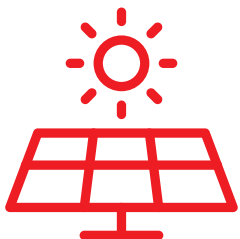
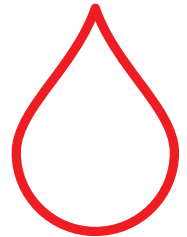


# BalticBusiness Quarterly

AUTUMN 2022



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## *Energy crisis and its solutions*



Taking a look at gas, electricity, oil shale, peat,  
wind, solar and wood in the Baltic States

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# Crucial numbers for successful marketing

Choosing the “right” trade fair means first setting goals, then checking which trade fair has the right visitors, and whether the industry, region of origin or visitors’ area of responsibility are right. Anyone planning a trade fair participation, or looking for a new trade fair, or wanting to make a safe decision about trade fair participation needs reliable data on the quality of individual trade fairs. Important sources for this are the certified trade fair data of the FKM – Society for Voluntary Control of Fair and Exhibition Statistics. The FKM is a strong partner for the

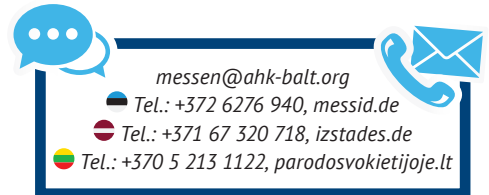
exhibiting industry in Germany and around the world. The FKM trade fair database contains the trade fair figures of every certified event in Germany and of guest members in Italy and China – structured and updated on a daily basis. Generally, in addition to the basic data (number of exhibitors, stand area and number of visitors), the FKM provides data on the structure of trade or private visitors, including regional origin, influence in procurement decisions and professional status. For over 50 years, FKM has been making this data available to the business community free of charge at [www.fkm.de](http://www.fkm.de).



**20 YEARS**  
representing  
German trade fairs

**Solveiga Aboliņa**

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



Only objective facts are a secure basis for objective evaluations and factual decisions. This is how trade fair success can be planned, so use this data for planning your next trade fair participation.

## 200 years as a host from around the world

The first Prussian Trade Exhibition, which took place from 1 September to 15 October 1822 in what is now the district of Berlin-Mitte, marked the beginning of organised exhibitions and trade fairs in Berlin. Berlin has been a trade fair venue since 1822, and one of the most important locations in the world for many decades. From 1822 to 2022 – that makes a whole 200 years of Berlin trade fair history. This is a special and important anniversary, celebrated throughout the year in Berlin under the motto “200 years Host of the World”. As a state-owned trade fair company, Messe Berlin makes a major contribution to the city’s position. It designs, markets and organizes



Photo: Messe Berlin

hundreds of live events every year. Its broad portfolio includes the global brands and leading trade fairs IFA, InnoTrans, ITB, FRUIT LOGISTICA and the International Green Week, as well

as major conferences and outstanding events, such as the Fan Mile at the Brandenburg Gate. With around 90 offices abroad, Messe Berlin markets its events in over 170 countries.



OCTOBER – DECEMBER 2022	TRADE FAIR	INDUSTRY	NEXT DATE 2023-2024
<b>OCTOBER 04 - 06</b> MUNICH	<b>EXPO REAL</b> International Trade Fair for Property and Investment <a href="https://www.expo-real.net">EXPOREAL.NET</a>	FINANCIAL AND INSURANCE SERVICES, REAL ESTATE, EXPORT PROMOTION	OCTOBER, 2023
<b>OCTOBER 13 - 16</b> HAMBURG	<b>PHOTOPIA HAMBURG</b> International Trade Fair for Imaging, Showcasing Products and Services <a href="https://www.photopia-hamburg.com">PHOTOPIA-HAMBURG.COM</a>	PHOTO, VIDEO	OCTOBER, 2023
<b>OCTOBER 19 - 26</b> DÜSSELDORF	<b>K</b> The World's No. 1 Trade Fair for Plastics and Rubber <a href="https://www.world-of-photonics-india.com">world-of-photonics-india.com</a>	INDUSTRY, PLANT AND EQUIPMENT	OCTOBER, 2025
<b>OCTOBER 24 - 30</b> MUNICH	<b>BAUMA</b> The World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment <a href="https://www.bauma.de">BAUMA.DE</a>	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT, INTERIOR FITTINGS, MINING, GEODESY, GEOINFORMATION, VEHICLES	OCTOBER, 2025
<b>OCTOBER 25 - 28</b> HANOVER	<b>EURO BLECH</b> International Sheet Metal Working Technology Exhibition <a href="https://www.euroblech.com">EUROBLECH.COM</a>	METALWORKING, WELDING TECHNOLOGY	OCTOBER, 2024
<b>NOVEMBER 02 - 06</b> BERLIN	<b>BAZAAR BERLIN</b> International Craft Trade Fair <a href="https://www.bazaar-berlin.com">BAZAAR-BERLIN.COM</a>	FASHION, ACCESSORIES, GIFTS, CRAFTS	NOVEMBER, 2023
<b>NOVEMBER 08 - 10</b> BERLIN	<b>BELEKTRO</b> Trade Fair for Electrical Engineering, Electronics and Lighting <a href="https://www.belektro.com">BELEKTRO.COM</a>	ELECTRICAL ENGINEERING, ELECTRONICS, LIGHTING, LIGHTING TECHNOLOGY	NOVEMBER, 2024
<b>NOVEMBER 14 - 17</b> DÜSSELDORF	<b>MEDICA</b> World's Leading Trade Fair with Congress for Medicine <a href="https://www.medica.de">MEDICA.DE</a>	MEDICINE, MEDICAL TECHNOLOGIES, INSTRUMENTS & EQUIPMENT, HOSPITAL SUPPLIES, PHARMACEUTICALS, THERAPEUTICS	NOVEMBER, 2023
<b>NOVEMBER 14 - 17</b> DÜSSELDORF	<b>COMPAMED</b> International Trade Fair for High-Tech Solutions for the Medical Technology <a href="https://www.compamed.de">COMPAMED.DE</a>	MEDICAL ENGINEERING, IT, SUBCONTRACTING	NOVEMBER, 2023
<b>NOVEMBER 15 - 18</b> HANOVER	<b>EUROTIER</b> World's Leading Trade Fair for Animal Production <a href="https://www.eurotier.de">EUROTIER.DE</a>	AGRICULTURE AND FORESTRY, LANDSCAPE GARDENING, FISHERIES, LIVESTOCK FARMING, ENERGY	NOVEMBER, 2024
<b>NOVEMBER 15 - 18</b> MUNICH	<b>ELECTRONICA</b> World's Leading Trade Fair for Electronics <a href="https://www.electronica.de">ELECTRONICA.DE</a>	ELECTRICAL ENGINEERING, ELECTRONICS, COMPONENTS, SYSTEMS, APPLICATIONS, SOLUTIONS	NOVEMBER, 2024
<b>NOVEMBER 17 - 19</b> HAMBURG	<b>GET NORD</b> Trade Fair Electrical Engineering, Sanitation, Heating, Air- Conditioning <a href="https://www.get-nord.de">GET-NORD.DE</a>	ELECTRICAL ENGINEERING, ELECTRONICS, PLUMBING, HEATING, AIR CONDITIONING, REFRIGERATION AND VENTILATION TECHNOLOGY	NOVEMBER, 2024
<b>NOVEMBER 24 - 27</b> BERLIN	<b>BOOT &amp; FUN BERLIN</b> Berlin's Boat and Leisure Fair <a href="https://www.boot-berlin.de">BOOT-BERLIN.DE</a>	BOATS, BOAT ACCESSORIES, TOURISM	NOVEMBER, 2023
<b>NOVEMBER 28 - 30</b> MUNICH	<b>ISPO MUNICH ONLINE</b> The Leading Trade Fair for Sport Business Professionals <a href="https://ispo.com/munich">ispo.com/munich</a>	SPORTING GOODS, CLOTHING, FASHION, ACCESSORIES	NOVEMBER, 2023
<b>NOVEMBER 29 - DECEMBER 01</b> DÜSSELDORF	<b>VALVE WORLD EXPO</b> International Valve Trade Fair and Conference <a href="https://www.valveworldexpo.com">VALVEWORLDEXPO.COM</a>	METALWORKING, WELDING TECHNOLOGY, SUBCONTRACTING	NOVEMBER, 2024



by ALEXANDRA SLUSAR



Photo: Deutsche Messe AG

# Baltics offers strong partnerships in industrial supply, digital solutions and robotics

*Two long years of the COVID pandemic have passed since the last HANNOVER MESSE. 30 May was the day when the exhibition opened its doors again. After four days, exhibitors from the Baltic countries, with 25 years of HANNOVER MESSE experience, gave their most positive feedback ever.*

one of the most important fairs to present innovations and services to German business representatives and the international market for a quarter of a century.

Photo: Enterprise Lithuania



Deputy Minister of Economy and Innovation of the Republic of Lithuania Jovita Neliupšienė and the Lithuanian Ambassador to Germany Ramūnas Misiulis together with a large number of participants of two Lithuanian national stands – the Engineering and Technology Industries Association of Lithuania (LINPRA) and Lithuanian Robotics Association

“With its focus on energy, security of supply and industrial transformation, HANNOVER MESSE 2022 impressively demonstrated that we need such a leading flagship fair – now more than ever after two years of the pandemic”, declared VDMA Executive Director Thilo Brodtmann. “Pandemics and wars must not and will not slow down the process of industrial transformation. On the contrary, we must move even faster to achieve the process of digitization and sustainability”, stated Dr Jochen Köckler, Chairman of the Managing Board of Deutsche Messe.

During the opening, German

Chancellor Olaf Scholz cautioned against turning away from globalization. Instead, the fair centred around “friend-shoring” – a way to establish businesses in countries with a similar value system.

Under the fair’s leitmotif of industrial transformation, cross-cutting issues such as digital platforms, Industry 4.0, IT security, CO2-neutral production, AI, lightweight construction and Logistics 4.0 united the numerous exhibitors from different sectors. In total, 46 exhibitors from the Baltics networked with thousands of visitors. For the Baltics, HANNOVER MESSE has been

A delegation from Lithuania, the Engineering and Technology Industries Association of Lithuania (LINPRA), participated in HANNOVER MESSE representing seven exhibitors: Sargasas, Nordhil Industry, Baltec CNC Technologies, Jutrix, Forge LT, Dirmeta and Eurokubas. “The exhibition hosts representatives from probably the entire industrial value chain, and the range of topics covered is: from digital transformation, cutting-edge technologies, through to cyber security, social issues of the future labour market”, according to LINPRA on its LinkedIn account. The joint booth was greeted by

Photo: Enterprise Estonia



Federation of Estonian Engineering Industry at the Estonian joint stand

the Lithuanian Ambassador to Germany Ramunas Misiulis and the Lithuanian Deputy Minister of Economy and Innovation Jovita Neliupšienė, who took part in a panel discussion on “Industry 4.0 – Sustainable, resilient and confident”.

Another joint Lithuanian booth showcased robotics and automatization solutions by Rubedos, Integrated Optics, FlexyWeld by Factobotics, SmartPeek (presented by Nanobotics), Neurotechnology, Techline and PIXEVIA.

19 exhibitors from Lithuania showcased their solutions at the fair. “We believe that we achieved our goals. Both the guests who visited our booth and the contacts we made at other exhibitors’ booths give us hope that we can continue to grow successfully”, one of the Lithuanian exhibitors Artilux NMF said.

“As a first-time exhibitor at HANNOVER MESSE, we are very pleased with the contacts we have made with potential partners, customers, and other representatives of the sector. At the same time, we are aware that building relationships with partners and promoting a product on the market is a long-term process, so we will participate in future HANNOVER MESSE exhibitions too”, concludes Arturs Seilis, Development Manager at Latvian company MAK IT.

According to Andris Alksnis from Latvia’s Investment and Development Agency and organizer of the Latvian Pavilion, there was a higher flow of visitors to the Latvian stand compared to the previous years: “Latvian companies have been participating

**Participants:** 75,000+

**Exhibitors:** 2,500+

**Products & solutions:** 8,000+

**Speakers:** 600+

**Trends:** Hydrogen, Net-Zero, Artificial Intelligence, Industry 4.0, IT Security, E-mobility, Robotics, Logistics 4.0, Machine Learning, Additive Manufacturing

**Exhibitors from Estonia:** Auve Tech OÜ, CybExer Technologies OÜ, Datel AS, Eliko Tehnoloogia Arenduskeskus OÜ, Enterprise Estonia, Estonian Electronics Industries Association, Estonian ICT Cluster, Federation of Estonian Engineering Industry, FinEst-Hall Factory OÜ, Flowit Estonia OÜ, Incap Electronics Estonia OÜ, Jotel OÜ, LeanEst OÜ, Nortel AS, Proekspert AS, Radius Machining OÜ, Tech Group AS, Testonica Lab OÜ

**Exhibitors from Latvia:**

Association MASOC, Baltijas Gumijas Fabrika AS, EHT Fabrik SIA, Ergo E.B.F. SIA, Exigum SIA, MAK IT SIA, NewBaseCam SIA, SFM Latvia SIA, Zippy Vision SIA

**Exhibitors from Lithuania:**

Artilux NMF UAB, BCT UAB, Bunasta UAB, Dirmeta UAB, Energy Advice UAB, Eurokubas, Factobotics UAB, Forge LT, Integrated Optics UAB, Jutrix, Nanobotics, Neurotechnology UAB, Nordhill Industry UAB, Pixevia, Plamega UAB, Rubedo sistemas UAB, Sargasas UAB, Sortus UAB, Techline UAB

**The next HANNOVER MESSE takes place from 17 to 21 April 2023.**

in this exhibition since 1997, as they consider Germany to be a promising and solvent market where Latvian suppliers can still be competitive. The number of contacts made at the fair confirms



Photo: MAK IT

**MAK IT team presents its new product AUSTRA – a modern ERP platform for manufacturers at the Latvian national stand**

that there is still continued interest in products and services from Latvia.” Latvian industry was presented by 9 exhibitors from the metalworking industry, the electronics sector and digital solutions for industry.

According to Enterprise Estonia, Estonian companies supply 120 countries around the world with digital solutions for IoT and industry 4.0 applications, for robotics, automation and mechatronic solutions, or act as contract manufacturers. At HANNOVER MESSE, 15 Estonian companies and two associations presented their solutions for IoT, Smart Factory, Smart Logistics, Predictive Analytics and Preventative Maintenance to the German and international market.

Juhan-Madis Pukk, president of the Estonian Association of Information Technology and Telecommunications, concluded that “there was plenty of interest in what we had to offer in specific areas such as cybersecurity, the Internet of Things (IoT) and machine learning. To date, all of the companies present have made interesting contacts and the coming weeks will be busy translating contacts into real business opportunities.”

by ELO SAARI

# Get ready for the trade fair

*Large, eye-catching and pompous – many companies plan their trade fair presence according to this principle. However, having the largest stand in the hall is not enough to drive marketing and sales, nor is it enough to be successful.*

Only a well-thought-out strategy, an overall concept and the right management will make a trade fair a success for the whole company. As representatives of the German trade fair industry in the Baltic states with over 20 years of trade fair experience, we have asked ourselves and trade fair marketing experts and specialists in Germany what such a B2B trade fair strategy could look like, and we now have the answer. We have



Telling stories is what visual merchandising must offer

summarised our findings in the seminar material, which we will be happy to share briefly with readers here and more broadly with seminar participants in person or online in Tallinn, Riga and Vilnius.

In our work, we have often experienced that companies visit trade fairs or participate in them as exhibitors, but they do not always make the most of all the opportunities that an (online) trade fair offers because they are not aware of them. The covid pandemic has greatly changed the order of our affairs and working environment. It brought new

communication formats, taught us how to organize business from home offices, and also promoted the use of virtual, online communication tools in the trade fair business. In addition, it created new hybrid trade fair formats.

## A COST-INTENSIVE INSTRUMENT

Trade fairs are an effective but also cost-intensive marketing instrument – whether with a stand at a face-to-face event, as a hybrid format or as a completely digital event. Therefore, at the end of such an investment there should always be the best possible trade fair result, even if many planners have to work with a small budget. In this training course, you will learn how professional event management and sound trade fair project management can make your brand presentation at trade fairs feasible and, at the same time, financially viable. Leave a lasting impression on your company and your target group through careful trade fair planning and organisation, effective trade fair marketing, and solid trade fair controlling.

While there is no one perfect location on the trade show floor that will guarantee an endless ebb and flow of traffic to your exhibit, there are certain areas superior to the others

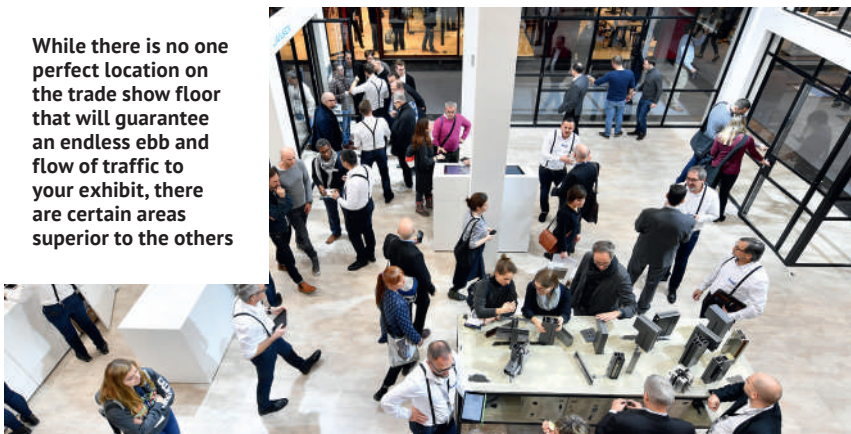


Photo: BAU 2019, Messe München



### YOUR CHECKLIST

Valuable checklists make trade fair management and event planning easier for you. You will learn step-by-step how to master the individual steps of a trade fair project with confidence. You will get answers and explanations on related topics, as well as a range of practical tips:

- Why choose trade fairs in Germany, participation in face-to-face trade fairs, online concepts?
- At which trade fairs do you find your customers?
- Trade fair goals and their implementation
- Planning, preparation, and organisation of trade fair participation
- Bringing visitors to the stand
- Strategic planning and concept
- Stand design and layout
- What makes trade fairs so special?
- Matchmaking and follow-up

You will also gain insights into the current trends of digital solutions, lead management to trade fair design and valuable tips on how the stand management motivates the stand team and turns them into a powerful dream team through clear briefings.

Photo: PROWEIN 2022, Messe Düsseldorf



Only a well thought-out strategy, an overall concept and the right management make a trade fair a success for the whole company

Participation in international trade fairs is certainly a key to international business for your company. This is proven by the experience of thousands of companies that participate in trade fairs every year. If you are interested in our seminar, please do not hesitate to contact us. No matter if you are planning to participate in a trade fair for the first time or if you are already experienced. We will be happy to explain and repeat the tips for you. Get the most out of it in a short time. Strengthen your skills. Become a trade fair expert for your company.

### THE TARGET AUDIENCE

Our seminars and workshops are aimed at newcomers to trade fairs as well as responsible trade fair project managers who already have experience in event management, trade fair planning and the implementation of trade fairs and would like to bring themselves up to date. All employees from the areas of corporate communications, export, marketing, sales and sales promotion are addressed.

## Training on Preparation for Fair Participation

# ***FAIR to SHARE***

Practical workshop for preparing the marketing strategy of the company for participating in a fair.

- How to prepare for a live fair and online fair?
- Why hundreds of companies across the whole world participate in fairs?
- How to draw the attention during a fair and which aspects could be benefitted from the most?

Please do not hesitate to reach us, we can provide answers to all these questions and more.

Please also visit:

**Estonia** [messid.de](http://messid.de)  
**Latvia** [izstades.de](http://izstades.de)  
**Lithuania** [parodosvokietijoje.lt](http://parodosvokietijoje.lt)

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Photo: Noppasiny - Fotolia