

# Baltic Business Quarterly

SUMMER 2022



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### OUR PREMIUM MEMBERS



SCHLESWIG-HOLSTEIN - PARTNER STATE 2022

## Successful at trade fairs

**A**fter receiving this long-awaited piece of news – no more coronavirus-related access restrictions or regulations at trade fairs – we asked ourselves two basic exhibition business questions at our monthly trade fair department meeting. And we are happy to share the answers to them with you.

### What makes companies think about exhibiting now?

The need for companies to fill up the free, empty and exclusive space that only exhibitions can fill, and no other communication tool or virtual platform can reach. It is the orientation towards personal contacts, direct communication, and the desire to convey the feeling and story of the product, brand, and company experience.

### What should exhibitors consider when deciding to participate in a trade fair?

The trend towards digitalization is taking place in all areas of business and trade. This means that, in many cases, face-to-face meetings are being replaced by the exchange of

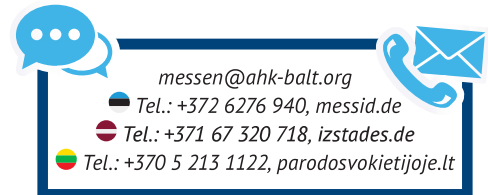
a certain amount of information. There is a trend towards more exclusive, and more valuable face-to-face contact than ever before. As 'live' and 'digital' trade fairs are two completely different communication platforms with different objectives and marketing outcomes, it is important to remember that they are neither comparable nor interchangeable, but complementary. And those who thought that the virtual environment was cheaper will be disappointed. Due to digitalization and the associated simple increase in the supposed reach in marketing communication, the focus is often only on the quantity of contacts. At trade fairs, however, it is the quality of the personal contacts on site that counts.



**20 YEARS**  
representing  
German trade fairs

**Vilma Arėškienė**

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



### In addition, I recommend:

- Pay attention to the visitor structure of the trade fair and the proven quality of the visitors. Your customer target group should match the visitor structure as closely as possible.
- Use digital media to support your trade fair presence and invite your customers and discussion partners specifically to visit your trade fair stand.
- Furthermore, it is no longer sufficient to just be present. Use the online media specifically for personalised preparation of the trade fair contacts as well as for the follow-up of the discussions.

## From a fish sandwich fair to a platform for digitalization

**W**hen Deutsche Messe was founded in Hanover in the post-war period in 1947, no one could have imagined how successful the first export fair in the same year would be: 1,934 export contracts worth \$31.6 million were concluded during 21 days of the fair. Hanover's standing as a trade fair city began with the founding of Deutsche Messe- und Ausstellungs-A.G. Hannover Laatzen in 1947. At the Hannover Messe, the "office industry" sector in particular became established, which led to it being given its own exhibition hall in 1970. The hall was named Hall 1 CeBIT – at that time, this was the abbreviation for "Centre for Office and Information Technology". As the office and communications industry grew steadily and gained in importance worldwide, "CeBIT"

emerged from the "Hannover Messe" as an independent trade fair in 1986 and over the years became the world's largest trade fair in the field of information technology, thus also promoting the international establishment of Hanover as a trade fair location. After a peak in 2001, the strengthening of competing trade fairs (telecommunications in Barcelona, consumer electronics in Las Vegas, etc.) led to a gradual loss of importance for CeBIT with a continuing decline in visitors. In 2018, Deutsche Messe AG discontinued CeBIT and its content returned to "HANNOVER Messe". Hanover has the largest exhibition grounds in the world and is one of the most important trade fair locations. Deutsche Messe has been bringing exhibitors together with the right visitors through its events and services for 75 years.



**75 YEARS**  
DEUTSCHE MESSE  
1947–2022

JULY – SEPTEMBER 2022	TRADE FAIR	INDUSTRY	NEXT DATE 2023-2026
JULY 06 - 10 MUNICH	<b>INTERNATIONALE HANDWERKSMESSE</b> Fair for Construction, Renovation, Refurbishment <a href="http://IHM.DE">IHM.DE</a>	CAPITAL AND CONSUMER GOODS	March, 2023
JULY 17 - 20 MUNICH	<b>INTERFORST</b> International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows <a href="http://INTERFORST.DE">INTERFORST.DE</a>	AGRICULTURE AND FORESTRY, LANDSCAPE GARDENING, FISHERIES, LIVESTOCK FARMING	July, 2026
AUGUST 26 - SEPTEMBER 04 DÜSSELDORF	<b>CARAVAN SALON</b> World's Largest Show for Motor Homes and Caravans <a href="http://CARAVAN-SALON.COM">CARAVAN-SALON.COM</a>	VEHICLES, LEISURE	August / September, 2023
AUGUST 27 - SEPTEMBER 05 DÜSSELDORF	<b>TOURNATUR</b> Hiking and Trekking Exhibition <a href="http://TOURNATUR.COM">TOURNATUR.COM</a>	TOURISM	August / September, 2023
SEPTEMBER 02 - 06 BERLIN	<b>IFA</b> Consumer Electronics Unlimited & IFA Global Markets <a href="http://IFA-BERLIN.COM">IFA-BERLIN.COM</a>	CONSUMER ELECTRONICS, MULTIMEDIA	September, 2023
SEPTEMBER 06 - 09 HAMBURG	<b>SMM HAMBURG</b> The Leading International Maritime Trade Fair <a href="http://SMM-HAMBURG.COM">SMM-HAMBURG.COM</a>	SHIPBUILDING, PORT MACHINERY, OFFSHORE ENGINEERING	September, 2024
SEPTEMBER 12 - 16 MUNICH	<b>DRINKTEC</b> World's Leading Trade Fair for the Beverage and Liquid Food Industry, Processing + Filling + Packaging + Marketing <a href="http://DRINKTEC.DE">DRINKTEC.DE</a>	FOOD PROCESSING AND PACKAGING MACHINERY	September, 2026
SEPTEMBER 14 - 17 DÜSSELDORF	<b>REHACARE</b> International Trade Fair and Congress -Self-determined living <a href="http://REHACARE.DE">REHACARE.DE</a>	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE	September, 2023
SEPTEMBER 20 - 22 DÜSSELDORF	<b>ENERGY STORAGE EUROPE</b> Expo and Conference <a href="http://ESEEXPO.COM">ESEEXPO.COM</a>	ENERGY	September, 2023
SEPTEMBER 20 - 23 DÜSSELDORF	<b>GLASSTEC</b> International Trade Fair for Glass Production, Processing and Products <a href="http://GLASSTEC.DE">GLASSTEC.DE</a>	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT	October, 2024
SEPTEMBER 20 - 23 BERLIN	<b>INNOTRANS</b> International Trade Fair for Transport Technology <a href="http://INNOTRANS.DE">INNOTRANS.DE</a>	TRANSPORT AND TRAFFIC	September, 2024
SEPTEMBER 20 - 25 HANOVER	<b>IAA COMMERCIAL VEHICLES</b> International Trade Fair for Commercial Vehicle <a href="http://IAA-TRANSPORTATION.COM">IAA-TRANSPORTATION.COM</a>	COMMERCIAL VEHICLES	September, 2025
SEPTEMBER 27 - 30 HAMBURG	<b>WINDENERGY HAMBURG</b> the global on & offshore event <a href="http://WINDENERGYHAMBURG.COM">WINDENERGYHAMBURG.COM</a>	ENERGY	September, 2024
SEPTEMBER 27 - 30 HAMBURG	<b>H2 EXPO &amp; CONFERENCE</b> Networking Event of the International Hydrogen Economy <a href="http://H2EXPO.COM">H2EXPO.COM</a>	ENERGY	September, 2024



# Lithuania's young photonics industry shines at laser fair in Munich

by GINTARĖ JONYNIENĖ

*The Lithuanian laser industry was represented at the largest-ever Lithuanian stand in two halls at LASER World of PHOTONICS in Munich this year*

**The** biennial laser trade fair in Munich attracts scientists and engineers from all over the world. Lithuania had its national stand at this trade fair for the 8th time but never before has the Baltic country been represented on such a large scale. 23 Lithuanian laser companies and research institutions took part in this year's biggest laser fiesta in Munich from 26 to 29 April. The Lithuanian laser industry was represented on the largest Lithuanian national stand to date in two halls – Science and Industry. Relying on cooperation the first Lithuanian-made laser was presented at Laser World of PHOTONICS 30 years ago, and thus began the journey of Lithuanian-made lasers around the world. If you ask what the greatest strength of the Lithuanian laser sector is, the answer has to be cooperation. This is true not only for companies, but also for business and science. Moreover, Lithuanian laser companies are united by their clear export focus, on the one hand, and their rootedness in the Lithuanian photonics research community on the other. Many of them are direct spin-offs from universities and colleges. Others



The Lithuanian laser industry was represented on the largest Lithuanian national stand to date in two halls – Science and Industry

work closely with users in life sciences, communications and cutting-edge research, acquiring the expertise for their global activities. “We compete technologically, but at the same time we join forces in joint projects and exhibition stands”, says Kęstutis Jasiūnas, Managing Director of EKSPĻA. The Laser World of PHOTONICS

exhibition in Munich is a perfect example of this. Research institutes at the stand included Vilnius University and the Centre for Physical and Technological Sciences, which conduct basic and applied research. Lithuania was also represented by component and laser manufacturers (Altechna, EKSPĻA, Integrated Optics) who turn



Dr. Gediminas Račiukaitis, President of Lithuanian Laser Association (from left), Dr. Jovita Neliupšienė Vice-Minister of Economy and Innovation of the Republic of Lithuania, Dr. Reinhard Pfeiffer, Messe Munich Deputy Chairman of the Board, Rasa Uždavinytė, Head of Export Department at Innovation Agency

research ideas into real products, as well as machine tool manufacturers (ELAS, Femtika), offering complete solutions for users. Advances with industrial lasers The Lithuanian laser sector is proving resilient in the face of adversity and is experiencing sustained growth with an average annual growth rate of 16%. 54 Lithuanian companies are now active in this sector. The total number of employees is 1,300 and the sector's turnover is €176 million per year. 80% of the production is exported. Most of the revenue remains in Lithuania, with value added per employee more than three times the market average. "Germany was the second largest export market for Lithuanian lasers last year. In recent years, the Lithuanian laser industry has made a strong push into the industrial laser market, and now almost half of our revenue in this sector comes from the sale of industrial lasers. We want to further strengthen this trend and the Lithuanian laser industry is ready to open up great opportunities for its partners", said Jovita Neliupšienė, Vice Minister of Economy and Innovation. Hungry for news During the fair, forums were organised in special areas where

speakers from companies and research institutions presented the latest developments. On 27 April, the stage was made available to Lithuanian participants. On a separate podium, the Lithuanian laser industry presented the application of lasers in the medical field. Laser World of PHOTONICS was supposed to take place last year but the pandemic changed plans. "Now the world has learned to live with the virus, so the opportunities for us laser manufacturers became even greater. People are hungry for events, news and lively interaction", says Laurynas Ūkanis, Marketing Manager of EKSPLA.

#### Laser World of PHOTONICS was attended by:

3 photon, Altechna, Brolis Sensor Technology, Direct Machining Control, EKSMa Optics, EKSPLA, ELAS, Femtika, FTMC -Center for Physical Sciences and Technology, Integrated Optics, Izovac Photonics, Lidaris, Light Conversion, Lilit, Optogama, OPTOMAN, Optonas, QS Lasers, Quantum Light Instruments, Sargasas, Standa, Vilnius University, Workshop of Photonics.



Opening ceremony at Lithuanian National stand