

HKSCAN

*We make  
life tastier*

- today and tomorrow

Praktiline näide tootearendusest  
välisettevõtte näite



Euroopa Maaelu Arengu  
Põllumajandusfond:  
Euroopa investeringud  
maapiirkondadesse





# HEINO LAPINŠ

○ 2017 - Present

α/s "HKScan Latvia"

Sales Director

Responsible about commercial performance in Latvia and Export. Company spokesperson in Latvia and HKScan Baltic management member from 2018 - 2021 and from 2023 - Present

○ 2012 - 2017

α/s "HKScan Latvia"

Sales department manager

from 2014 - Oct 2015 Marketing manager Latvia interim

○ 2009 - 2012

α/s "Rīgas Miesnieks"

Key account manager

○ 2007 - 2009

α/s "Rīgas Miesnieks"

Customer service manager

○ 2005 - 2007

α/s "Rīgas Miesnieks"

Customer service specialist  
and demand planner

○ 2004 - 2005

α/s "Rīgas Miesnieks"

Logistics operator

# HKScan Latvia

Revenue  
50+ Mil. Eur

Nr.1 in Latvia,  
Market Leader

60%+ of Jelgava  
produce goes to  
Export



# How it all started in 2017



Cold smoked bacons



Full smoked and semi-smoked sausages



Cold smoked sausages



Minced meatballs and cutlets



Frankfurters



Paris sausages



Patés and spreads



Snacks



Blood sausages and black pudding



Cooked oven roasts



Deep-frozen products



Boiled Sausages



# The niche market penetration strategy



# Important factors before you start



**Certificates**



**Audits**



**Control system**



**Speed**



**Price fixing**



**Time**



**NPD  
process**

A photograph of two men standing on a stage. The man on the left is wearing a light blue short-sleeved button-down shirt and dark trousers, holding a microphone to his mouth. The man on the right is wearing a white long-sleeved shirt, a red tie, a grey vest, and dark trousers, also holding a microphone. The background consists of light blue curtains and a white wall with a red vertical stripe on the right side.

**Client  
Project  
Manager**

**Client  
Requirements**



# Success factors



**Taste**



**Samples**



**Sample delivery**



**Packaging sizes**



**Pallet size & height**



**Order lead times and volumes**



**Agreement on material stock**



**The devil is  
in the details**



**Hard work pays off**







**Aitäh teile!**

**Ja julget  
pealehakkamist!**

