

**Manuscript**  
**Movement of the workforce**  
**TVMidtVest, Denmark**

**Anchor:**

Recently, several companies from western Europe moves east. Often it means loss of working places. But there are also companies that manage to benefit from the situation.

**Team:**

Reporter/narrator: Jesper Mortensen

Photographer: Jens Kolding

**Participants:**

Lars Olesen, Manager, Diana Candles, Ventspils

Andris Treimanis, Ventspils

Olesja Nikolenko, Ventspils

**Place of recording:**

Ventspils, Latvia

**Duration:** 4'04

**Translation**  
**Movement of the workforce**  
**TVMidtVest, Denmark**

0.01

A salary of 12 Danish kroner an hour. We are at a level, at a place, where the Danish salaries can not compete at all.

0.07

Interview Lars Olesen:

”For example we produce some roses, where we applies an edge with tinsel. It is not realistic to make it in Denmark, then you would need to have 25 Danish kroner for a candle and it would not be attractive for the market.”

0.21

At a 41.000 squaremeter site a Danish candle company is situated in Ventspils in Latvia. It is a sign amongst others that a new era has begun in western European industri. The manual labour is moving east.

0.37

Interview Lars Olesen:

”Surely, I understand people who claims that we are stealing work places, but so far I can say that we have created more workplaces than we have closed!”

0.47

Diana Candles has factories in Hald, Højslev, Mammen and now also in Latvia. Lars Olesen has in five months employed 150 workers.

0.55

Soundbite:

”You will have to keep the doors closed or else the draught will be a problem.”

1.02

The factory in Latvia produces the products that needs large making. Most of the products were earlier bought in China, but here the quality was to low and the time of delivery was too long. The Baltic states can manufacture a quality very close to the Danish and the goods can be transported to Denmark in just 48 hours.

1.19

Interview Andris Treimanis:

”Latvia is a new opportunity. China is too far away – we are nearby, we can deliver fast and we have a better quality, that is our advantage.”

1.32

Diana Candle thinks that the movement of working places is a challenge. They try to harvest a bonus by controlling the production in a low wage area themselves. A candle made in Latvia is not sold solely. The candle also pay off in Denmark where several Danish products will be sold along with the Latvian candle.

1.53

Lars Olesen:

”You will have to keep in mind that if we have not made the factory here in Latvia then we would have had a smaller turnover and less employees. It also has an impact in Denmark.”

2.02

In the years under the Soviet Union Ventspils was an important harbour for shipping of oil. There is still some activity at the harbour for the male workforce, but with the candle factory there finally is work for the women.

2.18

Olesja Nikolenko:

”I think that it is good that there are more working places in the town. People get more money and the families have better conditions.”

2.28

In Denmark it would have been difficult to find 150 employees in a few months. But in Ventspils the problem was to differ between the many applicants.

2.40

Interview Lars Olesen:

”We signed the documents with the mayor and the day after there was a deluge of calls about where to apply. And after the first week we had 400 written applications, so it was quite a surprise compared to the conditions in Denmark.”

3.01

There are still some bureaucracy but the downsides of producing in Latvia are relatively few. The worst tariff walls and difficulties at the border are gone.

3.14

Interview Andris Treimanis:

”When we order goods from Denmark we receive them in three days. Before the first of May it took one or two weeks, so it is much faster now.”

3.27

Interview Lars Olesen:

”It was so hard to get through customs, the tariff walls was a giant problem and we used so much power on that matter. But just after we entered the EU we could drive directly into Latvia – we got a stamp and drove directly through customs.”

3.49

The Latvian factory is essential when the future is made for Diana Candles. There will be progress on both sides of the Baltic Sea. The Danish factories and the employees in Denmark will be powered by the Baltic engine.