

BalticBusiness Quarterly

SPRING 2021



2.99 €

€ 4,950,000,000,000 *
of cybercrime damages
expected in 2021

* more than GDP of Germany
and Italy together

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**OUR PREMIUM MEMBERS**

BAVARIA - PARTNER STATE 2021



FAIR TO SHARE
Gintarė Jonynienė

Representative of Messe
Düsseldorf GmbH and Messe
München GmbH in Lithuania



The trade fair market is quickly
trying to adapt to a changing
market situation. Virtual and
hybrid trade fairs are going online.
More and more entrepreneurs

are starting to take advantage of the new online solutions to
showcase their brands. By doing this, they ask themselves:
How do I make my own booth outstanding at an online
trade fair to generate new leads and make new contacts?

Differences between online
and offline trade fairs

There are several
significant features of
online communications to
avoid simply copying the usual
practice of trade fairs online.

Attention

If the main work of a regular
trade fair regarding the
expense is dedicated
to logistics, then the main
objective for an online trade
fair is the viewer’s attention.
At a physical event, we go to
a separate space, away from
other distractions, and have
a clear focus on getting new
impressions and contacts.
In the case of online events,
the onus of concentration
is on the viewer who
usually does not focus and
succumbs to distractions and
temptations. The problem is
focusing your concentration
on the type of content.

The illusion of
multitasking

If we listen to a presentation
at a physical conference, we
might turn on our phones
sometimes. While listening
to an online conference, our
phones are used more often.
Attention scatters and the
content passes by because of
a lack of involvement. The
question is how to raise the
viewer’s readiness to focus. For

example, reduce the format
to segments short enough to
keep the viewer’s attention.

The viewer’s value
is perceived less

The online format is less
valuable to the viewer.
Watching a video recording
of a show is not the same
as seeing it live, since we
value the real-life experience
more. How do we increase
the value for the viewer? We
need to use the strengths of
the internet: engagement
by interaction. This is the
area where the potential
success of new solutions lies.

The speaker’s value is
also perceived less

Unfortunately, participation
in an online event is also
less valuable for the speaker.
If we are going to prepare
for a physical conference,
we pick out our best suit.
Whereas for an online event,
a speaker would be just
as likely to open a laptop
without any preparation or
rehearsal. How can we raise
the value of the speaker?
One way might be making
an individualized video with
a presentation and conference
branding. If you share
something, it should be good.

Photo: Messe München



TRADE FAIR NEWS

New perspectives in the city

The German Association of the Automotive Industry (VDA) and
Messe München are cooperating on the mobility platform of
the future. The IAA Mobility will be developed into a leading
platform, reflecting the entire new ecosystem of mobility.
From vehicle manufacturers and suppliers to technology
companies, mobility service providers and local public
transport, all the way through to start-ups, the IAA Mobility
in Munich will become the meeting place for innovators
from Silicon Valley, Europe and as far away as Asia.

The fascination of the most advanced cars will continue to
be an important part of the new IAA Mobility, and the world’s
leading trade show for the automotive sector will also evolve
into one of the driving forces for the further development of
a major metropolis into a “smart city” with intelligent traffic
concepts and innovative connectivity between the modes
of transport – sustainable and geared to people’s needs.

For the new IAA Mobility, the VDA and Messe München are
planning a public event area in addition to the displays
in the exhibition halls. In the city centre, smart mobility
and smart city concepts will be presented and discussed,
and this will involve intelligent and sustainable mobility
solutions. The planned locations include Königsplatz,
Odeonsplatz, Ludwigstrasse and Marienplatz.

The presentation of technology with innovation forums for
trade visitors, B2B exchanges and forward-looking keynote
speeches will take place on the trade show grounds. A transfer
route is planned, linking these sites by means of priority
lanes for environmentally-friendly vehicles. Here, too, as
many visitors as possible should be able to try out the new
mobility concepts and get to know them at first hand.

IAA MOBILITY

7-12 SEPTEMBER 2021, MUNICH
iaa.de/en/mobility

APRIL – JUNE 2021	TRADE FAIR	INDUSTRY	NEXT DATE 2022-2023
APRIL 12 - 16 HANOVER, DIGITAL	HANNOVER MESSE World's Leading Trade Fair for Industrial Technology HANNOVERMESSE.COM	DIGITAL FACTORY, INDUSTRIAL SUPPLY, INTEGRATED AUTOMATION, ENERGY, RESEARCH, TECHNOLOGY	APRIL 25 - 29, 2022
APRIL 15 BERLIN, DIGITAL	BUS2BUS SPECIAL EDITION Trade Fair and Congress BUS2BUS.BERLIN	TRANSPORT AND TRAFFIC	APRIL 27 - 28, 2022
APRIL 15 - 19 MUNICH	INHORGENTA MUNICH Europe's Leading Trade Fair for Jewellery, Watches, Design, Gemstones and Technology INHORGENTA.COM	GIFTS, WATCHES, JEWELRY, CRAFTS, SPECIAL OCCASION PARTY ITEMS	FEBRUARY, 2022
APRIL 20 - 23 DÜSSELDORF, DIGITAL	VIRTUAL.DRUPA World's Leading Trade Fair for Printing Technology DRUPA.COM	PAPAER AND PRINTING INDUSTRY, MEDIA PRODUCTION, ADVERTISING, MARKETING	APRIL, 2024
APRIL 21 - 25 MUNICH	F.RE.E Fair for Leisure and Travel FREE-MUENCHEN.DE	TOURISM, LEISURE, CARAVANS	FEBRUARY, 2022
MAY 4 - 6 MUNICH, DIGITAL	TRANSPORT LOGISTIC International Trade Fair for Logistics, Mobility, IT and Supply Chain Management TRANSPORTLOGISTIC.DE	TRANSPORT AND TRAFFIC, LOGISTICS, GEARS AND DRIVES, CONVEYANCE AND STORAGE TECHNOLOGY, IT, SOFTWARE	MAI, 2023
MAY 18 - 20 BERLIN	FRUIT LOGISTICA SPECIAL EDITION International Trade Fair for Fruit and Vegetable Marketing FRUITLOGISTICA.COM	FOOD PROCESSING AND PACKAGING MACHINERY, TRANSPORT, LOGISTICS, CONVEYANCE AND STORAGE	FEBRUARY 09 - 11, 2022
MAY 20 HANOVER, DIGITAL	DOMOTEX DIGITAL DAY The World of Flooring DOMOTEX.DE	FLOORINGS	JANUARY 13 - 16, 2022
MAY 28 - 30 DÜSSELDORF	BEAUTY DÜSSELDORF Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa BEAUTY.DE	COSMETICS, PERSONAL HYGIENE, WELLNESS	MARCH, 2022
JUNE 08 - 10 BERLIN	DMEA Connecting Digital Health DMEA.DE	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE, IT, SOFTWARE	APRIL 26 - 28, 2022
JUNE 15 - 17 BERLIN	STAGE I SET I SCENERY World of Entertainment Technology STAGE-SET-SCENERY.COM	EVENT AND STAGE TECHNOLOGY	JUNE 06 - 08, 2023
JUNE 15 - 17 HANOVER, HYBRID	TWENTY2X New Tech. New Business. Digitization TWENTY2X.DE	IT, SOFTWARE	MARCH, 2022
JUNE 15 - 18 DÜSSELDORF	GLASSTEC International Trade Fair for Glass Production, Processing and Products GLASSTEC.DE	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT	OCTOBER, 2022
JUNE 21 - 24 MUNICH	LASER WORLD OF PHOTONICS World's Leading Trade Fair for Components, Systems and Applications of Photonics WORLD-OF-PHOTONICS.COM	TECHNICAL OPTICS, LASER TECHNOLOGY	JUNE, 2023
JUNE 21 - 24 MUNICH, DIGITAL	AUTOMATICA SPRINT Leading Trade Fair for Smart Automation and Robotics AUTOMATICA-MUNICH.COM	COMPUTER-AIDED-ENGINEERING, FACTORY AUTOMATION ELECTRICAL ENGINEERING, ELECTRONICS	JUNE 22 - 24, 2022



BAU - a permanent fixture in Estonian companies' trade fair calendar



Elo Saari

Representative of Messe Düsseldorf GmbH and Messe München GmbH in Estonia

As with the majority of fairs, the international BAU trade fair for architecture, materials and systems was held online in January 2021. The Estonians are well known for their skills with virtual solutions and online communication. So the online version of BAU did not make them feel insecure about participating. This was the fourth time in a row that they were present as joint participators.

In total, 7 Estonian companies participated in BAU ONLINE: *Bauroc* (aerated concrete products), *Centene Pro* (facade, plinth,

building tiles), *Matek* (prefabricated timber frame houses), *Naps Solar Estonia* (integrated photovoltaic systems), *Neular* (building materials from recycled plastic household waste), *Roofit Solar Energy* (solar metal roofs), and *VECTA Design* (stretch ceiling).

The experience of VECTA Design is something to share. "The online fair is very positive: everyone who visits your company's live session or comes to B2B meeting has already visited your website, has learned about the product, and is really interested. The online version of BAU helped us even better to reach the interested representatives of our target group. All together, we had 18 meetings in several formats in which we hosted 40 participants. 9 direct B2B meetings were held and work continues with 10 potential partners". The innovative solar metal roofs from Roofit Solar

EXHIBITORS



VISITORS



INTERVAL



Energy enjoyed great interest, and not only from German companies. StoneREX (Centene Group) ended the BAU ONLINE with 3 new contacts with very high potential.

The most important BAU ONLINE figures are: 247 exhibitors from 29 countries participated, 1,495 live presentations were offered, 4,316 one-on-one talks took place, 38,325 participants from 138 countries joined in

during the three days, the platform was accessed 218,756 times, and the conference program comprised 31 forums with around 150 experts. The live stream was broadcast for three time zones (Europe/Berlin, USA/New York, Asia/Shanghai).

The participation in the exposition of 6 Estonian exhibitors was supported by Enterprise Estonia and co-funded by the European Regional Development Fund.

The third time with united forces

For the third time in a row, the Estonian companies were jointly presented at the MEDICA fair in November 2020. And for the first time in the history of MEDICA, the world-leading medical trade fair and the industry's number one platform for the suppliers to the medical technology industry, COMPAMED, the fair took place online due to the pandemic.

A total of 12 Estonian companies participated in virtual.MEDICA (incl. Enterprise Estonia). Nine companies participated jointly: A & G (assembly,

extrusion in cleanroom), *Aquator* (hydrotherapy equipment), *Chemi-Pharm* (disinfection, hygiene), *Eumar Santehnika* (sanitary washbasins, shower trays), *HansaBioMed Life Sciences* (research and development of extracellular vesicles), *Icosagen Cell Factory* (antibody discovery, production, monoclonal antibodies), *InterVacTechnology* (design, manufacture of medical devices), *Myoton* (electromedical equipment), *Solis BioDyne* (reagent supplier, DNA polymerases), *Ylima* (treatment tables), *Nortal* (National Health Record, Hospital Information System) were also present separately.

The Estonian companies and products got very good

Photo: Messe München

feedback and publicity. For instance, Myoton was able to present its products in an online interview on the virtual.MEDICA website. The Myoton PRO Digital Palpation Device is a unique, reliable instrument for the objective assessment of muscle tone, stiffness and elasticity in research as well as in clinical settings.

For the Estonian companies, MEDICA is the most important fair for finding new clients and learn about the innovations from the medical sector. As

the final report of Messe Düsseldorf about virtual. MEDICA announces, the virtual.MEDICA enjoyed a wide international audience. Despite a very short registration period, a total of over 1,500 exhibitors from 63 nations took part. Over 18,300 items were presented in live programmes in over 100 web sessions, which hosted 300 participants at their peak. Over 45,000 professional visitors (unique users) from 169 nations used the virtual offers and generated

SMM DIGITAL and MariMatch@SMM brought the maritime community together



Marge Aedna

Representative of Deutsche Messe AG and Hamburg Messe & Congress GmbH in Estonia

SMM the leading international maritime wtrade fair, normally takes place at the Hamburg Messe und Congress (HMC) exhibition complex every two years. Due to the COVID-19 pandemic, however, the 29th edition of the event took place as a purely digital conference from 2 to 5 February 2021.

When it comes to global shipping, artificial intelligence has emerged as one of the prime

technologies to shape the future and is said to be one of the disruptive game changers far beyond big data and autonomous shipping. At gmec – the global maritime environmental congress – industry experts from the maritime, ferry and cruise shipping sectors exchanged ideas about the role shipping is playing in tackling the growing climate change crisis.

Offshore Dialogue was an expert discussion on the monitoring and sustainable use of the oceans. The TradeWinds Shipowners Forum at SMM provided a comprehensive view of the German shipping market with debates and discussions on the future of container shipping and shipbuilding. At MS&D, the International Conference

EXHIBITORS



VISITORS



INTERVAL



405,000 page impressions. International online visitors to the event made up 78% of the attendees.

Interesting facts about Estonia:

- 95% of health data digitized;
- 99% of prescriptions are digital;
- 500,000 queries by

doctors every year;

- 100% electronic billing in healthcare.

The project management of joint participation online was done by Enterprise Estonia. *Participation in the exposition was co-funded by the European Regional Development Fund.*

on Maritime Security and Defence, renowned experts discussed military defence challenges, technology developments and cybersecurity. The free Open Stream at SMM DIGITAL offered people a unique opportunity to update their knowledge in the course of the Speakers' Corner Slots with exciting innovations, product highlights and projects from leading players in the maritime industry. The entire content of SMM DIGITAL is available on demand on the website free of charge.

Furthermore, the makers of SMM DIGITAL created an additional communication platform that extended beyond the scope of the conferences. This platform provided over 400 companies with an opportunity to meet future business and research partners and expand their own maritime networks.

The next SMM will take place from 6 to 9 September 2022, but first we welcome you from 8 to 10 September 2021 to MARINE INTERIORS 2021 Cruise & Ferry Global Expo powered by SMM – Europe's first stand-alone trade fair for interior design, equipment and technology for passenger ships.

EXHIBITORS



VISITORS



INTERVAL



by LĪVA MELBĀRZDE

Task 2021: to make exhibitions possible again

“We have learned that personal contact, a deeply human behaviour, can become a permanent threat, and this is something most of us probably never imagined”, says Jörn Holtmeier, Managing Director of AUMA – Association of the German Trade Fair Industry. The Baltic Business Quarterly talked to him about the learning effects of the pandemic and the future prospects of the German Trade Fair Industry.

Could you please tell us a little about AUMA, what are your core tasks during this time?

To a certain extent, AUMA reflects the long-standing importance of trade fairs to the German economy and cooperation within the sector. It was founded as early as 1907. Our members are trade fair organisers, but also associations representing exhibitors, visitors and service companies. Our most important tasks include representing the interests of the entire industry vis-à-vis politicians in Berlin and Brussels, supporting the German industry's participation in trade fairs abroad, and providing information and advice to exhibitors and visitors from all over the world. For the latter, we work closely with the German Chambers of Commerce Abroad, as well as with the Chamber for the Baltic States. At the moment, we are particularly preoccupied with the corona pandemic and its consequences for the trade fair

industry. That is why political communication is currently the focus of our work.

What do you see as the three most important strategic tasks that you want to accomplish now?

Our three most important tasks this year are: to make exhibitions possible again; to reduce the financial losses of our members due to the corona pandemic by lobbying for government support programmes; and to steer AUMA itself safely through these difficult times.

What role do trade fairs play in the economy as a whole?

Normally, the organisation of trade fairs contributes around €28 billion to Germany's economic output. Exhibitors and visitors alone spend around €14 billion a year on their participation at fairs. Some 250,000 jobs are secured in Germany through the organisation of exhibitions.

However, the corona pandemic caused considerable damage to the German trade fair industry in 2020. The revenue of exhibition organisers dropped by almost 70%. The effects are also felt by many other sectors, especially stand construction, but also hotels and restaurants in the trade fair cities, forwarders, taxi drivers and local retailers. Of the €28 billion mentioned, only about €6 billion remained last year. As a result, more than 100,000 jobs are at risk in various sectors of the German economy.

How quickly do you think the trade fair business will recover and in what direction is it actually developing?

The further development is currently difficult to calculate. More than 100 of the 380 trade fairs originally planned for 2021 have already been cancelled, especially in the first quarter. We hope that exhibitions can take place again in the second

quarter, especially those with national and regional significance. The trade fair business will probably only start on a larger scale after the summer break. The progress in vaccination will also be decisive. The sooner large numbers of people throughout Europe are vaccinated, the sooner and more successfully trade fair business will be able to restart everywhere. This is especially true for trade fairs with international significance.

What learning effect has the pandemic brought to the trade fair business?

We have learned that personal contact, a deeply human behaviour, can become a permanent threat, and this is something most of us probably never imagined. At the same time, we have learned to deal with it to a certain extent and to be considerate of each other. We also had to realise that business models that worked well for decades can come to an abrupt halt. But this also opens up

the opportunity to concentrate on the core of the exhibition and to further develop successful dialogue and innovation platforms from it, perhaps in a somewhat reduced form.

What do you think about virtual fairs? Do they have a future?

Last year, around 50 cancelled trade fairs were replaced by digital events. Especially in these times, they have an important function: many exhibitors could and can show their presence to their customers and convey information. But in my estimation, purely digital formats will not be a model for the future. Many companies say that it is extremely difficult to acquire new customers digitally and to convince customers of the quality of new products. Presence, whether of people or products, simply creates trust more easily. And like no other instrument, trade fairs offer the opportunity to experience products with all the senses. Exhibitions are also highly relevant as media events.

That's why we still need strong real fairs, but digital supplements will become much more important too, especially because of the restrictions on travel, which will continue to exist for a longer time, especially at the international level.

Do you think that trade fairs will become more local in the near future, such as European instead of international?

For the time being, we will certainly see more trade fairs that are more oriented towards Europe, but also towards regional and national markets. However, international trade fairs, where people from all continents meet, have such a fascination that they will experience a strong comeback – perhaps not yet this year, but in the foreseeable future.



We had to realise that business models that have worked well for decades can come to an abrupt halt. But it also opens up the opportunity to concentrate on the core of the exhibition, Jörn Holtmeier, the Managing Director of AUMA