

BalticBusiness Quarterly

WINTER 2020



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Boss's office is everywhere
Mārtiņš Šulte, Mintos

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Beyond Aesthetics

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Limitless imagination

Design Transforms People

30 | INTERVIEW

“Design is a broad notion which
also involves relation models
and management processes”

Uldis Pīlēns, UPB



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12 PERSONALITIES: Ambassadors introduce themselves

New German ambassadors were appointed to all three Baltic countries some months ago. BBQ has put several questions to the new ambassadors to enable our readers to get to know them better.



30 INTERVIEW: Baltic tigers ready for a new jump, Uldis Pīlēns, Founder of the UPB concern

"Latvia and the Baltic states in general have very high future potential."

38 COVERSTORY: Baltic-made design beyond aesthetics

Highly functional with a clear contemporary aesthetic. Inspired by nature and history, based on the traditional cultural heritage and stimulated by new technology. Baltic-made design is on the rise.





FAIR TO SHARE

Marge Aedna

Representative of
Deutsche Messe and
Hamburg Messe und
Congress in Estonia

The winner takes it all... How to gain 100% from a fair?

You have selected a trade fair, registered and received a stand. You already have a stand plan and design, have set the budget, selected the trade fair staff. Well done, but now the work is just beginning.

Trade fairs are one of the best marketing instruments, but often all the possibilities offered by trade fairs are not fully used. You're always in a hurry and costs are growing, so how can you get the best results and achieve your goals with the best resources?

Here is a small test of your willingness to participate in the fair:

1 If you don't set goals, you can't achieve them.

So what is your goal in the fields of marketing, sales and publicity?

2 With which strategy do you want to achieve your goals?

3 Who are the visitors to the fair and what are they looking for? Do you know the visitor statistics and profile?

4 Visitors come to the fair, but how do you attract them to your stand?

5 How is the stand set up to attract potential customers to talk to the stand staff? What is your message and the benefit for the customer?

6 How do you measure the results of your participation?

7 How does the follow-up of the trade fair contacts proceed?

If you don't know all the answers to the questions, how can you be sure that your trade fair has been selected correctly, that your stand plan and design have been thought through properly, that the budget takes all the details into account and that you have enough trade fair staff?

In order for participation in a trade fair to achieve all its objectives, you have to start with the strategy and objectives at the end and work your way forward. This is where the German-Baltic Chamber of Commerce can help you.

Our "Fair to share" training takes you through all the elements of trade fair planning step by step. We recommend that you do it as in-house team training, so that the entire trade fair staff can concentrate on the common goal.

We already have several satisfied customers and good examples of how companies have successfully used our consulting and knowledge.

Trade fair success can be planned!



Digital pioneer for SMEs: TWENTY2X

Digitization and Industry 4.0 - these topics have been an integral part of the large halls of B2B trade fairs for years. But while the big players are fighting for attention for their solutions and innovations by inventing new buzzwords, small and medium-sized companies are struggling with the challenges and restructuring brought about by digital change. TWENTY2X starts right here: The fair will focus on IT technologies and their role in the digitization of SME business processes. "Our objective is to help small and medium-sized businesses along their digitization journey so that they are better positioned in their respective competitive settings", commented Deutsche Messe Managing Board member Dr. Andreas Gruchow. "TWENTY2X is a new B2B event that gives SMEs exactly what they need in order to ready themselves for the years ahead: concrete solutions, modern technologies, and best practices that they can leverage to make sound decisions." In the period from 2015 to 2017, only 30% of 3.76 million German SMEs invested in the introduction of new or improved digital technologies. The surveys conducted for the KfW study show that the most important topics identified by SMEs are the digitization of contact channels with customers and suppliers (56% of respondents), the modernization of IT structures (53%) and the development of specific know-how (38%). All these topics are also in the foreground at TWENTY2X. The B2B fair deals with all medium-sized business processes and applications, essential IT security solutions, the hardware and software components necessary for operating the infrastructure, and the use of new technologies such as virtual reality. In addition, the trade fair and conference will present application cases and scenarios that are of central importance to CEOs, decision-makers and IT managers for the digital transformation of their companies. *HR*

—ORGANIZED BY—
DEUTSCHE MESSE AG
—WHERE—
EXHIBITION CENTER
HANNOVER, HALL 7 & 8
—WHEN—
17–19 MARCH 2020

TWENTY2X
NEW TECH. NEW BUSINESS.



Opening of the reception at the Estonian joint booth. Third from left Estonian Ambassador in Germany Mr Alar Streimann.

With united forces

The total number of Estonian exhibitors at the fair MEDICA 2019 was 13 (incl. Enterprise Estonia). Three of the above mentioned were present with a booth - Fysiotech OÜ (massage and medicine tables), Gabriel Scientific OÜ (bedding products with patented PneumaPure Filter Technology with 100% barrier against pathogens), and Selfdiagnostics OÜ (STD Multitest). Nine Estonian companies jointly participated in the world fair MEDICA 2019: A & G (assembly & extrusion in cleanroom), Aquator (hydrotherapy equipment), Chemi-Pharm (disinfection & hygiene), Icosagen Cell Factory (antibody discovery and production, monoclonal antibodies), InterVacTechnology (design and manufacture medical devices), SoftCompy (quality and risk management software), TempID (eHealth, mHealth, telemedicine, body temperature), Nortal (National Health Record; Hospital Information System), and ORnet (design and manufacture medical devices).

Nortal is a multinational strategic change and technology company. Taavi Einaste, Head of Nortal Germany: „Germany has exciting times ahead implementing different digital healthcare processes and Nortal has proven successful in exporting our eHealth expertise to other countries. This also applies to Germany where we support

Optica and other stakeholders to launch an ePrescription pilot project in Hessen early next year.“

TempID is disposable or reusable smart-patch and mobile app solution that measures and records body temperature. Rait Rand, CEO of TempID: “Already today, not in future, health data is playing key role in effective treatment process. Input data quality is the most important to make qualitative data analyzes. At Medica 2019, our main interest is to introduce our product TempID as quality data collecting and analyzing product and therefore find partners and distributors.”

The profile of most Estonian exhibitors also shows that Estonia is known for its e-government solutions, and it is strength in terms of e-health solutions.

On the 19th of November the Estonian ambassador Alar Streimann visited MEDICA. He was welcomed by Wolfgang Nikolaus Diener, the managing director of the operative trade fair business of the Messe Düsseldorf GmbH. The ambassador Streimann together with Elo Saari, the foreign representative of the Messe Düsseldorf in Estonia, as well as the EAS-project leader Karin Alliksaar payed a visit to the booths of the Estonian companies. Streimann also opened the reception at the Estonian shared booth.

The project management of joint stand was done by Enterprise Estonia which is the largest public entrepreneurship-supporting organization in Estonia. Participation in the exposition was co-funded by the European Regional Development Fund.



MEDICA International Leading Trade Fair

The world of medicine meets at MEDICA. A must for anyone who wants to experience tomorrow's healthcare market live.

COMPAMED leading trade fair for the medical technology manufacturing supplier market

EXHIBITORS:

MEDICA 5500 / COMPAMED 800

VISITORS: 121 000,
from 170 countries

INDUSTRY SEKTORS:

Electromedical Equipment, Diagnostics, Laboratory Technology, Physiotherapie, Orthopaedic Technology, Commodities and Consumer goods etc.

INTERVAL: annually

Exhibitors from Baltic States:

Estonia: Fysiotech OÜ, Gabriel Scientific OÜ, A & G OÜ, Aquator OÜ, Chemi-Pharm AS, Soft Comply OÜ, Icosagen Cell Factory OÜ, Bite Partner OÜ, InterVac Technology OÜ, TempID OÜ, Nortal AS, Selfdiagnostics OÜ, Enterprise Estonia

Latvia: Lauma Fabrics LSEZ SIA, NordePlast LSEZ SIA, SIMURG BALTICUM SIA, Tonus Elast SIA

Lithuania: Angleter UAB, Medelcom International UAB, Medical Technologies LBI UAB, RDA SPOT UAB, Tameta UAB, Telemed UAB, Biomedicos technika UAB

MEDICA

Düsseldorf / November 16 – 19, 2020
www.medica-tradefair.com

MEDICAL FAIR ASIA

International Exhibition on Hospital, Diagnostic, Pharmaceutical, Medical & Rehabilitation Equipment & Supplies Singapore / September 9 – 11 2020
www.medicalfair-asia.com

MEDICAL FAIR CHINA

Suzhou / China / September 17 – 19 2020
www.medicalfair.cn



ITB Berlin
MARCH 04-08, 2020
TOURISM

The World's Leading Travel Trade Show.

ITB Berlin is the leading trade fair for the global travel industry. You will meet the whole world of traveling in one place. Encounters with not only top decision-makers, experts, and young professionals but with people from all over the world will provide the visitor with valuable first-hand knowledge and precious experiences. In 2019, 10,000 exhibitors from over 180 countries were part of the fair.

WWW.ITB-BERLIN.DE
BERLIN, GERMANY. MARCH 10-14, 2021



EuroShop
FEBRUARY 16-20,
2020 / RETAIL

The World's No.1 Retail Trade Fair.

The top international event for the retail industry is EuroShop. The fair acts as an international hotspot, innovation platform, trendsetter, discussion forum, and a firework of creative ideas. More than 113,000 visitors from all over the world came to the fair in 2017 and rated the fair as very satisfying. The fair 2020 offers now eight unique dimensions such as retail marketing, visual merchandising, shop fitting & store design as well as the newly added one - Food Service Equipment.

WWW.EUROSHOP.DE
DÜSSELDORF, GERMANY. FEBRUARY 2021



Command Control
MARCH 03-04, 2020 /
CYBERSECURITY

The European Cybersecurity Summit.

Command Control offers not only a starting point for everyone who does not know where to begin with the topic cybersecurity, but also gives the stage to the participants who want to show how they managed cybersecurity. Thus, Command Control brings people with different mindsets together to discuss and gain valuable insight and knowledge about cybersecurity. Also, it is a great place to network with digital transformation leaders, professionals and experts of governance, risk, and compliance.

WWW.COMMAND-CONTROL.COM
MUNICH, GERMANY. MARCH 2022

2020	TRADE FAIRS	INDUSTRY	2021-2022
05.-07.02. BERLIN	FRUIT LOGISTICA International Trade Fair for Fruit and Vegetable Marketing FRUITLOGISTICA.COM	FOOD, BEVERAGE AND LUXURY FOODSTUFF	03.-05.02. 2021
05.-09.02. HAMBURG	OOHH! The Leisure Worlds of Hamburg Messe REISENHAMBURG.DE	TOURISM	03.-07.02. 2021
11.-13.02. COLOGNE	DIGITALBAU Trade show for digital solutions in the construction industry DIGITAL-BAU.COM	CONSTRUCTION TECHNOLOGY	02/2022
14.-17.02. MUNICH	INHORGENTA MUNICH International Trade Fair for Jewellery, Watches, Design, Gemstones and Technology INHORGENTA.COM	GIFTS, WATCHES & CLOCKS, JEWELRY	02/2022
16.-20.02. DÜSSELDORF	EUROSHOP The World's No.1 Retail Trade Fair EUROSHOP.DE	HOTEL AND CATERING, SHOP FITTINGS	02/2023
18.-21.02. BERLIN	BAUtec International Trade Fair for Building and Construction Technology BAUtec.COM	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT	22.-25.02. 2022
19.-23.02. MUNICH	F.R.E.E Fair for Leisure and Travel FREE-MUENCHEN.DE	TOURISM	24.-28.02. 2021
06.-08.03. DÜSSELDORF	BEAUTY DÜSSELDORF Leading International Trade Fair for Cosmetics, Nail, Foot, Wellness, Spa BEAUTY.DE	COSMETICS, WELLNESS	05.-07.03. 2021
10.-12.03. DÜSSELDORF	ENERGY STORAGE EUROPE International Trade Fair for Energy Systems-Solutions-Services ESEEXPO.DE	ENERGY	02.-04.03. 2021
11.-15.03. MUNICH	INTERNATIONALE HANDWERKSMESSE Your fair for construction, renovation, refurbishment IHM.DE	CAPITAL AND CONSUMER GOODS	10.-14.03. 2021
13.-17.03. HAMBURG	INTERNORGA Europe's leading trade show for foodservice and hospitality INTERNORGA.COM	FOOD, BEVERAGE AND LUXURY FOODSTUFF	03/2021
15.-17.03. DÜSSELDORF	PROWEIN International Trade Fair for Wine and Spirits PROWEIN.DE	FOOD, BEVERAGE AND LUXURY FOODSTUFF	21.-23.03. 2021
17.-19.03. HANOVER	TWENTY2X The Digital Future of the SME Sector TWENTY2X.DE	INFORMATION AND COMMUNICATION TECHNOLOGY, SOFTWARE	03/2021
24.-26.03. MUNICH	LOPEC International Exhibition and Conference for the Printed Electronics Industry LOPEC.COM	ELECTRONICS, TECHNOLOGIES	03/2021



ISPO Beijing
FEBRUARY 12-15, 2020
SPORT INDUSTRY

The Leading Sports Business Platform in the Asia-Pacific Region. ISPO Beijing had over 25,000 visitors in the last year. ISPO Beijing is one of four ISPO fairs – the others being ISPO Munich, ISPO Shanghai, and Outdoor ISPO - where you can learn about new innovations in the field of outdoor, action sports, and skiing. Also, the latest trends will be presented by the market players. This year the focus will be on the winter Olympics in Beijing in 2022.

WWW.ISPO.COM/BEIJING
BEIJING, CHINA. FEBRUARY 2021



MEDICAL FAIR INDIA
MARCH 05-07, 2020
MEDICAL ENGINEERING, HEALTH,
PHARMACEUTICALS, CARE

India's No.1 Trade Fair for Hospitals, Health Centres and Clinics. For the last 25 years, MEDICAL FAIR INDIA has been successfully addressing the various needs of Hospitals, Health Centres & Clinics. In 2018, more than 12,000 visitors came together to view the exhibition with 537 exhibitors from 19 different countries. MEDICAL FAIR INDIA does not only act as a platform where connections are made, and business relationships are nurtured but it is also known to find diverse solutions for the healthcare needs as well as to explore the latest digital technologies that shape the healthcare industry.

WWW.MEDICALFAIR-INDIA.COM
NEW DELHI, INDIA. MARCH 2021



WIN Eurasia
MARCH 12-15, 2020
MANUFACTURING
INDUSTRY

360 Degree Manufacturing Industry. As 6 trade fairs come together within the scope of WIN EURASIA, exhibitors and visitors will have a unique opportunity to showcase and experience the 360 Degree Manufacturing Industry. From sheet metal processing to metal forming technologies; automation services to electric and electronic equipment, hydraulic & pneumatic services to intralogistics, WIN EURASIA 2020 will bring all the ecosystem needed for the future's factories.

WWW.WIN-EURASIA.COM/EN
ISTANBUL, TURKEY. MARCH 2021

2020	TRADE FAIRS	INDUSTRY	2021-2022
05.-07.02. ATLANTA / USA	DOMOTEX USA Carpets, Floor Coverings DOMOTEXUSA.COM	FLOORINGS	02/2021
12.-15.02. BEIJING CHINA	ISPO BEIJING Sporting Goods, Fashion ISPO.COM/BEIJING	CLOTHING, FASHION, ACCESSORIES	02/2021
20.-22.02. GUANGZHOU CHINA	GITF Travel, Tourism GITF.COM.CN	TOURISM	02/2021
24.-27.02. MOSCOW RUSSIA	CPM MOSCOW International Fashion Trade Show CPM-MOSCOW.COM	FASHION INDUSTRY	09/2020 02/2021
25.-27.02. MUMBAI/INDIA	AIR CARGO INDIA Air Cargo, Logistics STATTIMES.COM/ACA2019	LOGISTICS	02/2022
03.-05.03. GANDHINAGAR INDIA	INDIAN CERAMICS ASIA Ceramics for Building Purposes INDIAN-CERAMICS.COM	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT	03/2021
18.-20.03. SHANGHAI CHINA	ELECTRONICA CHINA Electronic Components, Systems & Applications ELECTRONICA-CHINA.COM	ELECTRICAL ENGINEERING, ELECTRONICS	03/2021
18.-20.03. SHANGHAI CHINA	LASER WORLD OF PHOTONICS CHINA Laser, Optronics WORLD-OF-PHOTONICS-CHINA.COM	TECHNICAL OPTICS, LASER TECHNOLOGY	03/2021
18.-20.03. SHANGHAI CHINA	PRODUCTRONICA CHINA Electronic Production Technologies PRODUCTRONICA-CHINA.COM	COMPUTER-AIDED ENGINEERING, FACTORY AUTOMATION, MEASURING AND CONTROL	03/2021
24.-26.03. SHANGHAI CHINA	DOMOTEX ASIA / CHINA FLOOR Carpets, Floor Coverings DOMOTEXASIACHINAFLOOR.COM	FLOORINGS	03/2021
24.-26.03. MEXICO CITY MEXICO	SOLAR POWER MEXICO Solar Power Equipment SOLARPOWERMEXICO.MX	ENERGY	03/2021

For more information please visit our websites: ESTONIA messid.de , LATVIA izstades.de , LITHUANIA parodosvokietijoje.lt