

# BalticBusiness Quarterly

SPRING 2019



18 | MADE IN BALTICS

## New digital endeavours with AI

It's not just hype. It's real.







## 18 Baltic's Best

Almost every company in every industry needs to think about AI for future success. And the Baltic States have much to offer.

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### Who will win?

Gitanas Nausėda? Saulius Skvernelis? Ingrida Šimonytė? Predictions about upcoming presidential elections in Lithuania.

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### Friend of Baltics in Germany

Interview with Thomas Schöllkopf, who retired after nine very successful years as president of the AHK

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### Shooting Star

“My simple story may inspire some women who find it difficult to take a step forward and make changes to their lifestyle or to a career that they no longer enjoy”

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## FAIR TO SHARE

**Gintarė Jonynienė**  
 represents German trade  
 fairs - Messe Düsseldorf  
 GmbH and Messe München  
 GmbH - in Lithuania

# The joint stand – first step into the trade fair scene

*“To reduce costs and gain first important experiences, participation at a joint stand offers newcomers to trade fairs a great opportunity”*

**You** are a young and innovative company and want to add a trade fair appearance to your repertoire of marketing instruments in order to increase your profile, generate customers, and establish business contacts? Or perhaps you already have a business network and a customer base, but are interested in entering a new market? Excellent idea! There is only one problem: organising an exhibition stand requires overcoming a multitude of hurdles.

Many large trade fairs, especially in Germany, are permanently fully booked and sometimes have long waiting lists for exhibitors that grow longer each time. This means that

under certain circumstances it can be a very tedious process to make it onto the list of exhibitors at all. In addition to the financial aspect, which should not be underestimated, there is the enormous organisational effort involved in planning a trade fair visit.

Participating in a joint stand offers an ideal solution for these obstacles because individual participation at a trade fair with your own stand offers the greatest opportunities for a successful presentation. These are organised with subsidies from government agencies, associations or other institutions, such as chambers of industry and commerce, together with an experienced team. The main advantages of a joint participation are that companies save time

and are relieved of organisational tasks. This allows the company to concentrate fully on (potential) customers and partners, and gain experience in a favourable way. In addition, the companies of the joint stands often benefit from the central location on the exhibition grounds. This strong presence attracts more attention from trade fair visitors.

Although the companies at the joint stand often compete with each other, all participants can benefit from synergies. Visitors who come to one exhibitor can also visit the other participants of a joint participation. The prestige of the stand management, for example “Made in Lithuania”, is also a magnet for visitors. Last but not least, participating at a joint stand gives you the opportunity to be included in the list of former exhibitors, which means that you will automatically be placed as an individual exhibitor at the next trade fair.





*There was plenty to celebrate this year at the world's largest boat and water sports fair "boot" in Düsseldorf. Besides the many attractions and events for the visitors on the 50th anniversary of the "boot", the Estonian exhibitors also celebrated a small anniversary with their fifth joint stand. In addition, three Estonian shipyards presented their global innovations in the boat show halls.*

## Anchoring the boot in 2019

**All** nine companies participating at the Estonian stand were highly satisfied with their results at boot 2019. Although there were fewer regular visitors this year, there were more high-quality business contacts available. As a result, the Alunaut shipyard was finally able to find a good cooperation partner to represent it on the German market. Alunaut also presented a world first with the A10 lifeboat for rough weather conditions on the open sea.

As a perfect example of the quality of German-Estonian cooperation, the Saare Yachts shipyard presented its Saarw 38.2 long-distance yacht for the first time worldwide at the trade fair. The yacht was developed jointly under the management of Thomas Nielsen (Yachtsport Eckernförde) and Peeter Sääk. "From conversations with customers and observations in the ports, we know that many sailors do not attach any importance to

having as many berths as possible. They prefer to have it practical and comfortable for two. And they want the amenities on a manageable ship size", said Nielsen. The Larsen boatyard was at the fair for the first time and showcased a world novelty, the motorboat LarsenB 920, suitable for the water police and the coastguard. The Estonian sailing landscape was illustrated by the Visit Estonia Team. Compared to previous years, interest in Estonia increased significantly. Many visitors came to the stand with concrete plans and questions, the Estonia Team said.

Another highlight of Boot 2019 for regular visitors was found in the Beach World, featuring the citywave – a one-metre high wave for indoor surfing. Visitors could show off their surfing skills on this wave. No matter if they were beginners or advanced surfers, everyone could try their luck with the support of the citywave team. For



the competitions at the weekends, the "who is who" of the surf scene travelled to the 50th "boot" and offered visitors exciting competitions. Messe Düsseldorf CEO Werner Matthias Dornscheidt summarised his impressions as follows, "I have experienced numerous events here in Düsseldorf, but this boot was unique. A tremendous atmosphere in the halls, people in holiday mood at the stands and highly satisfied exhibitors. This means that we definitely reached our objective: everyone will have outstanding memories of this marvellous anniversary edition of boot." HR

## Expansion completed: Messe München 20 years at the location in Riem

With an opening ceremony in December 2018 celebrated Messe München 20 years at the location in Riem and the completion of fairground expansion. 1992 has been given the go-ahead for the construction of new exhibition center at the site of the former airport in Riem. 1998 moved the trade fair into its new fairground with 12 halls. Here Messe München began to boom: in 1998, Group sales amounted to around 175 million euros, in 2017 was attained a sales volume of 333 million euros. The two new halls C5 and C6 and the Conference Center Nord were the last building blocks. After only two years of construction time, the company now has 18 halls at

its disposal with 200,000 square meters of exhibition space and 414,000 square meters on the open-air site. Nowadays, Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence. [www.messe-muenchen.de](http://www.messe-muenchen.de)

# 200

Trade fairs and  
exhibitions in Munich

# 50 000

Total number of exhibitors  
in Munich and abroad

# 3 000 000

Total number of visitors  
in Munich and abroad

### TRADE FAIRS IN GERMANY

#### CONSTRUCTION

##### BAUMA 08.-14.04. MUNICH

Every three years, Messe München turns into the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. It is the meeting place for more than 3,500 exhibitors from 55 countries and has almost 600,000 international visitors. The world's leading manufacturers will show their developments and discuss the opportunities and challenges posed by new technologies. Visitors will see new trends in the construction industry: digitization, sustainability and efficiency. Estonia, Latvia and Lithuania are also well represented at the trade fair with their own manufacturers. Over recent years, Messe München has built up global competence in organizing international trade fairs for construction machinery. This concept has also been transferred to other countries outside Germany, including China, India and Russia.

#### EVENT AND STAGE TECHNOLOGY

##### STAGE|SET|SCENERY 18.-20.06. BERLIN

World of Entertainment Technology

#### INDUSTRY

##### LIGNA 27.-31.05. HANOVER

LIGNA is one of the most important fairs for the Baltic region – a meeting point for the entire wood processing industry. As the leading trade fair, LIGNA covers the entire value chain of the wood industry – from harvesting to industrial production. Only here can one meet top decision-makers and an interested trade public from all the key industries. The Wood Industry Summit will focus on topics such as "Woodworking networked – tailor-made solutions", "Smart Surface Technologies" and "Access to Resources and Technology". This year, for the first time, Latvia will present itself at the fair with a joint stand. A total of 10 Baltic companies will be exhibiting at LIGNA from 27 May,

#### INDUSTRY

##### LASER WORLD OF PHOTONICS

24.-27.06. MUNICH

International Trade Fair for Photonics Components, Systems & Applications

##### GIFA 25.-29.06. DÜSSELDORF

International Foundry Trade Fair with Technical Forum

##### METEC 25.-29.06. DÜSSELDORF

International Metallurgical Technology Trade Fair with Conferences

##### NEWCAST 25.-29.06. DÜSSELDORF

International Trade Fair for Castings with NEWCAST Forum

##### THERMPROCESS

25.-29.06. DÜSSELDORF  
International Trade Fair and Symposium for Thermo Process Technology

##### RAPID.TECH + FABCON 3.D

25.-27.06. IERFURT  
International Trade Show & Conference for Additive Manufacturing

#### IT, DIGITALIZATION

##### DMEA 09.-11.04. BERLIN

Connecting Digital Health

#### LOGISTICS

##### TRANSPORT LOGISTIC

04.-07.06. MUNICH

International Trade Fair for Transport and Logistics

#### MEDICINE, BIOTECHNOLOGY

##### LABVOLUTION 21.-23.05. HANOVER

World of Labs: from Research to Application, from Life Sciences to Chemical Industry

### GERMAN TRADE FAIRS WORLDWIDE

#### CONSTRUCTION

##### TESKON+SODEX 17.-20.04. IZMIR

International Exhibition for HVACR Industry

##### BAUMA CTT RUSSIA

04.-07.06. MOSCOW

International Show of Construction Equipment and Technologies

#### FOOD

##### CHINA FRUIT LOGISTICA

29.-31.05. SHANGHAI

International Trade Fair for Fruit and Vegetable Marketing

#### INDUSTRY

##### IAMD BEIJING 08.-10.05. BEIJING

The Leading Trade Fair for Integrated Automation, Motion & Drives

#### IT, DIGITALIZATION

##### CEBIT RUSSIA 25.-27.06. MOSCOW

International Trade Fair and Conference on Digitization and ICT

#### TOURISM

##### ITB CHINA 15.-17.05. SHANGHAI

International Travel Trade Show

### BALTIC TRADE FAIRS

#### AGRICULTURE

##### RURAL FAIR 25.-27.04. TARTU

##### GARDEN AND LIFESTYLE

10.-12.05. RIGA

#### CONSTRUCTION

##### RESTA 24.-27.04. VILNIUS

#### COSMETICS

##### ILU SONUM KEVAD /

##### BEAUTY WORLD SPRING

10.-12.05. TALLINN

#### FOOD

##### COFFEE FESTIVAL 25.-27.04. TALLINN

##### VYNO DIENOS 03.-04.05. VILNIUS

#### INDUSTRY

##### BALTTECHNIKA 15.-17.05. VILNIUS

#### INTERIOR

##### INTERIOR, GARDEN 19.-21.04. TALLINN

#### TEXTILE

##### BALTIC TEXTILE & FASHION

26.-28.04. RIGA