

BalticBusiness Quarterly

SUMMER 2019



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**“When people
are coming to
the Baltics they
are impressed”**

ŽYDRĖ GAVELIENĖ,
LITHUANIAN NATIONAL
TOURISM BUSINESS
ASSOCIATION

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of a minister

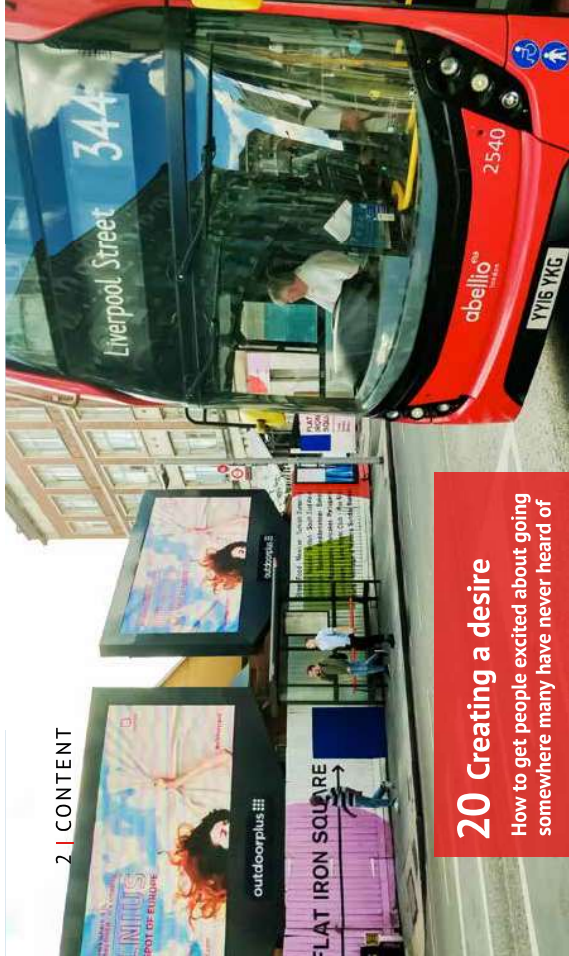
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In the spotlight

The Baltic states are working hard to promote themselves in the lucrative world of film locations and starting to develop into magnets for foreign productions



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Beer tasting tour

Craft beers are taking off all across the world, and the Baltics are definitely no exception to this. The scene is still rather young but is growing quickly and has much on tap



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PROEKSPERT

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FAIR TO SHARE

Elo Saari
represents German
trade fairs - Messe
Düsseldorf GmbH
and Messe München
GmbH - in Estonia

Selection of a trade fair

*The aim is to open up new markets and find new cooperation partners. What tools within the corporate strategy can lead us to this goal?
Could it be participation in trade fairs abroad? - Yes!*

Germany is the largest trade fair country in the world. One advantage of trade fairs held in Germany is the high degree of internationalism. Every year, 150 leading international trade fairs take place with 180,000 exhibitors and 10 million visitors from all over the world. Thus, a company can profit a lot from participating in a trade fair abroad. Trade fairs in general are an essential part of international business culture and an effective marketing instrument.

But how do you find the right trade fair among so many? There are different but equally important aspects to consider before making a decision. First of all you need to figure out if the visitor structure of the fair also corresponds to your target group - both in terms of quality and quantity. The visitor target group of the trade fair is one of the most important points, because the trade fair visitors have a high level of attention and interest in the offers as well as purchase intentions. Then it is important to know the organiser's trade fair concept and nomenclature and whether your industry is generally represented. The visitors want to compare. The more prestigious the sector represented, the more visitors come. If you are not at the trade fair, you

are automatically excluded from the selection portfolio of visitors. The reputation of a trade fair also plays a decisive role in choosing the right one for your company. The reputation of a trade fair can influence many factors, such as the type of audience, its size or internationality. This is why it's important to know whether you will exhibit at a leading fair, a first event, an international fair or a regional fair. It is not only your own performance at the trade fair that determines the success of your participation at a joint stand and the new business contacts you will make when you return home, but also the image of the organiser and the quality of the exhibition (infrastructure, ambience, accessibility, visitor service). Answers to these important aspects can usually be found on the website of the respective trade fair and on the homepage of AUMA (Association of the German Trade Fair Industry, www.auma.de). It is also advisable to visit the trade fair before planning on participating and to contact the foreign representative of the German trade fairs in the respective country. The foreign representative is the first point of contact for companies.

Contact:
elo.saari@ahk-balt.org
+372 6276 946

Gaining customers recognition

In woodworking world LIGNA is the biggest industrial trade fair you can imagine. For the Baltic States, this industry is very important, therefore LIGNA is a must. Every year, a great number of entrepreneurs from Latvia, Lithuania and Estonia go to Hanover - anyone who works with wood in a smart way and is interested in new technologies to improve and enhance their production.

Also various equipment, technologies and other products for the industry are produced in Latvia. According to Information of Association of Mechanical Engineering and Metalworking Industries of Latvia (MASOC), there are more than 10 manufacturers of equipment in Latvia. That's why MASOC this year for the first time organized a joint stand, where safe, reliable innovations and technologies represented Latvian traditions and knowledge in wood processing, obtained during many years. Together the participating companies - Larmet WSM, Balt Brand and Inos - could offer the whole technology cycle for sawmills, starting from timber sawing, followed by drying and processing, ending with innovative solutions for utilizing all wooden bypass products.

"During the exhibition, cooperation with existing clients was strengthened, as well as negotiations on new projects were launched. This year, there was a particularly strong interest from visitors coming from Scandinavian and old European countries such as Germany, Austria, Switzerland and Belgium," said Mareks Baltabols, Sales Manager at Balt Brand. He points out that, this positive trend indicates that his company have gained customers recognition, which will allow the them to conquer new markets.



They know that LIGNA has become an international event where woodworking and related industries meet their existing and new customers. "Taking into account that we are repeatedly participating in this exhibition, we can observe and compare that every time the event becomes more professional, qualitative and challenging". But LIGNA is not just an opportunity for companies to meet other companies. "This trade fair exhibition is actually a kind of competition between its participants, where every company should strive to look as convincing and present new products and services as possible. We are proud to have received good feedback from many countries," said Sīkēle.

The ideal connection

More than ever, exhibition and convention centers must demonstrate flexibility, speed and innovative power. The new corporate brand profile of Hamburg Messe und Congress GmbH reflects this dynamic capability. "The modernization of the CCH - Congress Center Hamburg is a perfect opportunity for us to reinterpret our brand and merge Hamburg Messe and the CCH under one common brand with a clear visual profile," explains Bernd Aulderheide, President and CEO, Hamburg Messe und Congress GmbH.

Apart from visualizing the integration of the two business units, the development of the new brand profile focused on two key objectives: A contemporary, highly recognizable graphic design, and clear positioning. The new corporate brand profile symbolizes what Hamburg Messe und Congress GmbH stands for, highlighting the company's capabilities. "We create connections. New ones, different ones, again and again. Enabling 'ideal connections' is our mission," stresses Bernd Aulderheide.

The CCH - Congress Center Hamburg has been undergoing comprehensive modernization and remodeling since January 2017. The congress center will be offering you nearly unlimited options for your events as of August 2020.

Situated in the central part of the city, the CCH - Congress Center Hamburg will be as attractive as it has always been - a true world-class convention center. No matter what means of transportation you choose, the CCH is easy to find and can be reached quickly. Roughly 100 hotels of any category are within walking distance.

AFTER
MODERNIZATION
AND REMODELING:
12,000 M²
EXHIBITION SPACE
12,000 M²
FOYER SPACE
50
HALLS AND ROOMS
12,000
SEATS

Trade Fairs July – October 2019

ANALYTICAL CHEMISTRY & BIOTECHNOLOGY

- 09. - 11.07.**
D-ANNESBERG
SOUTH AFRICA
ANALYTICAL LAB AFRICA
International Trade Fair for Laboratory Technology, Analytics, Biotechnology and Diagnostics
- 19. - 21.09.**
HYDRABAD
INDIA
ANALYTICA ANACON INDIA AND INDIA LAB EXPO
International Trade Fair for Laboratory Technology, Analytics and Biotechnology with analytical Anacon India Conference

AUTO MECHANIC

- 11. - 12.10.**
DUISSELDOFF
task
Trade Show for Automotive Glass, Smart Repair and Car Detailing

BEAUTY

- 11. - 13.10.**
TALLINN
ESTONIA
ILU SONUM Stigis / Beauty World
International Trade Fair on Cosmetics, Body Care, Fitness and Fashion Accessories

CHEMIE & CLEANING MANAGEMENT

- 24. - 27.09.**
BERLIN
CMS – Cleaning Management Services
International Trade Fair and Congress

ENERGY & ENVIRONMENTAL MANAGEMENT

- 11. - 12.09.**
GUANGZHOU
CHINA
ENERGY STORAGE CHINA
International Conference on Energy Storage and Microgrids in China
- 09. - 11.07.**
D-ANNESBERG
SOUTH AFRICA
IFAT AFRICA
Trade Fair for Water, Sewage, Reuse and Recycling - Solutions for Sub-Saharan-Africa
- 18. - 20.09.**
GUANGZHOU
CHINA
IE EXPO GUANGZHOU
South China's Leading Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil
- 16. - 18.10.**
MUMBAI
INDIA
IFAT INDIA
India's Leading Trade Fair for Water, Sewage, Solid Waste and Recycling

ELECTRONICS

- 06. - 11.09.**
BERLIN
IFA
The Global Innovations Show
- 19 - 21.09.**
GUANGZHOU
CHINA
CE CHINA
International Brand Show for Consumer Electronics
- 25. - 27.09.**
GREATER NOIDA
INDIA
ELECTRONICA INDIA
International Trade Fair for Electronic Components, Systems, Applications and Solutions

FOOD INDUSTRY & PACKAGING & LOGISTIC

- 09. - 11.07.**
MILANO
SOUTH AFRICA
FOOD & DRINK TECHNOLOGY AFRICA
Processing, filling, packaging and logistics
- 04. - 07.09.**
RIGA
LATVIA
RIGA FOOD
International Trade Fair for Food, Beverages, Food Processing, technology, Packaging, Catering and Equipment and Services for Hotels and Groceries
- 23. - 25.10.**
TALLINN
ESTONIA
TALLINN FOOD FAIR
International Tallinn Food Fair
- 18. - 21.09.**
BANGKOK
THAILAND
PACK PRINT INTERNATIONAL
International Packaging and Printing Exhibition for Asia
- 04. - 06.09.**
HONG KONG
CHINA
ASIA FRUIT LOGISTICA
International Trade Fair for Fruit and Vegetable Marketing

INDUSTRY

- 18. - 23.10.**
DUISSELDOFF
K
The World's No. 1 Trade Fair for Plastics and Rubber
- 18. - 21.09.**
BANGKOK
THAILAND
T - PLAS
International Trade Fair for the Plastics and Rubber Industries
- 25. - 27.09.**
GREATER NOIDA
INDIA
PRODUCTRONICA INDIA
International Trade Fair for Electronics Development and Production

- 10. - 12.10.**
MUMBAI
INDIA
GLASSPEX INDIA
International Exhibition for Glass Production Technologies & Processes

IT & TECHNOLOGIES

- 10. - 11.09.**
RIGA
LATVIA
RIGA COMM
Business Technology & Innovation Exhibition & Conference
- 17. - 19.10.**
MUMBAI
INDIA
LASER WORLD OF PHOTONICS INDIA
India's Platform for Laser and Optical

MEDICINE & MEDICAL CARE

- 05. - 07.09.**
SUZHOU
CHINA
MEDICAL FAIR CHINA
International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies
- 11. - 13.09.**
BANGKOK
THAILAND
MEDICAL FAIR THAILAND
International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies
- 19. - 20.09.**
RIGA
LATVIA
MEDBALTICA
International Medical Fair
- 26. - 28.09.**
VILNIUS
LITHUANIA
BALTMEDICA
International Exhibition for Medical Equipment, Pharmaceuticals, Laboratory and Dental Medicine
- 18. - 21.09.**
DUISSELDOFF
REHACARE
International Trade Fair and Congress - Self-determined living

METALWORKING

- 16. - 21.09.**
HANOVER
EMO
The World of Metalworking
- 28. - 29.09.**
SHANGHAI
CHINA
VALVE WORLD EXPO ASIA
The International Exhibition and Conference on Valve Industry
- 18. - 20.09.**
BANGKOK
THAILAND
TUBE SOUTHEAST ASIA
International Tube & Pipe Trade Fair for Southeast Asia
- 18. - 20.09.**
BANGKOK
THAILAND
WIRE SOUTHEAST ASIA
International Wire & Cable Trade Fair for Southeast Asia

PET INDUSTRY

- 26. - 27.10.**
RIGA
LATVIA
ZOOEXPO
International Pet Industry Fair

REAL ESTATE & INVESTMENT

- 07. - 09.10.**
MUMBAI
EXPO Real
International Trade Fair for Property and Investment

SHIPBUILDING & SHIP INTERIOR

- 08. - 06.10.**
MUMBAI
INDIA
INMEX SMM India
South Asia's Largest Maritime Exhibition & Conference
- 11. - 13.09.**
HAMBURG
MARINE INTERIORS
CruiZe & Ferry Global Expo

SPORT

- 05. - 07.07.**
SHANGHAI
CHINA
ISPO SHANGHAI
The Platform for Innovation, Marketing, Networking and Communication for China's Sports Market

TEXTILE INDUSTRY

- 17. - 19.10.**
VILNIUS
LITHUANIA
BALTIC FASHION & TEXTILE
Textiles, clothing, raw materials and innovations

TOURISM

- 30.08. - 08.09.**
DUISSELDOFF
CARAVAN SALON DÜSSELDORF
The world's largest trade fair for motor homes and caravans
- 08. - 08.09.**
DUISSELDOFF
TourNatur
Hiking and Trekking Exhibition
- 16. - 18.10.**
SINGAPORE
ITB ASIA
Asia's Leading Travel Trade Show

WOODWORKING & FURNITURE INDUSTRY

- 03. - 05.10.**
VILNIUS
LITHUANIA
baldaI TIMBER. FURNITURE COMPONENTS, EQUIPMENT & TECHNOLOGIES
International Trade Fair of Materials and Components for Furniture Industry
- 18. - 20.10.**
RIGA
LATVIA
BALTIC FURNITURE
International Furniture, Interior and Lighting Design Fair

If you want to participate in a trade fare please contact representative of AHK Audrone Gurinskiene (+370 5 263 9114, audrone.gurinskiene@ahk-balt.org)