

EBIT in Riga: a historic Baltic presidents' forum and world-renowned speakers

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Distinguished speakers: names known around the world

World-class speakers and business leaders will gather at EBIT in Riga. Among the speakers will be renowned experts: the alchemist and global marketing expert Rory Sutherland, neuroscientist and bestselling author Friederike Fabritius, and former IKEA ("Ingka Group") CEO Jesper Brodin.

Having led IKEA for nearly three decades, Jesper Brodin demonstrated that ambitious sustainability goals can go hand in hand with strong commercial results. Today, Jesper Brodin continues his work on the Ingka Group board and is actively involved in global climate initiatives and United Nations business programs, observing how corporate boards, governments, and society together are shaping the economy of the future. His open and practical leadership style offers valuable lessons on employee management and implementing change in global-scale organizations.

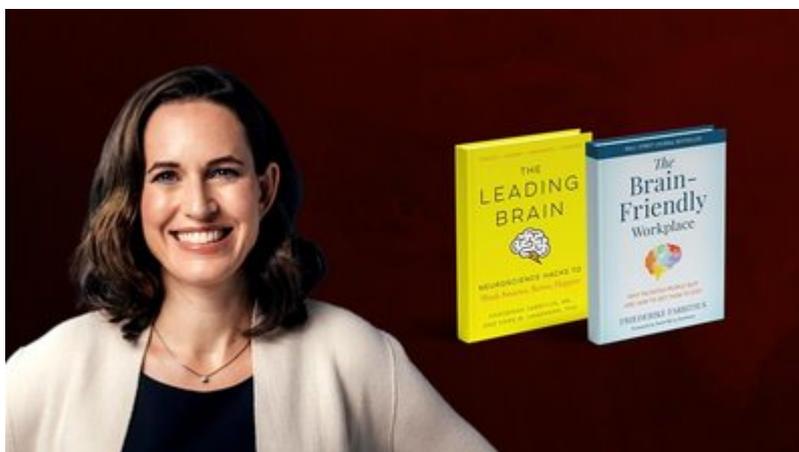
Rory Sutherland is a pioneer in the practice of behavioral science, the author of the bestseller "Alchemy: The Surprising Power of Ideas That Don't Make Sense" and the book "Transport for Humans." He has become a TikTok phenomenon and inspires audiences worldwide with his distinctive, unique style, sharp humor, bold insights, and unexpected perspectives.



Rory Sutherland is a recognized world-class marketing expert. He served as President of the Institute of Practitioners in Advertising (IPA) and chaired juries for prestigious international awards, including "Cannes Lions." Today, he generously shares his knowledge of behavioral science, creativity, and innovation.

Internationally acclaimed author of "The Leading Brain" and "The Brain-Friendly Workplace," neuroscientist Friederike Fabritius opens the door to a science-based and practically applicable world of leadership. A former consultant at "McKinsey & Company" and researcher at the Max Planck Brain Research Institute, she demonstrates how to understand the true principles of brain function and turn this knowledge into everyday decisions. She helps leaders create work practices that ensure clear focus, reduce burnout, and enable teams to work efficiently, transforming the mindset of Fortune 500 executives regarding thinking, innovation, and change management.

In Friederike Fabritius' books, the latest research on motivation, focus, and other topics is translated into practical tools for organizations, helping them retain talent and prevent burnout. Friederike Fabritius has worked with executive teams from more than 160 countries, collaborating with brands such as "Google," EY, Boston Consulting Group, "Deloitte," BMW, "Bayer," and SAP. Her ideas have been published in "Harvard Business Review," "The Wall Street Journal," "Forbes," "Newsweek," and "HuffPost."



EBIT in Latvia brings together 900 participants, company executives. On June 8–9, the conference will take place in Riga at ATTA CENTRE. The conference is intended for professionals in business, marketing, innovation, and leadership. Event participants will receive practical advice, world-class insights, new ideas, and opportunities to establish valuable connections.

A historic Baltic forum

This year, the EBIT conference will host a historic Baltic presidents' forum – former presidents of Lithuania, Latvia, and Estonia will take the stage.

Vaira Vīķe-Freiberga – President of Latvia from 1999 to 2007, holds a doctorate in psychology, and her diplomacy was pivotal in securing the country's membership in the EU and NATO. "Diplomacy is not merely negotiation; it is a subtle understanding of human nature that enables small states to achieve great goals," is Vaira Vīķe-Freiberga's conviction. An academic, Doctor of Psychology, and President of Latvia, she reveals the intellectual and strategic depth required to implement major transformations. As a professor at McGill University and later President of the "Club de Madrid," she demonstrated how academic knowledge of psychology can be transformed into real political capital. This is evidenced by her role in leading Latvia into the EU and NATO. Vaira Vīķe-Freiberga's voice resonated in the corridors of the United Nations and at the highest-level expert forums, defending the principles of democracy and social justice.

Another EBIT guest is President of Estonia Kersti Kaljulaid, who led the country from 2016 to 2021 and became the first Estonian to be included in the "Forbes" list of the world's most powerful women – a visionary of the digital age and modern technologies. "Leadership is not a status; it is the ability to see the future where others see only today's challenges," says Kersti Kaljulaid, offering a unique perspective on national and organizational leadership in the digital age. With an educational background in genetics and economics, experience in the investment banking sector and at the European Court of Auditors, she demonstrates that interdisciplinary thinking enables the creation of innovative governance models. She actively speaks out on issues of digitalization and security, is a member of the Munich Security Conference advisory board, and leads the foundation she established.



Finally, completing the trio of Baltic presidents is President of the Republic of Lithuania Dalia Grybauskaitė, who led the country for a decade, previously serving at the European Commission and becoming known for her firm stance on financial and regional security issues. "National security is not merely a military issue; it is the foundation of economic growth and investment," firmly states Dalia Grybauskaitė. President of Lithuania (2009–2019), former European Commissioner responsible for financial programming and the budget, and former Minister of Finance, Dalia Grybauskaitė remains in the minds of many Lithuanians a symbol of decisive action during times of crisis. During Dalia Grybauskaitė's presidency, a continuous NATO troop presence in the region was secured. In the public sphere, Dalia Grybauskaitė's name is often associated with transparency, responsibility, and iron discipline – values essential for every modern leader.

At the EBIT conference, during the historic Baltic presidents' forum, Dalia Grybauskaitė will share her experience on issues of energy security and transatlantic relations. She will help leaders understand how to maintain focus and determination during periods of global geopolitical tension, drawing on experience gained at the highest levels of European politics.

EBIT Leadership Conference 2026: one ticket – the key to world-class speaker insights. The event in Riga – already on June 8–9.