

BalticBusiness Quarterly

AUTUMN 2019



GAME ON

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Where does CEO of TransferWise work?

38 | Success Story

Veriff - ambition to be a truly global company

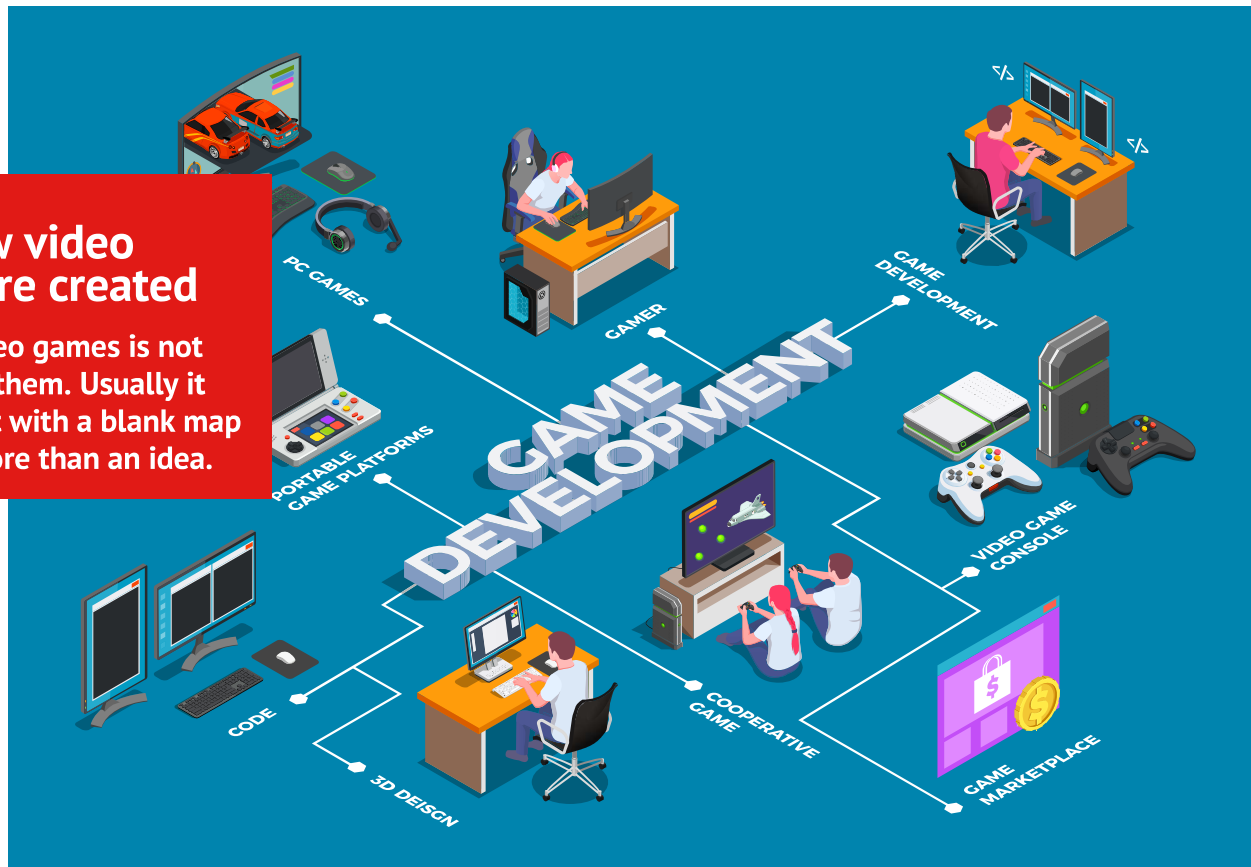
64 | Shooting Star

Fixing a problem in the food industry

The game industry in the Baltics is thriving, and it holds much promise for the future.

22 How video games are created

Creating video games is not like playing them. Usually it all starts out with a blank map and little more than an idea.



Tax & Law

In order to strengthen the rule of law, the Minister for Justice has set up an Economic Court. This initiative has triggered a public debate that also involves the President.

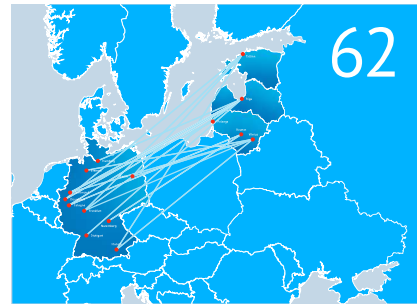
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Enjoy being together

Thousands of singers and dancers came together in Tallinn to celebrate the 150th anniversary of the Song and Dance Celebrations. So did four colleagues from the German-Baltic Chamber of Commerce

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Well connected

Germany is one of the most popular destinations in the Baltic states. Now it is also a matter of adding other airports in large cities with great potential and strong economic growth.



FAIR TO SHARE

Maija Pāvila

*represents Messe Berlin
GmbH in Latvia*

German fairs abroad: Strong local partners worldwide

If your company wants to open up new sales markets abroad, you will need a strong local partner. German trade fairs abroad open doors for you and provide you with crucial contacts to international trading partners. In 2019, 324 foreign trade fairs will be held by German trade fair organizers in 37 countries, mainly Asia, the Near and Middle East as well as North and South America. One advantage in several respects is the many years of experience that German organizers have in arrange international trade fairs. This allows you to concentrate on what you do best before, during and after the trade fair: taking care of your customers. German trade fair organizers offer their event and industry

expertise both in Germany and worldwide. The event concepts are based on their established international trade fairs in Germany. As an exhibitor, you can enter distant markets and enjoy the security of German quality standards under the label “German Trade Fair Quality Abroad”. Foreign trade fairs offer a platform for purchasing and sales, investment and cooperation abroad, and are also extremely important as an information and contact forum. Even in digital times, trade fairs remain irreplaceable for exhibiting companies. Being present in sales markets is becoming increasingly important for companies in order to gain a foothold in international markets, because customers

and partners want to see the products and innovations in action on site. In many industries, products are getting increasingly complex and require individual explanation, which can only be carried out through personal discussions. Foreign trade fairs have the advantage that you can also reach local companies that have not yet taken part in a trade fair in Europe. In addition, the German organizers usually also have a subsidiary in the region, which is perfectly networked in the country and can help to put you in touch with customers. The best

chance to find a long-term and reliable partner for your company in another country is to visit well-known foreign trade fairs, according to Igors Bogorods, a representative of Banalat SIA. In his opinion, the key to this is to be able to establish personal contacts and thus better clarify the needs of both sides for an advantageous win-win situation. Trust is best built up during a conversation. The Latvian fruit and vegetables wholesaler Banalat SIA has been working with an Ecuadorian partner for many years, thanks to a visit to a foreign trade fair. MP/HR

USEFUL HINTS:

LOOK THROUGH THE LIST OF PARTICIPANTS TO ARRANGE A SUITABLE MEETING AT YOUR PREFERRED BOOTH

DON'T HESITATE TO VISIT THE SEMINARS AND FORUMS OF THE FAIR, THEY OFTEN INCLUDE RELEVANT TOPICS FOR YOUR COMPANY

USE THE OPPORTUNITY TO MEET, NETWORK, AND INFORM YOURSELF IN AN EUROPEAN OR INTERNATIONAL ENVIRONMENT

DON'T FORGET THAT IN A FOREIGN COUNTRY YOU WILL BE RECOGNIZED AS SOMEONE FROM ABROAD

KEEP IN MIND THAT YOU ARE THE REPRESENTANT OF THE EUROPEAN COMPANY CULTURE AS WELL AS YOUR COUNTRY

CONVINCE YOUR BUSINESS PARTNER WITH YOUR BEST PERFORMANCE

Would you also like to benefit from visiting a foreign trade fair with your company, but still have some questions? Then contact the AHK trade fair representatives – they will be happy to help you. Further information can also be found at www.auma.de and www.ahk-balt.org.

DOMOTEX 2020: All the product trends. One trade show.

The business platform for generating international contacts with manufacturers and creatives.

10 – 13 January 2020 ■ Hannover ■ Germany
domotex.de

Keynote
theme in 2020:
ATMOSPHERE



Deutsche Messe

The World of Flooring

DOMOTEX





With united forces

LASER World of PHOTONICS is one of the most important events for the laser industry. From 24 to 27 June 2019, 18 Lithuanian companies and, for the first time, one Latvian company participated in the trade fair in Munich.

“This exhibition offered Lithuanian laser experts a great opportunity to acquire new customers and increase sales. Our manufacturers obviously dominate the scientific laser segment. Their ability to always deliver high quality advanced solutions gives us a competitive advantage in terms of industrial orders”, said Daina Kleponė, Managing Director of Enterprise Lithuania, who coordinated the national booth.

Professor Algis Piskarskas, President of the Laser Association, emphasizes that community spirit and synergy are the outstanding characteristics of Lithuanian laser professionals. “The Association brings together more than thirty companies that are active in the laser industry. The companies treat each other as partners – we are looking for useful contacts for the joint achievement of our goals economically and scientifically. Such cooperation is much more useful for companies

than tough competition”, says Piskarskas. Kleponė added that by creating a strong and common image of Lithuania as a laser industry country, the companies also increase their individual visibility.

The growth rate of the Lithuanian laser sector is 10 to 15% per year. The turnover of the sector has almost doubled in the last five years and is now over €130 million. Ten years ago, only ten companies were active in the industry. Today, the products of 40 companies employing more than a thousand highly qualified professionals are delivered to consumers all over the world. According to Enterprise Lithuania, NASA, CERN and world-famous companies such as IBM, Hitachi, Toyota and Mitsubishi are among the customers of Lithuanian laser manufacturers. Furthermore, 90 of the 100 best universities in the world are currently using Lithuanian lasers and their systems. *HR*

LASER World of PHOTONICS

LASER World of **PHOTONICS**

World's Leading Trade Fair and Congress for Photonics Components, Systems and Applications

EXHIBITORS: 1,325 from 40 countries

VISITORS: 34,000 from 41 countries

INDUSTRY SECTORS:

Technologies, Inventions, Innovations, Metalworking, Welding Technology, Technical Optics, Laser Technology

INTERVAL: every two years

Exhibitors from Baltic States 2019

Latvia: HansaMatrix AS

Lithuania: 3fotonai, Altechna, Altechna R&D, Brolis semiconductors, Cognito, EKSPLA, ELAS, Femtika, Integrali skaidulinė optika (Integrated Fibre Optics), Integrated Optics, Kvantiniai šviesos instrumentai (Quantum Light Instruments), LIDARIS, Light Conversion, OPTOMENAS, Optogama, Optolita, Optonas, QS Laser

LASER World of PHOTONICS China
Shanghai / March 18-20, 2020
www.world-of-photonics-china.com

LASER World of PHOTONICS India
Mumbai / September 23-25, 2020
www.world-of-photonics-india.com

LASER World of PHOTONICS
Munich / June 21-24, 2021
www.world-of-photonics.com

THE PLACE TO BE



digitalBAU
February 11-13, 2020
in Cologne

Trade Fair for Digital Solution in the Construction Industry
digital-bau.com

Organizers:
Messe München,
Bundesverband
Bausoftware e.V.

The future of construction depends to a large extent on developments in the construction software sector. Since this area has a much quicker innovation cycle than other segments Messe München and Bundesverband Bausoftware

e.V. (BVBS) are organizing a new trade fair for digital products and solutions. The first digitalBAU will take place in Cologne from February 11 to 13, 2020. BAU, the world's leading trade fair in Munich, is creating a second mainstay for the construction IT sector. The new trade fair will take place every two years in the years between BAU. The portfolio will cover the entire value chain regarding planning, constructing and operating buildings digitally. digitalBAU is primarily aimed at planners, architects, engineers, construction companies, and tradesmen.

APPLY AS AN EXHIBITOR



glasstec
October 20-23, 2020
GLASS INDUSTRY
World's Leading Trade Fair for Glass Production, Processing, and Products
Messe Düsseldorf | www.glasstec.de
Registration deadline: December 1, 2019



electronica
November 10-13, 2020
ELECTRONICS INDUSTRY
World's Leading Trade Fair and Conference for Electronics
Messe München | www.electronica.de
The early-bird deadline for main exhibitors: November 29, 2019
Start of space allocation: January 15, 2020

2019	November	2020-2022
05. - 08.11. Düsseldorf	A + A Safety, Security and Health at Work - International. Trade Fair with Congress www.aplusade.com SECURITY & HEALTH	November 2021
06. - 10.11. Berlin	BAZAAR BERLIN Retail show for handicrafts, design and natural products from around the world www.bazaar-berlin.com FASHION & LIFESTYLE	03.-07.11. 2021
10. - 16.11. Hanover	AGRITECHNICA The world's leading trade fair for agricultural technology www.agritechnica.de AGRICULTURAL MACHINERY	14.-20.11. 2021
12. - 15.11. Munich	productronica World's leading trade fair for electronics development and production www.productronica.com INDUSTRY	16.-19.11. 2021
18. - 21.11. Düsseldorf	MEDICA & COMPAMED World Forum for Medicine & International Trade Fair High tech solutions for Medical Technology www.medica.de / www.compamed.de MEDICINE & HEALTH	16.-19.11. 2020
21. - 24.11. Hamburg	MARINE INTERIORS Cruise & Ferry Global Expo www.marineinteriors-expo.com SHIP INTERIOR	04.-06.12. 2020
December		
06. - 08.12. Hamburg	Mineralien Hamburg Trade Fair for Minerals and Jewellery www.mineralien-hamburg.de FASHION, LIFESTYLE AND BEAUTY	04.-06.12. 2020

GO INTERNATIONAL



FENESTRATION BAU China

November 05-08, 2019

CONSTRUCTION AND INTERIOR

Asia Pacific Leading Trade Fair for Building Systems Solutions, High-End Technologies and Materials

FENESTRATION BAU China is the leading platform for building system solutions, high-end technologies and materials in the Asia-Pacific region. In 2018, 656 national and international exhibitors presented their offerings from the areas of building materials, construction IT, facades, windows, building automation, building technologies, and doors. The exhibition attracted around 100,000 visits.

www.fenestration.bauchina.com
Shanghai, China. November 2020

ProWine China

November 12-14, 2019

WINE INDUSTRY

International Trade Fair for Wines and Spirits

The ProWine China is an international trade fair for wines and spirits which takes place every two years in Shanghai. It is an offshoot of ProWein in Düsseldorf and is exclusively open to trade visitors from the retail, wholesale and foreign trade, gastronomy, hotel, and manufacturing industry. The aim of the fair is to position international wineries, distributors, and manufacturers at the dynamic wine market in China.

www.prowinechina.com
Shanghai, China. 13-15.11.2020

Logitrans Turkey

November 13-15, 2019

LOGISTICS

International Transport Logistics Exhibition

The international industry network of transport logistic exhibitions consists of eight events. In addition to the leading international trade fair, transport logistic in Munich, transport logistic is held in Istanbul, Turkey. logitrans in Istanbul, Turkey, is the leading trade fair among the entire logistics, telematics and transport value chain in the Eurasian region. It is held annually with 13,700 visitors from more than 50 different countries and 150 exhibitors from 24 nations.

www.logitrans.istanbul
Istanbul, Turkey. 11-13.11.2020

2019	November	2020-2022
31.10. - 03.11. Tehran Iran	 <p>Iran ConMin International Exhibition for Mines, Mining, Construction Machinery and Related Industry & Equipment iranconmin.de CONSTRUCTION MACHINERY</p>	November 2021
05. - 07.11. Shanghai China	 <p>CEFE China Trade Fair for the Fire and Rescue Services, Civil Protection, Safety and Security interschutz.de SECURITY & HEALTH</p>	November 2021
25. - 28.11. Shanghai China	 <p>swop Shanghai World of Packaging - Member of Interpack swop-online.com PROCESSES & PACKAGING</p>	November 2021
27-29.11. Hanoi Vietnam	 <p>Plastics and Rubber Vietnam International Plastics & Rubber Technologies and Materials Exhibition and Conference plasticsvietnam.com PLASTICS INDUSTRY</p>	24-26.11. 2020
December		
02. - 06.12. Moscow Russia	 <p>ZDRAVOOKHRANENIYE International Trade Fair for Healthcare, Medical Engineering zdravo-expo.ru MEDICINE & HEALTH</p>	December 2020
12. - 14.12. New Delhi India	 <p>food pex India Food Processing and Packaging Machinery foodpex-india.com PROCESSING & PACKAGING</p>	09-11.12. 2020 Mumbai
	 <p>pacprocess India International Exhibition and Conference for the Packaging and Processing Industry pacprocess-india.com PROCESSING & PACKAGING</p>	