

AUTUMN 2023

BalticBusiness Quarterly



Cover Story | 18

Accelerating e-mobility

Estonia, Latvia and Lithuania
pave the way to an electric future



FUTURE OF DELIVERY | 49
On tour with delivery
robots in Estonia

E-MOBILITY IN AVIATION | 58
Enabling sustainable
travel in the Baltics

E-CAR TEST | 82
How far you get
in Latvia with an e-car

- 4** Business in Picture
- 12** Baltic Business News
- 14** **New Members:** Who's new in AHK's Baltic network?
- 16** **History:** Celebrating Vilnius and German-Lithuanian relations
- 18** **Cover Story:** Electric charging network growing at lightning pace
- 32** **Best in Business:** Companies to watch
- 49** **Future of Delivery:** On tour with delivery robots
- 56** **Electric Car-sharing:** Market with huge potential
- 58** **Sustainable Flying:** Believing in an energy revolution in the sky
- 66** **Insights:** Accelerating e-mobility
- 70** **Law & Tax:** It is most tax-efficient to donate in Lithuania
- 76** **Trade Fairs:** Trade fair calendar and reviews of the best trade fairs In the first half year 2023
- 82** **E-car test:** Over 30 electric cars tested in four years
- 84** **Travel:** The ultimate three-in-one: a bike, a boat and a house
- 86** Reviews of AHK Events
- 88** **Shooting Star:** All alone across the Atlantic



4 BUSINESS IN PICTURE



12 BALTIC BUSINESS NEWS



18 COVER STORY



32 BEST IN BUSINESS



58 SUSTAINABLE FLYING



IMPRINT

Magazine "Baltic Business Quarterly"

Founder: German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania (AHK), Breite Straße 29, D-10178 Berlin, Germany

Executive Board Member: Florian Schröder
Editorial office: Strēlnieku iela 1-4, LV1010, Riga, Latvia, +371-67320718, www.ahk-balt.org

Publisher: SIA "Žurnālu izdevniecība Lilita", Brīvības iela 85 - 4, Rīga, LV-1001 20004547, lilita@lilita.lv, www.lilita.lv

Reprint allowed only with a written agreement with the Founder. ©2018.AHK

Printed in printing house "Lietuvos Rytas Print", Lithuania

Cover photo: shutterstock.com

Editor in chief: Līva Melbārzde, +371 6 732 0724

Reporters: Felicia Adeyemi, Vilma Arēškieņē, Anda Asere, Solveiga Āboliņa, Franziska Babilon, Žanete Hāka, Ruslanas Iržikevičius, Māris Ķirsons, Leonie Loy, Peter Mons, Mari Peegel, Aurelija Rutkauskaitē, Sarah Schlaier, Kirsti Sinivee, Vineta Šķērīte, Armanda Vilciņa, Alexander Welscher, Aldis Zelmenis

Photographers: Ritvars Skuja, Arina Solntzeff, Alexander Welscher

Art Director: Aleksejs Smirnovs

Advertising Director: Līva Melbārzde

Tech Director: Gints Mucenieks

Advertising Editor: Jānis Rožkalns, reklama@lilita.lv

Digital editions: App Store and Google Play

ISSN 2592-2570

Publisher is a member of Association of Press Publishers of Latvia. Ipia.lv



OUR PREMIUM MEMBERS



BADEN-WÜRTTEMBERG – PARTNER REGION 2023



Impression of TOP HAIR
and BEAUTY DÜSSELDORF
2023, Messe Düsseldorf

Baltic countries shine bright at Germany's trade fair venues

We can claim that the exhibition business is returning, with attendance levels nearing those of before the coronavirus pandemic. Market developments are entirely consistent with the German trade fair industry organization AUMA's initial prediction of up to 180,000 firms and up to 13 million visitors in 2023.

by VINETA ŠKĒRĪTE

200 trade shows took place in Germany during the first six months of the year. Thus far, more than 115,000 exhibiting companies have attracted the interest of 6.8 million visitors. Looking back on the first half of the year and analysing the interest and activity of Baltic entrepreneurs in participating in international fairs in Germany, we can conclude that the growth rate is quicker than predicted. This is largely down to the availability of EU co-financing for exhibition participation, as well as the active participation of all three Baltic states' Investment and Export Agencies in organizing joint exhibits and national state stands at international fairs.

In the first six months of the year, 250 companies from the Baltic states participated in 18 international trade fairs in Germany, covering 6,370 square metres of exhibition space. As is now a tradition, the largest number of exhibitors from Estonia, Latvia and Lithuania were at the world's leading transport and logistics trade fair, transport logistic 2023, the world's leading industry trade fair, HANNOVER MESSE, and the world's leading construction trade fair, BAU in Munich. Other notable trade fairs for the Baltic region included three of the world's leading trade shows – boot, EuroShop, and interpack – which were held in Düsseldorf. We should also mention the Laser World of Photonics in Munich, which is a very important trade fair for Lithuania, as the Baltic nation is one of the TOP3 countries in the world laser industry, and BEAUTY DÜSSELDORF, a leading beauty care trade fair, which will most likely become an important exhibition platform for Latvian cosmetics manufacturers after its debut this year. All the above-mentioned trade exhibitions drew three-quarters of the participants from the Baltic countries. This highlights the economic strengths and leading industries of the region.

Deutsche Messe

As previously stated, the three Baltic countries were well represented at HANNOVER MESSE 2023, the world's premier industrial technology expo. Across 400 square metres of exhibitions, 36 exhibitors demonstrated their solutions for digital, networked, and sustainable enterprise. In addition to individual stands of long-standing and start-up companies, there were national stands from all three countries, which were visited by the nations' official delegations, emphasizing the importance of the industrial sector in the Baltic states' national economies and the role of the exhibition in the

formation of international business partnerships and collaborations. If we look at the past six months from the perspective of both participants and visitors, we can see that the world-leading woodworking equipment and forestry exhibition LIGNA plays an essential role in the Baltic countries' exhibition sector. Over 380 square metres of exhibition space, 14 participants showcased their products: 7 from Lithuania, 6 from Latvia, and 1 from Estonia. The total number of visitors from the Baltic countries exceeded more than 2,500.

Messe Berlin

Messe Berlin's flagships for the first half of the year 2023 were the so-called Internationale Grüne Woche (International Green Week), ITB and DMEA. Trade fairs aimed directly at consumers have long had a prominent place among the exhibitions staged in Berlin. Baltic producers are well-known at the International Green Week and the region is represented in a wider or smaller circle each year. This year, the exhibition area of the Baltic countries occupied 400 square metres. Organic food and drinks, honey, dried berries and many other products from Northern European fields and forests were offered for evaluation and

tasting by visitors. Feedback from the long-term organizer of the Latvian stand, Ms. Saktina, the exhibition project manager of the Latvian State Institute of Agrarian Economics, as well as from participants, was good. Many guests returned after the Covid break, and the general tone at the fair was upbeat. The public successfully sold almost the whole output, and the exhibitors made new business contacts. Organizers are proud of high-profile visits to the national stand by ministers and political representatives from Germany and other nations.

The fact that ITB – the world's leading travel trade fair – could finally take place in person again was a revival for the tourism industry. ITB has a focus on B2B customers. It was also used by Estonian, Latvian, and Lithuanian companies to actively participate and promote their countries as tourist destinations. Visitors signed contracts with international travel operators to offer new destinations. At this global tourism show, the Baltic states' national stands are always positioned together to make a cohesive offer. Overall, Ms. Priedite, the project manager of the Latvian Investment and Development Agency, and the members of the Latvian general stand, rated the fair's quality favourably and



Latvia's national stand
at Internationale
Grüne Woche 2023

made plenty of business contacts. Europe's leading digital health event DMEA covers various aspects of digital health, from electronic patient records, e-prescriptions and telemedicine to artificial intelligence and IT security. This year and for the first time with the support of the Latvian Investment Agency, Latvia participated in this exhibition with a national stand, offering various IT solutions. After the exhibition, Latvian participants Digital Dental Laboratory, DentaLab, DoctoWell, Tapbox and Tilde praised the fair's high organizational and content quality.

Messe Düsseldorf

The most important exhibits for our region in the first half of the year, according to the Messe Düsseldorf portfolio, were boot, EuroShop, and interpack. 14 industry manufacturers occupied more than 1,000 square metres of show space at boot 2023, the world's premier boat and water sports exhibition. In addition to the previously customary Estonian national stand of more than 400 square metres in various product halls, manufacturers from Lithuania and Latvia stood next to each other in the luxury boat segment with unique expositions of more than 300 square metres. The next exposition is EuroShop, the world's premier trade equipment and organization exhibition, which this year brought together 24 Baltic firms. Lithuania leads the three Baltic countries in this industry, with 15 participants, followed by Latvia with 6 and Estonia with 3. It is crucial to note that, as with boot, the Baltic countries' exposure is measured in 1,000 square metres in this display. The world's leading packaging exposition interpack concludes the TOP3 of Messe Düsseldorf's first half from the perspective of the Baltic region. This is one of the most important exhibitions for both packaging industry manufacturers who attend, as well as equipment

Participants of the Latvian national stand at interpack 2023 - Latvia Packing SIA, Liepājas Papīrs AS, Peterkoks SIA, Scandivac SIA, Talsu Tipografija SIA, Tehnoinform AS



and product dealers and service providers who come to Duesseldorf to meet their suppliers, agree new supply contracts, become acquainted with industry news, and meet new business partners. Interpack 2023 was attended by 9 Lithuanian enterprises and 7 Latvian companies, as well as the Latvian national stand, emphasizing the importance of the packaging industry in the Latvian economy. The total number of visitors from the Baltic countries exceeded 1,700.

Messe München

Looking back at the first half of the year from the point of view of Messe München, two exhibitions should be highlighted: the important topic of transport and logistics for the Baltic states at the transport logistic exhibition and the equally crucial construction industry with the world's leading construction exhibition BAU. The total number of participants from the Baltic countries at transport logistic reached 38. The largest number of participants came from Estonia with 16, followed by 14 from Lithuania and 8 from Latvia. The total exhibition area was 745 square metres.

This is another one of the exhibitions where traditionally all three countries participate with their national stands, thus emphasizing the role of industry in the national economies. The number of visitors exceeded 1,220. Continuing with the construction exhibition BAU, it should be noted that this is an exhibition in which Latvia and Estonia traditionally participate with national stands as well as individual expositions. This year's expo featured 35 construction enterprises from the Baltic nations, with 14 from Estonia, 11 from Lithuania, and 10 from Latvia, taking up 850 square metres of exhibition space. The total number of visits surpassed 2,950. Following a brief summer vacation, Caravan Salon in Düsseldorf and IFA in Berlin will take place at the end of August and beginning of September. Joining these will be a slew of world-class and worldwide trade shows in Berlin, Düsseldorf, Hamburg, and Munich, including iba, Expo Real, IAA Mobility Munich, productronica, A+A, MEDICA, and PHOTOPIA Hamburg. A total of 125 trade shows are scheduled to take place before the end of the year.

SEPTEMBER - DECEMBER 2023	TRADE FAIR	INDUSTRY	NEXT DATE 2024 - 2026
SEPTEMBER 01 - 05 BERLIN	IFA Consumer Electronics Unlimited & IFA Global Markets IFA-BERLIN.COM	CONSUMER ELECTRONICS, MULTIMEDIA	SEPTEMBER, 2024
SEPTEMBER 05 - 10 MUNICH	IAA MOBILITY World's Leading Trade Show for the Automotive Sector IAA-MOBILITY.COM	AUTOMOTIVE, SMART MOBILITY	SEPTEMBER, 2025
SEPTEMBER 06 - 08 HAMBURG	MARITIME INTERIORS Cruise & Ferry Global Expo Interior Design, Equipment and Technology for the Cruise & Ferry Industry MARINEINTERIORS-EXPO.COM	SHIPBUILDING, PORT MACHINERY, OFFSHORE ENGINEERING	SEPTEMBER, 2025
SEPTEMBER 13 - 16 DÜSSELDORF	REHACARE International Trade Fair and Congress - Self-determined living REHACARE.DE	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE	SEPTEMBER, 2024
SEPTEMBER 18 - 23 HANOVER	EMO HANNOVER The world of metalworking EMO-HANNOVER.DE	METALWORKING, WELDING TECHNOLOGY	SEPTEMBER, 2027
SEPTEMBER 19 - 22 BERLIN	CMS – Cleaning. Management. Services. International Trade Fair and Congress CMS-BERLIN.DE	CITY SANITATION, CLEANING MANAGEMENT, DETERGENTS	SEPTEMBER, 2025
SEPTEMBER 21 - 24 HAMBURG	PHOTOPIA HAMBURG International Trade Fair for Imaging, Showcasing Products and Services PHOTOPIA-HAMBURG.COM	PHOTO, VIDEO	SEPTEMBER, 2024
OCTOBER 04 - 06 MUNICH	EXPO REAL International Trade Fair for Property and Investment EXPOREAL.NET	FINANCIAL AND INSURANCE SERVICES, REAL ESTATE, EXPORT PROMOTION	OCTOBER, 2024
OCTOBER 22 - 26 MUNICH	iba The world's leading trade fair for the baking and confectionery industry IBA.DE	FOOD PROCESSING AND PACKAGING MACHINERY, BAKERY MACHINERY, CONFECTIONERY EQUIPMENT	OCTOBER, 2026
OCTOBER 24 - 27 DÜSSELDORF	A + A Safety, Security and Health at Work – International Trade Fair with Congress APLUSA.DE	INDUSTRIAL HEALTH AND SAFETY	OCTOBER, 2025
NOVEMBER 08 – 12 BERLIN	BAAZAR BERLIN Unique items from around the world / Trade fair for consumers BAAZAR-BERLIN.DE	CLOTHING, GIFTS, CRAFTS, ART, NATURAL PRODUCTS	NOVEMBER, 2024
NOVEMBER 12 – 18 HANOVER	AGRITECHNIKA The world's leading trade fair for agricultural machinery AGRITECHNIKA.DE	AGRICULTURAL MACHINERY, TECHNOLOGIES AND EQUIPMENT	NOVEMBER, 2025
NOVEMBER 13 – 16 DÜSSELDORF	MEDICA World's Leading Trade Fair with Congress for Medicine MEDICA.DE COMPAMED International Trade Fair for High-Tech Solutions for the Medical Technology COMPAMED.DE	MEDICINE, MEDICAL TECHNOLOGIES, INSTRUMENTS & EQUIPMENT, HOSPITAL SUPPLIES, PHARMACEUTICALS, THERAPEUTICS MEDICAL ENGINEERING, IT, SUBCONTRACTING	NOVEMBER, 2024
NOVEMBER 14 – 17 MUNICH	PRODUCTRONICA World's Leading Trade Fair for Electronics Development and Production PRODUCTRONICA.DE	ELECTRICAL ENGINEERING, ELECTRONICS, COMPUTER- AIDED ENGINEERING, FACTORY AUTOMATION, MEASURING, CONTROL	NOVEMBER, 2025
NOVEMBER 28 – 30 MUNICH	ISPO MUNICH The Leading Trade Fair for Sport Business Professionals ISPO.COM/MUNICH	SPORTING GOODS, CLOTHING, FASHION, ACCESSORIES	NOVEMBER, 2024
NOVEMBER 30 – DECEMBER 03 BERLIN	BOOT & FUN BERLIN Berlin's Boat and Leisure Fair BOOT-BERLIN.DE	BOATS, BOAT ACCESSORIES, TOURISM	NOVEMBER, 2024

More than expected

Over its five-day run, from 15 to 19 May, LIGNA 2023, the world's leading trade fair for woodworking and wood processing, featured a plethora of innovations, inspiration and networking.

by KIRSTI SINIVEE
SOLVEIGA ĀBOLIŅA
VILMA ARĒŠKIENĒ

1,300

companies from 50 different countries presented their solutions for the wood industry, the furniture-making industry, the woodworking trades, and the primary sector. The focus was on the two megatrends of sustainability and digitalization. The response from Germany and all over the world was commensurately high. 80,000 visitors from 160 countries took advantage of the opportunity to inform themselves about smart machines and resource-saving production processes.

The importance of wood

A key theme at the show consisted of the importance of wood as a renewable resource and its role in the overall decarbonization process. In the wake of this, timber construction is becoming

increasingly important and opening up new market opportunities for mechanical engineering. Exhibitors at LIGNA 2023 presented solutions that significantly optimize all of the process steps involved in timber construction. Not only does this save on costs, but the use of this precious raw material can also be designed to be as resource-friendly as possible. The flooring sector and the furniture industry are also increasingly turning to wood as their preferred raw material, as sustainability is becoming more important to consumers. For example, innovative adhesives based on renewable raw materials also help to reduce CO2 emissions.

14 Baltic companies

This year, the three Baltic states were very well represented at LIGNA. 14 different companies displayed

Industrial Robotics Company
UAB from Lithuania at its
stand at LIGNA 2023



Hekotek AS, the leading
equipment manufacturer
from Estonia



Gundars Kulikovskis, CEO of Zippy Vision

their new products and almost 3,000 visitors from the Baltics came to the fair trade to experience what is new in the woodworking world. There were industry experts, entrepreneurs in the industry as well as students. All exhibitors demonstrated very high satisfaction with the fair this time, with 100% positive feedback. The one and only Estonian exhibitor, Hekotek, has attended LIGNA for 20 years now. The company's sales manager Tõnis Valdna said of their experience in 2023, "The last LIGNA was 4 years ago, in the "golden age" of the woodworking industry, a time when big profits were made. Now after the corona pandemic the whole world has changed and the economic situation is confusing, not to say difficult, for many companies. According to our experience, we do not only look for new contacts and customers at trade

fairs, but also come to see the old ones too. LIGNA is a place where we can show that we are there. We can communicate with many customers, and we can explore ideas for the future. After the fair, we can say that our foreign customers were also well represented and interacted in the same way. The fact that the different equipment manufacturers can communicate with each other at a relatively high (management) level is not insignificant at trade fairs.”

This year, an Estonian VIP delegation “Estonian Delegation of Wood and Furniture Entrepreneurs”, led by Eero Raun, also attended LIGNA. He praised the experience, saying, “As part of the Estonian delegation of wood and furniture entrepreneurs, we experienced professional and warm hospitality at LIGNA. I would recommend all Estonian companies to visit and exhibit at LIGNA. It’s worth it!”

There were 6 exhibitors from Latvia at LIGNA. The company Baltic Block SIA is a long-standing exhibitor there. “Participation at LIGNA is a must for us. We spent some great and productive days there meeting our clients and partners from all around the globe, and introducing everyone to our new product, BBoard®, the most reliable pallet board”, said Gatis Skele, head of sales.

A first-time exhibitor at the show was Zippy Vision SIA, which offers innovative technology for scanning, optimizing and inspecting wood. “We are newcomers to the global market, so we are learning, adapting and making meaningful contacts that could lead to rapid global growth”, said Gundars Kulikovskis, CEO of Zippy Vision SIA. “LIGNA 2023 confirmed that our product strategy is right. We were justified in choosing to immediately produce the most sophisticated solutions in the



LIGNA

The world’s leading trade fair for woodworking and wood processing plant, machinery and tools

Exhibitors: 1,300

Visitors: 80,000

Industry sectors:

woodworking, furniture production, surface treatment technology

Frequency: every two years

Exhibitors from the Baltic states

ESTONIA

Hekotek AS

LATVIA

Baltic Block SIA

Baltbrand SIA

Baltic Board SIA

ErgoTAK (ODA Instruments SIA)

INOS SIA

Zippy Vision SIA

LITHUANIA

Energy Advice UAB

Industrial Robotics Company UAB

Litnaglis UAB

MPM Group UAB

Singlis UAB

UMP Technika UAB

VMG Technics UAB

The next LIGNA
will be hosted
from 26 to 30 May 2025
ligna.de

industry, taking risks and skipping several steps in the learning process with simpler solutions. The investment of more than €700,000 in R&D in 2021 and much greater investments in previous years are showing excellent results.”

The 7 remaining exhibitors were from Lithuania. Their feedback was also very positive, according to Lukas Pujauskas, head of sales at VMG technics UAB. Both during and after the fair, Pujauskas was highly satisfied with the results of the fair participation. The company received a lot of interest and inquiries from potential customers. “The time after the fair was really chaotic, but in a good way. We received plenty of inquiries”, he said. According to Mantas Leknius, the CEO of VMG technics, the company will definitely return to LIGNA 2025, but on a larger area. The expectations were 100% met.

Setting the future course

LIGNA 2023 offered visitors a wide-ranging support program featuring conferences, live presentations, special displays and awards ceremonies. At the LIGNA Stage in Hall 12, around 90 speakers presented the latest market developments and trends. The shortage of skilled workers and issues of recruiting were also addressed in a dedicated area promoting networking between skilled workers and potential future employers.

As Dr. Jochen Köckler, Managing Board Chairman of the Deutsche Messe group of companies sees it, “LIGNA 2023 has once again demonstrated that it is an indispensable platform for the woodworking industry. The show not only promoted the exchange of knowledge and experience, but also set the course for future-proof and sustainable woodworking and wood processing.”