

BalticBusiness Quarterly

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28 | COVER STORY

Adapting to the stay-at-home economy

Growing business despite the lockdown: While some industries are suffering like never before during the coronavirus crisis, business in other sectors is in full swing.



40 | **Baltic Start-Ups**
Hack the crisis

48 | **Catering Industry**
Keeping the lights on

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Diary of the lockdown

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28 COVER STORY

Big business for the stay-at-home-economy

Who will drive the economy also aftermath of coronavirus?



48 CATERING INDUSTRY

Keeping the lights on

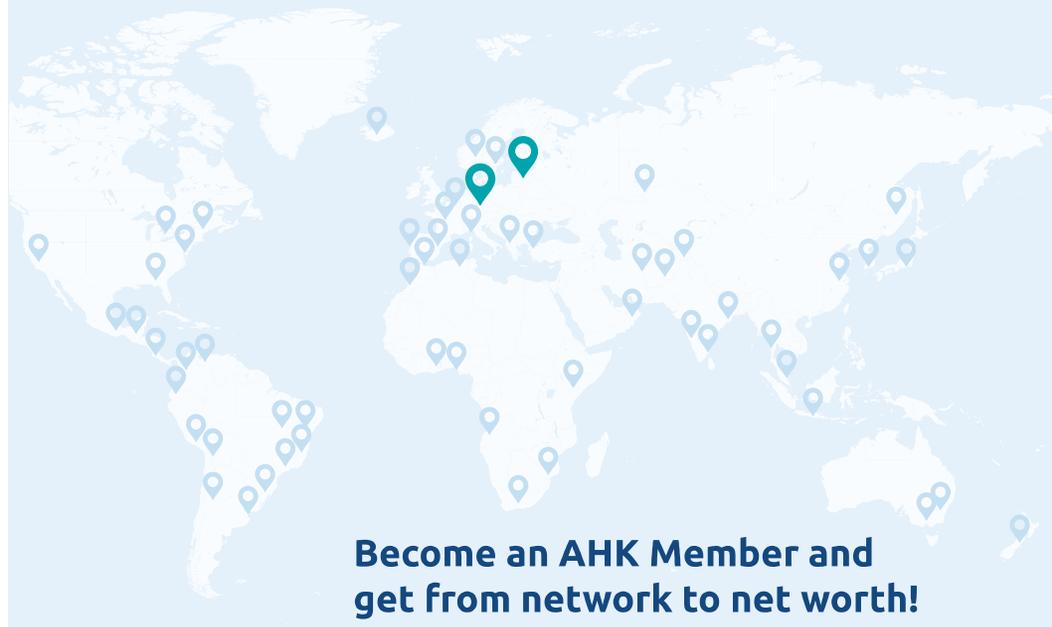
The gastronomy and catering industry is hit hard by the crisis. Yet some have found a silver lining.



82 PEOPLE TODAY

Working from home? No chance!

Some impressions of people who keep things going at their places of work



Become an AHK Member and get from network to net worth!

We offer:

- close contact network in the Baltics, Germany and more than 90 AHK locations worldwide;
- quick access to local markets and reliable business contacts;
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FAIR TO SHARE

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How to wisely prepare for trade fairs in times of quarantine

For many of us, attending or participating in fairs abroad had become an integral part of our daily business. It's the quickest and most effective way to build new business collaborations. While we are surrounded by a virus that dictates the rhythm and shape of life and business, we can use the time for activities that usually lack attention but are needed to achieve good results.

Improve your first impression. Create, improve your website in German. If you want to establish contacts in the German market, we highly recommend that you prepare your website or promotional materials in German. Preparing "your first impression" promotional material or speaking German yourself, not only shows respect for the client or partner, but also increases chances for long-term cooperation. Entrust good language corrections to a native speaker.

Update your databases for existing and potential international clients.

Maintaining and updating contacts requires knowledge, time and human resources, which are probably more available now than at any other time. The AUMA website and exhibitor lists of international trade fairs offer good contacts. If you need advice or more support in setting up German customer databases, contact German chambers of commerce and industry, professional business institutions or consultants with a focus on the German market from the Baltic states.

Do your homework to get more out of your next trade fair. Industry events are excellent for meeting

established and potential partners, suppliers and customers. Who would you like to meet during the event? Contact the companies and set meetings. Gather information about the companies whose representatives you're about to meet – new services, upcoming products, support etc... anything of professional interest to you. With all this in mind, choose which topics would be best to discuss during each meeting. If the trade fair provides a business matchmaking service, take advantage - it will help you connect to your target group without losing time and focus in the process.

Expand your knowledge in trade fair marketing.

While there is a break in the exhibition business, it is the right time to test your knowledge and find a solution to improve it. Keep in mind that classical marketing tools are not necessarily suitable, as trade fairs are a rather expensive sales promotion. For this reason, in addition to a well-located and organised stand that fits the brand and message, a lot more should be considered in order to achieve a real "return on marketing investment". You can also seek the advice of representatives of German trade fair companies in the local market.

Digital platform as a replacement for a trade fair

In view of the extensive restrictions on public and economic life due to Covid-19, many national and international trade fairs cannot take place this year. It is the first time in the last 73 years that spring has passed without HANNOVER MESSE, for example. However, organisers are looking for new methods of communication between companies. In developing new digital tools, the trade fair organisers are using their extensive knowledge of the trade fair sector gained over many years, focusing on the needs of companies. Using various web-based formats, exhibitors and visitors will be able to exchange information about challenges and solutions that are now on the agenda. Diverse functions make it possible to replace a large part of the face-to-face communication of trade fairs and conferences, e.g. business matching, product presentation and the generation of specialist knowledge. Live streams disseminate expert interviews, panel discussions and best-case presentations all over the world. Also, the digital exhibitor and product search will be given new functions. Among other things, visitors and exhibitors can make direct contact. For example, ITB launched the ITB Virtual Convention, which spans a bridge between real-life meetings and digital networking and features other innovative tools for business and exclusive content. The cancelled HANNOVER MESSE should have been a forum for digitisation in industry. Now the world's most important industrial show will take place in April 2021. Therefore, the newly created digital information and networking platform on hannovermesse.de will be available until next year. It is an effective supplement to industry events and enables comprehensive networking: digital encounters and contact initiation as well as product presentation and thematic exchange. The platform is maintained throughout the year and

3 KEY POINTS FOR TRADE FAIR PARTICIPATION:

- REGULAR CUSTOMER CARE
- NEW CUSTOMER ACQUISITION
- INCREASING AWARENESS OF THE COMPANY, PRODUCTS AND BRANDS

THE ESSENTIAL TRADE FAIR PLUS FOR 99% OF ALL EXHIBITORS:
PERSONAL CONTACT + NETWORKING

TRADE FAIR ADVANTAGE FOR 95% OF ALL EXHIBITORS

THE COMPANY AT TRADE FAIRS CAN ADVISE AND CONVINCE – POTENTIAL CUSTOMERS DIRECTLY THROUGH COMPETENT EMPLOYEES

auma.de

tools such as appointment scheduling and video conferences will enable industrial companies to partially compensate for the drop in sales caused by cancellations and postponements. Deutsche Messe is expecting another "corona-creative-baby" in June 2020 – a two to three-day online event on a separate website that extends the online platform. Like a trade fair, it will take place at a specific time and, due to its live character, is suitable for key notes, awards ceremonies, live presentations, discussions, workshops or hackathons. There will be no virtual halls, avatars, etc. but "only" content.



Dustin Messer

Trade fair halls reused for corona patients

While the trade fair industry is severely affected by the cancellation of trade fairs, it is proving its strength by supporting its region and cities in the fight against the coronavirus.

The trade fair organisers in Germany are making their unused trade fair halls available for tests or for the medical treatment of corona patients.

For example, an **additional corona treatment centre** is being set up on the Messe Berlin grounds in cooperation with the German Armed

Forces and other partners. In order to treat more Covid-19 patients Berlin has begun rebuilding Hall 26 on the exhibition grounds. As a first step 500 beds will be created in the exhibition hall. Each bed will therefore have an oxygen supply. Respirators are also planned for 100 beds, and there will be a CT machine including radiation protection. An intermediate model between the hospital and field hospital is to be created. It is intended to be a reserve hospital when other clinics are unable to accept any more

patients. In the pandemic, this would be a further component for the capital.

In view of the increasing numbers of coronavirus tests, a so-called **drive-in test centre** has been moved from the city centre in Hanover to the exhibition grounds. There, people are tested after being referred by their family doctor. Patients can drive up in a private car, roll down the window for a smear test and then drive home again. They are later informed of the results by telephone. Up to now, about 100 tests were carried out daily, but now up to 1000 tests would have to be done.

A **Corona emergency hospital** with more than 500 beds will also be set up at the Hanover Exhibition Center in Halls 19 and 20. The auxiliary hospital is intended for people who can no longer be cared for at home, but who do not need to go to intensive care. It will only be used when all other options have been exhausted.

Additional facilities are also being built at other exhibition centres to relieve local health facilities.

Trade fair industry expects a decline of billions in sales

According to UFI, the International Federation of Exhibition Centres, there are 1,200 venues hosting trade fairs worldwide and 31,000 trade fairs per year. The exhibition space in the halls adds up to 35 million square metres or a good 460 football pitches. Germany's share of the global trade fair market is around ten percent.

For the year 2020, 190 international and national trade fairs were planned in Germany with 180,000 exhibitors and around ten million visitors. Due to current developments regarding the spread of the coronavirus, more than 1414 trade fair events worldwide have already been cancelled or at least postponed, including 129 trade fairs in Germany and 67 international trade fairs, including 12 leading trade fairs with three- and four-year cycles. However, several international trade fairs in Germany have also been postponed to the second half of 2020 or into 2021. Some trade fairs with an annual cycle will not take place this year, but will be postponed until the next regular date in 2021.

Due to cancellations and postponements worldwide, the industry is expecting a drop in sales of more than 14 billion euros. The trade fair industry has never experienced such a situation internationally.

In Germany, around 28 billion euros in overall economic production effects are generated each year by the organisation of trade fairs. The Institute of the German Trade Fair Industry AUMA has extrapolated the effects for Germany. According to this, the cancellations or postponements announced to date alone are expected to result in losses for the German economy as a whole of EUR 5.6 billion.

In addition to trade fair organisers and stand construction companies, many other sectors of the economy such as the hotel and catering industry, the transport industry and numerous local suppliers and craftsmen will be affected.

NUMBER OF POSTPONED OR CANCELED TRADE FAIRS

	WORLDWIDE	IN GERMANY
	1.414 OR - 4,6%	129 OR - 68%

AUMA, DE, 03.2020