE

We visited some 6 or 7 pubs and I didn't drink anything first, but then my mood improved, I enjoyed some beer and danced, met new people and shared the experience with Y2s.

### Diana (Y1) LV

Some of our girls were afraid of the paving stones, as they were wearing heels. It was curious to see SSEs at every single pub you visit and to hear "I don't give a f\*\*k!" everywhere you go. It was also hard to explain to a Spanish guy that we have to go to "De Puta Madre" that in Spanish means "Your Mother is a Bitch".

### Kipras (Y1) LT

The best place was the French bar, because the beer there was cheap & cold. Beer is connecting people! The worst thing about those who did not attend this awesome event is that they won't know the best places in Riga!

### Uldis (Y1) LV

Even though I am from LV, I also discovered new places where to go in Riga. I was in LT team, and they were all speaking Lithuanian, so I could improve my Lithuanian knowledge. Actually, this kind of events helps to find the balance between study & party, it's kinda informal learning. Thank you!

MARIJA ODINECA

## MEET THE Y1S

**A**S the new year started, you've probably realized that it's absolutely useless to complain about free time and sleeping hours. However, you're recalling from time to time some funny secret things about your fellow-students who outstood at the studies time or Newcomers' Camp, Pub Tour, Baptizing, first SSE Riga Party and similar crazy stuff we had.

**E**DGARAS Marcinkus... could maintain a hard debate on economic phenomena with Igors (Y2) before even coming to SSE Riga.

1. Well, I used to spend a lot of my time playing basketball but at least for now I postponed it till better times. Instead, I get my satisfaction playing foot... table football. As well as that I particularly enjoy watching movies. But still, economics take most of my time, even (especially) my leisure time.

2. In some sense I'm never bored. I always have things to do even though some of them might look boring for others.

3. Actually, there is no particular thing that would be really crazy. It rather adds up from small things such as gluing teacher's chair to the ground, walking with a bucket instead of a bag, etc.

4. 10 years? Well, it really depends, but I think I'll be either struggling for my PhD or working in some university since it's hard to conquer the world in only upcoming 10 years.

5. Seven? Fuckin' awesome is quite enough for me. :)

6. Basically it's my main goals in life and knowing that there is a lot of shit in the world that needs to be fixed.

7. Enormous passion and dedication to economics did its work. The fact that SSE Riga is the best university in the Baltics contributed as well.

8. It depends. At least I wish Macroeconomics



1. What do you do in your leisure time?

2. How do you beat boredom?

3. What's the craziest thing you've done in your life?

4. How do you see yourself in 10 years from now?

5. Describe yourself in 7 words.

6. What best motivates you?

7. Why did you decide to be a part of SSE Riga?

8. What are your favourite lectures?

9. What would you change about yourself?

10. Favourite book?

11. Favourite quote?

12. Favourite movie?

13. What's your biggest fear?

and Finances would be those lectures.

9. Pff, nothing. Or maybe... no, nothing.

10. "Trilogy of desire" by Theodore Dreiser

11. "I would rather die of thirst than drink from the cup of mediocrity"

12. The Man From Earth

13. Insects. I am not afraid of them, I am afraid of killing them. True story.

**D**IANA Mitroskina... claimed to be the craziest NCC participant.

1. If I had leisure time I wouldn't study at SSE. :) However, I prefer spending my time either travelling or communicating with outperforming people, as it is both beneficial and fun.



2. Roughly.) Till boredom becomes black and blue not willing face me ever again.
3. Attended Newcomers' Camp
4. Being beloved wife of the most gorgeous husband ever. Becoming mother of my first child.
5. I'm just a simple Russian girl (refers to the song: Nouvelle Vague A Simple Russian Girl)
6. Stories of success
7. During my High School I attended several Morten Hansen's lectures and understood I do not understand anything. This became a challenge.)
8. Not decided yet.
9. One and only thing I would change is my speed of racing towards excellence.
10. "Consuelo" by George Sand, "Lolita" by Nabokov
11. Now remember kids, if a stranger offers you drugs - say thank you, because drugs are expensive.
12. A Beautiful Mind (2001), Scent of a Woman (1992)
13. To be rumored, of course (laughing hilariously)

**J**ĒKABS Jurdžs... impressed everyone with his brain, we can't see it but we can feel it:)

1. As much as I like Fionn's lectures, right now I would like to do anything to get away from EBP summarising for a moment. The little time I have for leisure I try to fill with good, old books, preferably classics; French café's; something cultural or just the movies; I also cook



- a lot, well at least I used to, but I really haven't done it once since studies started.
2. I hope you've noticed I study in SSE Year 1, I really have very little time to allocate to what I want to do, let alone boredom. But if you must know, my summer was very full of both events and emotions, I can't remember myself being bored that often to find a way of coping with it. But I do recall one time - I went online and just read everything Wikipedia had to offer about cognac. Don't ask me why, it was just an urge.
3. I'm not the crazy kind of person, but I once got locked into the Monument of Freedom of Latvia. More ironic, really.
4. I could not imagine myself as I am now before a

year, I don't think I can answer that.

5. "Every day I'm EBP" - one girl from my course wrote it on facebook and I keep hearing it in my head (and that really is more or less how I feel right now), and as I don't DO self-descriptions, I thought this should suffice, besides it has 7 words.
6. Irrational faith is the foundation of my motivation, but the study environment, the people you meet, the professors in SSE really help as well.
7. I liked the facade.
8. Yes, Fionn's EBP makes up for EBP homework.. and then some.
9. My knowledge in Maths and speak fluent Russian.
10. Black Obelisk by Eriquer Maria Remarque
11. "Le français semble tout aussi beau, n'importe pas où tu te trouves dans la vie - French is beautiful, no matter where you are in life"
- 12 Casablanca
13. Banning of French pastry

**A**NA Efros.... Tequila Suicide at PubTour with no blinking.

1. Enjoy doing nothing or go out with my friends
2. By annoying other people
3. Suicide

4. Working for myself and developing the tourism industry in Moldova, and hopefully married :)

5. Moldovan, Sweet'aholic and Coca Cola addicted, but also joyful (well, it's more like spinning), devoted, and stubborn.

6. Collaboration with strong and unique personalities

7. Because here are the best minds)

8. What I can choose - EBP

9. Height

10. 'Animal Farm' by George Orwell

11. "It's not how much time you have; it's what you do with it."

12. Eat, Pray, Love

13. Loneliness



So, stay tuned SSERigans, let's see who will be the next to come;)

LYNNA SALAMANDIC & KATYA BENCHECI



# THE UNSPOKEN RULES

All first year SSE Riga students receive packets with rule sets – don't cheat during exams, don't eat in the auditoriums, don't leave the computers unplugged and all that. Some of the rules, however, are not provided in these formal lists. These are the informal rules of the student body, they are not written down or posted anywhere.

They have not been created by some committee or .com, they 'appeared' throughout the history of our school's discourse and day-to-day life. One can only familiarize himself with these by mingling with the local SSE Riga fauna and spending huge amounts of time in the university. In order to ease the integration of Y1 students into the community and to simply remind older students of what these "should & shouldn't"s are, a short list of these rules has been compiled. It is by no means full or used by all, but these guidelines should make the student life easier and, hopefully, more enjoyable for everyone.

## 1) The Water Fountain

During breaks students like to go down to the lobby and get a drink from the water fountain. The problem is that many of them just stand around once they get their glass of water. Don't do that. Not only others can't get to the water fountain, but people carrying their lunch from Amica have to get through a crowd. It is extremely annoying and many people have lost their lunch when somebody accidentally bumped into them.

## 2) Canteen & Computers

It is all too often that people sit down and take out laptops in the canteen during lunch hours. Whether it's for school or for fun, please do not do that – the canteen is reserved for people who are hungry. You don't want to buy lunch and then eat it while standing; it's way too difficult. There are several signs in the canteen that remind you of that too.

## 3) The Lift

We only have one lift in SSER (there's one in RGSL too, but we don't use it that much) and it is used by a lot of people. Surprisingly, we also have a lot of injured sportsmen (broken legs, feet, twisted ankles, etc.), catering ladies (they bring the food to EMBA) and others who use that lift not because they are lazy, but because they just have to. As a result, students usually use the lift only if they have to go to the fifth

or sixth floors. If you need to get to the lower ones – use your feet.

## 4) The Leisure Room

There is a reason it is called the leisure room. People relax there and play games. It is also accessible for everyone (SSER and RGSL). So, please, don't take the key to it just to make sure that you can use the comfy sofas or the X-box when you want to – there's only one key and everybody wants to go there at some point of time. Also, don't study there (too much) – it's not nice to find out that somebody is writing a paper there and does not wish to be disturbed when you have already gathered an awesome table football team.

## 5) The Football Table

Most of Y1 like the game a lot. That results in huge lines of people waiting to play the game during breaks. However, breaks are only 15 minutes long and not everybody gets his turn. Thus the 3 goal rule appeared – teams win when they score 3 goals, not 10. This does not come as a surprise – experienced teams can play for one goal for over 10 minutes.

## 6) Seat Reservation

While 'booking' a seat is a traditional practice anywhere (asking a friend to put his stuff on it so that nobody else would sit there), it is somewhat annoying. If you come 10 minutes early to W32 and find that there are only 5 people, but all the seats are reserved, how do you feel then? It is unlikely that people will stop doing that, but there's another issue – the people for whom the seats are booked do not come. And those were the best seats. You are sitting on the stairs. So, a note: if somebody has booked a seat for you, please come and don't be late. Also, if you plan to be late, ask somebody to book a seat on the side – nobody likes a guy who tries to climb over your head to get to his seat in the middle of the lecture.

## 7) The Lobby

Ahh, who could forget the comfy black sofas that invite you to sit on them during breaks and sometimes even lectures? Have you not come upon a situation when you wanted to relax so much, but you found that somebody had 'reserved' it by putting their stuff on it and then left for an hour? Frustrating indeed. Please do not 'reserve' the sofas for indefinite periods of time – other people want to relax as well.

## 8) The Swedish Buffet

This one is a basic survival skill for non-Latvian students. Everybody knows that buffets for businessmen are often in SSER, but not everybody has eaten in these. Hint: If you see a big buffet table filled with goodies, wait (sometimes for several hours). The conference will eventually end and Maya will come and tell the students that it is fine to eat the leftovers. Be quick then – all the food is gone in less than 2 minutes.

## 9) Bicycles

It is unfortunate that students are not allowed to

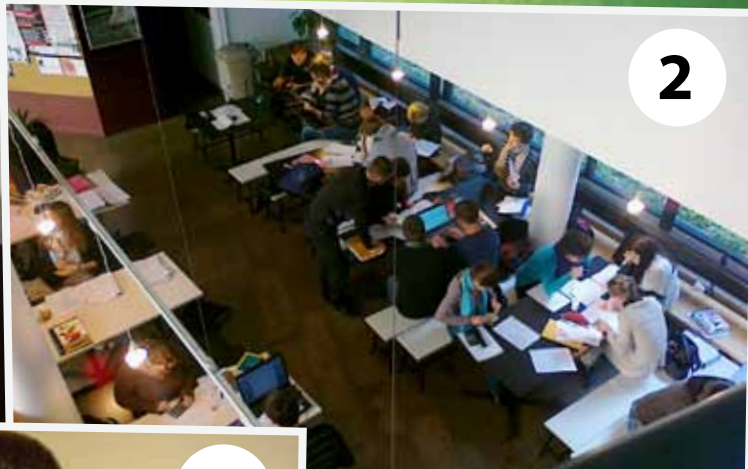
bring their bicycles into the inner yard – they have to be kept near the entrance of the school. There is a nice fence and a special locking place for bicycles which is monitored by cameras, but it is not perfect – bicycles and their wheels separately are often stolen. There are two precautions for that: 1. Use very strong locks, preferably a thick U-shaped lock with a key or a very thick chain. 2. Take off the front wheel and lock it together with the back wheel and the chassis. You won't lose your bicycle that easily and only 20 seconds are needed to take off the wheel.

KĒSTUTIS TYLA

1



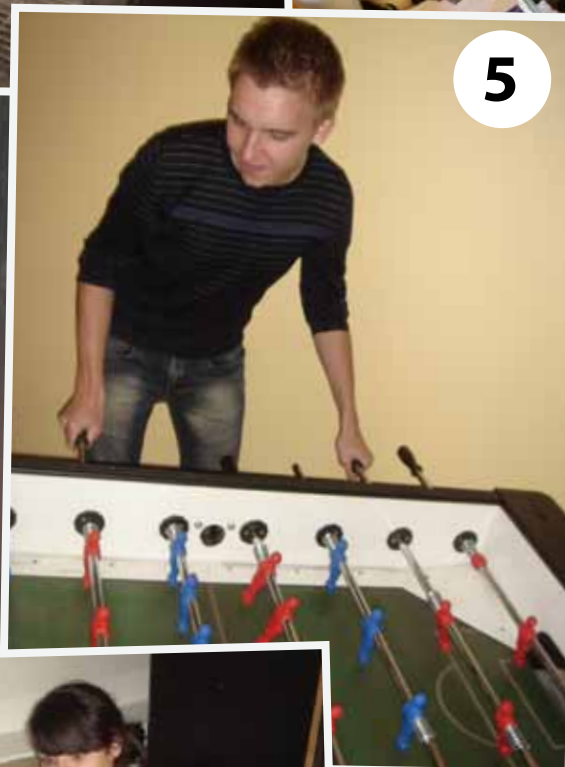
2



3



5



6



4



7/8







THEY SAY THERE IS A NEW ORGANIZATION AT SSE RIGA.  
WELCOME **IBANDIT BOARD 2011-2012** WITH THEIR RIDE!  
HUGE THANKS TO BENTLEY SALON IN RIGA FOR MAKING THIS HAPPEN.

