

BalticBusiness Quarterly

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BAVARIA - PARTNER STATE 2021



FAIR TO SHARE

Maija Pāvila

*Representative of Messe
Berlin GmbH in Latvia*

Photo: Messe München



Trade fair stand management during corona times

Regarding our article in the previous issue about changed mandatory requirements for structural aspects during the corona period, we now continue the topic with recommendations for organisational measures as support for your trade fair appearance during the pandemic.

- Train your stand personnel sufficiently before the trade fair to comply with the hygiene and occupational safety measures required in times of corona.
- A contact person should be appointed at your stand as the person responsible for hygiene measures.
- Your trade fair company will register participants and other parties involved centrally for contact person tracking purposes. Please ask your trade fair organiser whether additional measures are required for the registration of visitors at your stand.
- Offer customers and visitors the opportunity to arrange appointments with you in advance.
- Record and document the names and attendance times of all employees, service providers and external companies present at the stand. The same records should be kept during construction and dismantling periods.
- Give preference to digital offers over leaflets or other advertising material. Printed information media should be handed out by stand personnel. Brochure racks should not be open to the public.
- The trade fair companies will provide disinfection facilities for all participants at various points at the fair site. In addition, you should place sufficient disinfectant dispensers at your stand, especially in the entrance area. We recommend that you additionally provide disposable mouth and nose protection for visitors to your stand.
- The information counter, tables, exhibits and all other contact surfaces should be disinfected regularly and at short intervals during the exhibition. For seating areas and tables with food tasting, we recommend that you wipe them clean after each guest.

Automotive at a glance

List of upcoming automotive industry events, trade fairs and conferences you should exhibit at and participate in.

Trade fairs are a creative mixture of well-known names, large companies and young firms that take a fresh look at things and ask whether they can be done differently. There is always the innovative strength of the manufacturers and suppliers present. Find your own automotive industry event, send your request for participation at the next event or buy the entry pass as a visitor. Take the opportunity to stay in touch and promote your business.

Get in and drive forward at full speed!

NORTEC JAN 25 - 28, 2022 / HAMBURG

Mechanical engineering & automotive supplier industry

AGRITECHNIKA FEB 27 - MAR 05, 2022 / HANOVER

Agricultural engineering

HANNOVER MESSE APR 25 - 29, 2022 / HANOVER

Mechanical engineering & automotive supplier industry

ILA BERLIN JUN 21 - 25, 2022 / BERLIN

Aircrafts, helicopters, space technologies

CARAVAN SALON AUG 26 - SEP 4, 2022 / DÜSSELDORF

Motor homes & caravans

INNOTRANS SEP 20 - 23, 2022 / BERLIN

Rail vehicles

IAA COMMERCIAL VEHICLES SEP 20 - 25, 2022 / HANOVER

Trucks, trailers & commercial vehicles

IAA MOBILITY SEP 5 - 10, 2023 / MUNICH

Cars, bikes, electric urban mobility

JANUARY – MARCH 2022	TRADE FAIR	INDUSTRY	NEXT DATE 2023-2024
JANUARY 13 - 16 HANOVER	DOMOTEX The World of Flooring DOMOTEX.DE	FLOORINGS	January, 2023
JANUARY 14 - 16 MUNICH	OPTI The International Trade Fair for Optics & Design OPTI.DE	OPHTHALMIC OPTICS	January, 2023 Stuttgart
JANUARY 21 - 30 BERLIN	IGW International Exhibition for the Food, Agriculture and Horticulture Industries GRUENEWOCH.DE	HORTICULTURE, LANDSCAPING, AGRICULTURE, FOOD, BEVERAGES	January, 2023
JANUARY 22 - 30 DÜSSELDORF	BOOT DÜSSELDORF International Boat Show BOOT.COM	BOATS, BOAT ACCESSORIES, SPORTING GOODS	January, 2023
JANUARY 23 - 26 MUNICH	ISPO MUNICH The Leading Trade Fair for Sport Business Professionals ISPO.COM/MUNICH	SPORTING GOODS, CLOTHING, FASHION, ACCESSORIES	January, 2023
JANUARY 25 - 28 HAMBURG	NORTEC Manufacturing Trade Fair NORTEC-HAMBURG.DE	METALWORKING, SUBCONTRACTING, WELDING TECHNOLOGY, COMPUTER-AIDED ENGINEERING, FACTORY AUTOMATION, MEASURING AND CONTROL	January, 2024
FEBRUARY 09 - 11 BERLIN	FRUIT LOGISTICA International Trade Fair for Fruit and Vegetable Marketing FRUITLOGISTICA.COM	FOOD PROCESSING AND PACKAGING MACHINERY, TRANSPORT, LOGISTICS, CONVEYANCE AND STORAGE	February, 2023
FEBRUARY 11 - 14 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, 2023
FEBRUARY 15 - 17 DÜSSELDORF	EUROCIS The Leading Trade Fair for Retail Technology EUROCIS.COM	IT, SOFTWARE, HOTEL AND CATERING, SHOP FITTINGS	March, 2023
FEBRUARY 16 - 20 MUNICH	F.R.E.E Fair for Leisure and Travel FREE-MUENCHEN.DE	TOURISM, LEISURE, CARAVANS	February, 2023
FEBRUARY 27 - MARCH 05 HANOVER	AGRITECHNIKA World's Leading Trade Fair for Agricultural Technology AGRITECHNIKA.COM	AGRICULTURE AND FORESTRY, LANDSCAPE GARDENING, FISHERIES, LIVESTOCK FARMING	February, 2024
MARCH 04 - 06 DÜSSELDORF	BEAUTY DÜSSELDORF Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa BEAUTY.DE	COSMETICS, PERSONAL HYGIENE, WELLNESS	March, 2023
MARCH 09 - 13 MUNICH	INTERNATIONALE HANDWERKSMESS Fair for Construction, Renovation, Refurbishment IHM.DE	CAPITAL AND CONSUMER GOODS	March, 2023
MARCH 09 - 13 BERLIN	ITB BERLIN The World's Leading Travel Trade Show ITB-BERLIN.COM	TOURISM	March, 2023
MARCH 18 - 22 HAMBURG	INTERNORGA Europe's Leading Trade Fair for the HoReCa Industry INTERNORGA.COM	HOTEL AND CATERING, SHOP FITTINGS, BEVERAGE AND LUXURY FOODSTUFF	March, 2023
MARCH 22 - 24 HANOVER	TWENTY2X New Tech. New Business. Digitization TWENTY2X.DE	IT, SOFTWARE	March, 2023
MARCH 27 - 29 DÜSSELDORF	PROWEIN International Trade Fair for Wine and Spirits PROWEIN.DE	BEVERAGE AND LUXURY FOODSTUFF	March, 2023

Resounding success in Munich

As the leading automotive industry country in the Baltic states, Lithuania was represented by 8 companies at the national stand of IAA MOBILITY in Munich.

the first IAA MOBILITY in Munich was a resounding success. Under the name of IAA MOBILITY, the first platform for mobility of the future brought together the most varied modes of transport – from cars and bicycles to digital solutions and urban air mobility.

Of the three Baltic countries, Lithuania was prominently represented at the fair. Aušrinė Armonaitė, Minister of Economy and Innovation gave a keynote presentation at the IAA Mobility Conference. “Germany is one of the biggest investors in our country. A few years ago, when German automotive giants such as Hella and Continental set up business in Lithuania, we became an important part of the European automotive industry. Lithuania must seize the opportunities to become an important part of the supply

chain for German manufacturers. We want to encourage German companies to expand their investment and production order opportunities in Lithuania. Lithuania is an excellent location not only for the traditional automotive industry, but also for the new automotive industry due to favorable investment conditions and the abundance of innovative companies that can become partners in the development of the vehicles of the future,” she said. At the opening ceremony of the Lithuanian National Pavilion, the Lithuanian Minister of Transport and Communications Marius Skuodis pointed out that Lithuania is increasingly establishing itself on the map of the global automotive industry and becoming part of the automotive value chain. The minister called on companies from both countries to cooperate more actively to

exploit the potential of Lithuanian engineering companies and to test and implement innovations in the transport sector.

“Inbalance is an EV charging company, working towards innovation and mass adoption-ready EV charging solutions. Therefore, for us, IAA Mobility was an excellent opportunity to validate our concepts and see firsthand how the mobility sector leaders are moving towards zero emissions. Business development-wise, IAA Munchen was a platform for stimulating business discussions and meaningful connections. On top of which we are currently

Opening of the Lithuanian National Pavilion. In the front row, the Minister of Economy and Innovation Aušrinė Armonaitė is sixth from the right and the Minister of Transport and Communications Marius Skuodis is next to her.





Marius Skuodis, Minister of Transport and Communications and Aušrinė Armonaitė, Minister of Economy and Innovation of the Republic of Lithuania

Photo: Messe München, Rolandas Purtilis

building valuable business partnerships in the German market and abroad," said Simonas Stankus, CEO at Inbalance.

The IAA MOBILITY is now the largest mobility event in the world. New electric cars, bicycles, e-scooters, energy policies and urban planning, digitization and more were presented and discussed in Munich. The exhibitors unveiled more than 100 premieres of their latest models and concepts, underscoring the fact that the transformation of mobility is being driven forward towards climate neutrality and digitization.

A summary of the data on the participants: a total of 744 exhibitors presented their work at the IAA MOBILITY 2021, including automotive companies with 98 exhibition areas, 75 bicycle brands, 152 supply firms, tech companies and 78 start-ups. Among them were well-known OEMs such as Renault, Hyundai, Ford, BMW, MINI, Mercedes-Benz, Wey, Ora, Audi, Porsche, Cupra, Volkswagen, Huawei,

Microsoft, IBM, Bosch, Magna, Schaeffler, Continental, Michelin, and the bicycle brands Canyon, Specialized, Riese & Müller, Rose, Kettler, and many more.

The IAA MOBILITY occupied a total of 260,000 sqm of event space, 195,000 sqm of which was located on the trade show grounds and 65,000 sqm in Munich's inner city. In all, 255 vehicles were in use on the Blue Lane, and 7,000 test drives were booked. At the IAA MOBILITY, 936 speakers presented and discussed ideas and innovations in all areas of mobility. The Citizen Lab right in front of Munich's city hall offered 42 hours of discussions on the mobility of tomorrow over a period of six days. The new IAA MOBILITY attracted 32% more visitors per day compared to the average number of visitors at the last IAA in Frankfurt – despite the continuing COVID-19 restrictions on international travel. The media reach makes the IAA MOBILITY this year's most important media event after the Olympic Games and the European Football Championship.

IAA MOBILITY

World's Leading Trade Fair for the Automotive Sector

EXHIBITORS: 744

from 32 countries

VISITORS: 400,000

from 95 countries

FREQUENCY: Every two years

PRODUCT CATEGORIES:

- Passenger cars
- Vehicles for passenger transportation
- Vehicles with two or three wheels
- Trailers
- Parts and accessories, intermediate products
- Operation, care, maintenance, and repair
- Tuning
- Urban air mobility
- Digital services
- Automated and autonomous driving systems
- Mobility providers
- Model cars, accessories, protective clothing
- Classic cars

EXHIBITORS FROM LITHUANIA:

Elinta Charge UAB,
elintacharge.com, charging stations

Parkis UAB,
parkis.eu, bicycle lifts

Hoda UAB,
hoda.lt, injection moulding

In Balance Grid UAB, inbalance.lt,
EV charging solutions

Baltic Filter UAB,
mfilter.lt, automotive filters

Elektrociklas UAB,
perkunobikes.com,
electronic bicycles

Baltec CNC Technologies UAB,
bct-parts.com, mechanical
components

Emus UAB, emusbms.com,
battery management systems

Ruptela UAB, (individual exhibitor),
ruptela.com, telematics

Next **IAA MOBILITY** in Munich
SEP 5 to 10, 2023. www.iaa.de



50 years of the Exhibition Centre in Stockum

For exactly 50 years now, trade fairs in Düsseldorf have been held in Stockum at an Exhibition Centre designed in line with the latest findings in the events business. When commissioned in September 1971, Düsseldorf's premises were considered Europe's most state-of-the-art and trendsetting trade fair centre. For the city of Düsseldorf, the new building meant a crucial step towards an exhibition marketplace with a worldwide reputation.

When the doors of the plastics and rubber fair "K" closed on the evening of 23 September 1971, the new Düsseldorf Exhibition Centre in Stockum had completed its first week of operation, passing the test with flying colours. At the new Exhibition Centre, the Düsseldorf trade fairs were able to grow as desired by the exhibiting industries. This was a crucial prerequisite for the following success story of Messe Düsseldorf, then still called Nordwestdeutsche Ausstellungsgesellschaft (NOWEA).

Here in Stockum, NOWEA managed to grow the trade fairs into the

global no. 1 events we now have. This new Exhibition Centre not only offered substantially more room than the old halls on Fischerstrasse. When developing the site, the planners also ensured optimal transport connections and, apart from this, the concept of the fairgrounds was unique in Europe and therefore garnered acclaim far beyond Düsseldorf.

Commenting on the commissioning, Lord Mayor Willi Becker said, "The new Exhibition Centre will prove an asset to both the city and its citizens." He was right. The Messe not only contributes to the international

atmosphere that makes Düsseldorf so special, but also generates substantial trade-fair induced sales that were boosted decisively by the construction of the new premises. Today, the so-called diversions return factor stands at 6.16. This means every euro spent at the trade fair generates €6.16 turnover within the region of Düsseldorf. In top years such as 2016, the city benefits from up to €2.7 billion trade-fair induced sales.

Move to Stockum

In Düsseldorf, trade fairs and exhibitions look back on a long tradition reaching back to the first commercial showcase in 1811. In the early 20th century, the fair sites were located at the present Ehrenhof premises on the Rhine, and then on Fischerstrasse after World War II. This is also where the first trade fairs were held which the newly established NOWEA focused on rather than the big industry showcases – this was the right strategy, as became obvious during the first years of business. The demand from exhibiting industries

was so high that the Düsseldorf sites could not keep up with exhibitors' requests – especially at the important world no. 1 trade fairs drupa, K and interpack. When the associations threatened to move to other cities, the city council was compelled to act to retain the competitiveness of the Düsseldorf trade fair location.

On 20 September 1968, following careful considerations, the city council unanimously decided to relocate the fair to Stockum. One year later, the foundation stone was laid for the new Exhibition Centre on 26 August 1969. In just under two years, the core of the Exhibition Centre as we know it today was erected at the northern city limits. In the first expansion stage, the premises had 108,000 m² of useful hall space in 12 halls (compared to 65,000 m² at Fischerstrasse). On 20 August 1971, Düsseldorf's Lord Mayor officially handed over the new Exhibition Centre to NOWEA.

The construction of the Exhibition Centre was guided by the principle that still governs all construction projects at Messe Düsseldorf: the optimisation of the quality of the customer experience as well as the consistent orientation of the infrastructure towards the needs of exhibiting companies and visitors. It was important for the Exhibition Centre to be designed as flexibly and neutrally as possible because Düsseldorf's portfolio of leading trade fairs already included topics as diverse as fashion and foundry technology back then.

Latest state of the art standards

The concept for the premises also included restaurants with a total of 5,000 seats and offices for authorities such as the police, customs and the fire brigade, as well as service providers like the post office, forwarding and cleaning services, a pharmacy, banks and even an indoor pool. The ultra-modern "presentation centre", CCD

Süd, was then situated right next to the main restaurant and the banks of the Rhine so that smaller trade fairs could be held in parallel with presentation events. With its well-thought-out overall concept, the Exhibition Centre in Stockum set new standards in terms of architecture, technology, infrastructure and service. It rightly served as a blueprint for numerous exhibition centres worldwide such as Paris Nord, Birmingham and Osaka, which were built in the following years.

Over the years, Düsseldorf Exhibition Centre has been updated to the latest state of the art standards. By building the new Halls 6 and 7a in 2000, Messe Düsseldorf initiated its 30-year masterplan for the modernisation of the premises. As part of this plan, the northern entrance was completely redesigned in 2004 and now offers direct train routes to the city centre and Düsseldorf main station. This was followed by the construction of Halls 8a and 8b. All in all, the Düsseldorf Exhibition Centre today provides 249,761 square metres in 18 halls, of which 11 have already been rebuilt or completely renovated.

The latest construction project, Neue Messe Süd, was completed in time for the anniversary. Like the Stockum Exhibition Centre in 1971, the new entrance doubles as an architectural benchmark with its impressive, cantilevered roof. But it is especially the high-quality, state-of-the-art furnishings and the consistent focus on the customers' needs that follow on from the tradition of the 1971 building project and highlight Messe Düsseldorf's ambition to be a leading exhibition centre for the 21st century.

Messe Düsseldorf
Open house for interested
citizens, 1971

