

Organizers of the event



2nd German-Baltic Digital Summit 7 October 2020, Munich

Germany is not only the biggest single European IT market. It also invests massively in its own digital infrastructure and services portfolio. Germany is therefore a main target market for Baltic services suppliers and benefits at the same time significantly from cooperation with the innovative Baltic technology scene.

Estonia, Latvia and Lithuania are European figureheads and global forerunners when it comes to digitization. Digital Energy solutions, Sustainable Mobility in a Smart City, Cyber Security and Digital Administration & E-Government are the main topics of the 2nd German-Baltic Digital Summit.

www.digital-baltics.de

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BalticBusiness Quarterly

SPRING 2020



2398



Digitizing Energy

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Skeleton Technologies:
Competing against big names

www.ahk-baltic.de

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Peter Altmaier

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Lesser known places in the Baltics with collection devoted to the weird, macabre or absurd.

FAIR TO SHARE

Reet Truuts

Representative of Messe Berlin GmbH in Estonia

6 tips for an efficient visit to a fair

You should plan your attendance carefully in advance. The first step is to ask yourself some questions.

What type of fair is it?

- Is it an international or a local fair?
- Which products and people does it represent?
- Is it a major event in the sector?
- Are there professionals only or are consumers also present?
- What exactly do you want to find out at the trade fair?
- Who do you want to contact?
- What are your goals, e.g. the number of new contacts?

Avoid time loss

Many fairs last several days and you might want to avoid certain days. Also, if you register in advance, your badge may be cheaper than purchasing it on the day of your visit.

Plan who to visit

Check the fair's website for the plan and exhibitors. Set up meetings in advance by using the provided appointment setting systems or by contacting people personally. Try to keep distances short. Visit exhibitors in turn in the same hall. Set up a schedule. Ensure you have the mobile phone number of your contact partners. Attending relevant events besides the fair adds value to your visit. They give additional visibility to attendees, companies and products.

Be dressed for the occasion

At a professional fair, it is best to be dressed with your professional attire to convey



Time for a revolution

Frankfurt has been home to one of the world's largest and most important auto shows for nearly seven decades. The Internationale Automobil-Ausstellung (IAA) has played a decisive role in shaping the development of the automobile. In the process, it has reinvented itself again and again. But in the end, only 560,000 visitors came to the IAA. Despite their great economic importance, the car and the entire industry face constant media criticism in Germany. In addition, many major automakers focused on events in their home markets. In 2017, for instance, Nissan, Infiniti, Mitsubishi, Peugeot, Fiat, Jeep and Volvo all steered clear of the IAA. So, after almost 70 years, the IAA is leaving the metropolis on the river Main. Frankfurt is thus not only losing Germany's most visited trade fair, but also a figurehead and a tourist magnet for the city. But the show must go on. Germany will still have its biennial auto show, but it will be hosted in Munich. Munich has the second largest airport in Germany, but is impractical to reach by train due to its southern location. On the other hand, the trade fair grounds are a good 200,000 m² in size and modern. BMW has its headquarters there and Audi is also not far away. Technology companies such as IBM, Infineon, Microsoft, Amazon and Siemens are also located here. According to the VDA, the intention in Munich is to turn "the city centre and highly attractive locations close to the city into event venues for the IAA". However, not only the location, but also the concept of the classic car show came in for criticism. It is losing importance from the manufacturers' perspective too. Car companies are developing into mobility companies that focus on electric drives. In addition, consumer electronics are playing an increasingly important role inside the car itself, opening up attractive new business concepts for manufacturers.

As a result, both manufacturers and VDA are already looking for new concepts. With the IAA 2021, the show is transforming itself into the leading international mobility platform and a sustainable urban project. "As a technology and strong industrial location, and the headquarters of numerous high-tech groups, start-ups and research institutes as well as innovative companies in the automotive industry, Munich is an excellent partner for the reorientation of the IAA", said the VDA. It will be interesting to see what the IAA 2021 brings. In any case, autumn 2021 will surely feel a lot different – in Frankfurt and in Munich.

IAA

—ORGANIZED BY—
THE GERMAN ASSOCIATION
OF THE AUTOMOTIVE
INDUSTRY (VDA)
—WHERE—
MUNICH TRADE
FAIR CENTRE
—WHEN—
SEPTEMBER 7-12, 2021

the right image. One item is crucial: comfortable shoes. Most of the day you will be walking or standing. Don't forget the usual items (business cards, pens, paper etc.). A business trolley is helpful too, as the weight of the case increases during the day. Use your smartphone to write notes, take pictures and use the fair's mobile app.

With the right mindset

In case you see your current clients or suppliers, be updated with the latest news from your file. When approaching a new partner, don't forget the important aspects of presentation, first impressions, etc. – everything you need to make this first encounter a fruitful one. Finally, a trade fair is a big event and should be well planned. But you should allow yourself to deviate from your plan. Trade fairs are places of discovery. Use them as such. To stay efficient, remember to eat and drink enough and take some rests.

Follow-up evaluation

After your visit, think about how to use the information you collected. Get in touch with your new contacts as soon as possible and arrange further joint steps, if necessary. When quantifying success, remember that trade fairs have a long-term impact and bring many benefits besides generating contacts and turnover.



Estonian maritime industry gains attention

For the 6th time, Estonian companies participated with a joint stand at the world's leading boat and water sports fair boot Düsseldorf, which took place in Düsseldorf from 18 to 26 January. The fair brings together a quarter of a million maritime enthusiasts and key players in the maritime industry from all around the world.

Ten companies participated in three different halls. As a world premiere, the Estonian companies launched the sailing boat H-Boat, while five motorboats for rescue or water tourism and electric generators with hydrogen fuel cells were also presented. Estonian stands include boat bridges, small harbours of Hiiumaa and boat rental service providers. The Visit Estonia team presented Estonian tourist areas.

The Director of the Tourism Development Centre, Margus Sameli, stressed Estonia's strong potential as a water tourism destination and its growing reputation as a boat-building country – both complement each other perfectly. "Our network of small ports is well developed and we have many tourist attractions related to water tourism. We are sending a clear message to the Düsseldorf fair: Estonia is a full-fledged lake country and one of the leading destinations

for water tourism in Northern Europe," said Margus Sameli. Anni Hartikainen, a board member of the Estonian Maritime Industries Association, confirmed that the maritime industry will continue to grow. "Our companies are striving for higher added value in the value chain. Estonia has built a mutually supportive and focused maritime industry, which has become an innovative and reliable partner through its consistent work.

The owner of Saare Yachts, Thomas Nielsen, said that the Düsseldorf fair was an important marketing event for the company and for the whole European boatbuilding industry. "The Estonian joint stand enabled us to participate in this fair with three yachts for the first time. This offered us an important opportunity for growth. With our yachts, we present Estonia as a provider of innovative and functional solutions", said Thomas Nielsen. boot Düsseldorf is Europe's largest water sports and boat fair, and it took place for the 51st time this year. Boot 2020 has made a brilliant start to the new decade with a hugely successful event. Visitors were enthusiastic about the wide-ranging program and the enormous range of products and services provided by the more than 1,900 exhibitors in the 17 halls at the exhibition site.

The organization of the Estonian joint stands is financed by the European Regional Development Fund.



boot Düsseldorf
Leading water sports trade fair and boat show worldwide

EXHIBITORS:
boot 2020: 1,900

VISITORS:
250,000, from 106 countries

INDUSTRY SECTORS: Boats and Yachts, Engines and Related Equipment, Shipping / Yachting Equipment and Accessories, Canoes / Kayaks / Rowing Rafting (Accessories and Services), Water-Skiing / Wakeboarding / Kneebanking / Wakeskate, Jetskiing, Diving, Surfing / Windsurfing / Kitesurfing / Parasailing / Stand-Up Paddling, Fishing, Maritime Art / Handicraft

INTERVAL: annually

Exhibitors from Baltic States

Estonia: Enterprise Estonia, Alunaut OÜ, Eysysla Yard OÜ, PowerUp Cells OÜ, Top Marine OÜ, TS Marine OÜ, Veega Grupp OÜ, Water Mate Boats OÜ, Saare Yachts OÜ, Nord Sail Grupp OÜ, Hiiumaa Sadamad SA, Visit Estonia, Yacht Trans OÜ

Latvia: Autoterm SIA, East Baltic Coast Kurzeme Planning Region

Lithuania: Marex Boats UAB, Baltic Sea Heritage Rescue Project, Memel Werfte, IT Muzika, Inter Corpora Boats UAB

boot Düsseldorf
January 23-31, 2021
www.boot.com

Many trade fairs cancelled and postponed in spring - summer and autumn promise to be rich in exhibitions

This year for trade fair industry starts unusually. Several international exhibitions and conferences have been cancelled or postponed due to the coronavirus outbreak. While the virus hit the Asian market, there was no immediate threat to business in Europe. But as a result of the coronavirus outbreak in Italy, several trade fair organizers in Europe were forced to make quick and difficult decisions about the closure or relocation of international exhibitions.

The long list of trade fairs that were supposed to take place in the spring, in fear of the coronavirus, are being moved to summer and autumn, but not all dates have been fixed yet.

AUMA provides up-to-date information on postponements and cancellations of exhibitions in its exhibition database at www.auma.de/Date-changes. As soon as we become aware of changes, the data will be updated. Further information on trade fairs in Germany and abroad can be obtained from the respective organizer.

CANCELLED EXHIBITIONS

- COMMAND CONTROL / COMMAND-CONTROL.COM
- INTERNATIONALE HANDWERKSMESSE / IHM.DE
- ITB BERLIN / ITB-BERLIN.COM
- LOPEC / LOPEC.COM
- PROWEIN / PROWEIN.DE

POSTPONED EXHIBITIONS

- TWENTY2X 23.-25.06.2020, HANOVER / TWENTY2X.COM
- INTERNORGA 20.-24.06.2020, HAMBURG / INTERNORGA.COM
- HANNOVER MESSE 13.-17.07.2020, HANOVER / HANNOVERMESSE.DE
- IFAT 07.-11.09.2020 MUNICH / IFAT.DE
- BEAUTY DÜSSELDORF 18.-20.09.2020, DÜSSELDORF / BEAUTY.DE
- ANALYTICA 19.-22.10.2020 MUNICH / ANALYTICA.DE
- WIRE & TUBE 07.-11.12.2020, DÜSSELDORF / WIRE.DE / TUBE.DE
- ENERGY STORAGE EUROPE, DÜSSELDORF / ESEEXP.OE

For more information please follow the individual exhibitions websites or our local trade fair websites: messid.de, izstades.de, parodosvokietije.lt

CURRENT TRADE FAIR OVERVIEW

2020	TRADE FAIR	INDUSTRY	2021-2022
21.-23.04. BERLIN	DMEA Connecting Digital Health DMEA.DE	MEDICAL ENGINEERING	04.-06.05.2021
24.-26.04. HAMBURG	HANSEPFERD HAMBURG International trade fair for equestrian sport HANSEPFERD.DE	SPORTS, ANIMALS, ANIMAL BREEDING, VETERINARY	04 / 2022
07.-13.05. DÜSSELDORF	INTERPACK World's leading fair for process and packaging INTERPACK.DE	PACKAGING MACHINERY AND MATERIALS	05 / 2023
13.-17.05. BERLIN	ILA BERLIN International Aerospace Exhibition ILA-BERLIN.DE	AEROSPACE INDUSTRY	05 / 2022
16.-19.05. MUNICH	AUTOMATICA Leading trade fair for smart automation and robotics AUTOMATICA-MUNICH.COM	COMPUTER-AIDED ENGINEERING, FACTORY AUTOMATION	06 / 2022
15.-20.06. HANOVER	INTERSCHUTZ World's leading trade fair for the fire and rescue services, civil protection, safety and security INTERSCHUTZ.DE	SAFETY, DISASTER CONTROL	06 / 2025
16.-26.06. DÜSSELDORF	DRUPA World's leading fair for printing technologies DRUPA.DE	PAPER AND PRINTING INDUSTRY	06 / 2024
23.-25.06. HANOVER POSTPONED / NEW DATE	TWENTY2X The Digital Future of the SME Sector TWENTY2X.DE	INFORMATION AND COMMUNICATION TECHNOLOGY, SOFTWARE	03 / 2021
04.-08.05. MUNICH	IFAT World's leading trade fair for water, sewage, waste and raw materials management IFAT.DE	CITY SANITATION, WATER TECHNOLOGY, WASTE DISPOSAL, ENVIRONMENT AND CLIMATE PROTECTION	05 / 2022
28.06.-01.07. MUNICH	OUTDOOR BY ISPO Europ's largest outdoor trade fair ISPO.COM/OUTDOOR	SPORTING GOODS	20.-23.06.2021
13.-17.07. HANOVER POSTPONED / NEW DATE	HANNOVER MESSE The world's leading trade fair for industrial technology HANNOVERMESSE.DE	AUTOMATION, MOTION & DRIVES, ENERGY SOLUTIONS, ENGINEERED PARTS & SOLUTIONS	12.-16.04.2021



Eye-Catching Design
METAWOOD brings seven-dimensional view of art, design and innovation to EuroShop

The World's No.1 Retail Trade Fair, EuroShop 2020, drew to a close on 20 February 2020 after five successful days in Düsseldorf: 2,300 exhibitors from 57 nations reported very good leads and concluded business deals. Furthermore, some lively follow-up business is expected. 94,000 visitors travelled to the Rhine to gather information on the line-up of products, trends and concepts for retailers and their partners featured in 16 exhibition halls. At this year's EuroShop 2020 Retail Trade Fair in Düsseldorf, we were proud to welcome 19 Lithuanian exhibitors. Our exhibitor METAWOOD was a special eye-catcher at EuroShop, as they were represented with a very impressive booth design to show themselves at their best. Moreover, METAWOOD is a full-service store fixture manufacturer, providing innovative solutions to the retail industry and it offers a unique perspective on the elements that contribute to one-of-a-kind design and architectural experiences with the 7D project, including seven dimensions: dedication, development, details,

design, dream, drive and destiny. Based on nearly two decades of shop-fitting for some of the best-known brands in fashion, perfume, jewellery and cosmetics, 7D celebrates the creativity and attention to detail that defines excellence in the luxury retail sector. Mikhail Rositsan, METAWOOD President, said that, "Through our presence at EuroShop 2020, we will inspire young artists, designers and architects to take a look at the world from a 7D perspective." With their luxury booth, the company showed visitors an exclusive example of first-class engineering ingenuity combined with careful selection and the use of the finest materials. EuroShop 2020 offered METAWOOD an opportunity to reinforce the importance of maintaining an outstanding in-person experience in luxury retail, even amid the face of digital transformation. As Mikhail Rositsan said optimistically, "No matter how the retail sector changes, we need to stay true to the elements of creation and lines of expression. This is to cultivate a spirit of imagination that will continue to compel consumer interest and loyalty".

Founded in 2003, METAWOOD creates high-end stores around the world through a range of services that include architectural design, engineering, production, project management and installation services. Their team's unparalleled expertise in millworks, shop furnishings, store design exterior and interior has made METAWOOD the trusted partner for world-class companies operating across all continents

EuroShop
The World's No. 1 Retail Trade Fair

EXHIBITORS: 2,300
VISITORS: 94,000
from 142 countries
INDUSTRY SECTORS:
Retail Trade Fair
INTERVAL: triannual

Exhibitors from Baltic States:

Estonia
Emerson Ten Oü, Forte Group OÜ, Nordic Plast OÜ, Piar OÜ, Volume Design OÜ

Latvia
Baltic Exposervice SIA, CHD Europe SIA

Lithuania
Admen Baltic UAB
Altum Retail UAB
Event Technology Solutions UAB
Flexpro UAB
FREOR LT UAB
IDW UAB International Display Works
LANKSTI LINIJA UAB
Lazertechas Ltd,
METAWOOD Metalas ir mediena UAB
Northcliffe Lighting UAB
Paper Fantasies UAB
Politeca UAB
SRS servisas UAB
UAB BAGFACTORY
UAB Ekspoziciju centras, REFRA UAB
Leddex Ltd.UAB,
Litpolstar UAB
Shakespeare Music UAB

EuroShop
February 2023
www.euroshop.de