

WINTER 2024

BalticBusiness Quarterly



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OUR PREMIUM MEMBERS



BADEN-WÜRTTEMBERG – PARTNER REGION 2023

Our German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania (AHK) represents leading German trade fair companies. In October, our team members Elo Saari, Maija Pavila and Neringa Sedelske – one representative from each Baltic country – attended this year’s AHK Global Trade Fair meeting in Berlin, held at the German Association of Chambers of Commerce and Industry (DIHK).



AHK Global Trade Fair Meeting in Berlin

With 30 colleagues from around the world and after a four-year break, it was a great opportunity to meet in person, exchange best practices, and run some workshops and input sessions on exhibition topics such as delegations, joint projects, visa issues and other trade fair matters, as well as challenges. Trade fairs in Germany have almost reached their pre-corona level. Exhibitors and visitors are returning to face-to-face events, so AHK should strengthen its position by representing trade fairs and supporting exhibitors and visitors. During the well-attended, two-day boot camp, we discussed emerging

challenges, joint project models, and strategies to strengthen AHK’s positions on the fairgrounds in Germany and worldwide. Although AHK Rep Offices are very different and challenges may vary from country to country, the focus remains on meeting the expectations of the represented German trade fairs and securing the best possible contract conditions. All participants agreed that we should communicate more, share experiences with each other and use the AHK network as an advantage for more productive representation of trade fairs and helping our companies become more visible and attractive on the German and global markets.

Photo: AHK, Messe Düsseldorf

Portfolio strengthening

Lubricant Expo, previously held at Messe Essen, has grown significantly in recent years, attracting professionals, industry leaders and experts from around the world. Messe Düsseldorf’s high share of industrial trade shows, its central location in Europe, excellent infrastructure, accessibility and reputation as a global business hub make it an ideal choice for the expo’s next edition. Furthermore, Lubricant Expo will be in excellent company due to the numerous world-leading trade shows for machinery, plants and equipment staged by Messe Düsseldorf. Alongside the free exhibition, the conference will also feature strategic and technical sessions focused on the innovations taking place in the lubricant industry, technologies requiring new, high performing lubricants, the global diverse market and how sustainability and costs remain the two key considerations.

Lubricant Expo is a unique opportunity for customers, industry leaders, pioneers and peers to share insights, innovation and lively debate about how to support the users of lubricants in the most eco-friendly and economical manner. Lubricant Expo is co-located with The Bearing Show,

Europe’s leading event for the lubricants industry, Lubricant Expo, is moving to Messe Düsseldorf for the 2024 exhibition and conference, taking place on 17 - 19 September 2024



Europe’s first dedicated free, in-person exhibition and conference – connecting bearing technology providers with the full range of end-user buyers, as well as distributors and manufacturers of mechanical power transmission and motion control product lines.

For exhibition enquiries and to stay up to date on all the latest news about Lubricant Expo, please visit <https://lubricantexpo.com/>.

JANUARY – JUNE 2024	TRADE FAIR	INDUSTRY	NEXT DATE 2025-2028
JANUARY 11 - 14 HANOVER	DOMOTEX The World of Flooring DOMOTEX.DE/EN/	FLOORINGS	JANUARY, 2025
JANUARY 19 - 28 BERLIN	IGW Professional International Exhibition for the Food, Agriculture and Horticulture Industries GRUENEWOCH.DE	HORTICULTURE, LANDSCAPING, AGRICULTURE, FOOD, BEVERAGES	JANUARY, 2025
JANUARY 20 - 28 DÜSSELDORF	BOOT DÜSSELDORF International Boat Show BOOT.COM	BOATS, BOAT ACCESSORIES, SPORTING GOODS	JANUARY, 2025
FEBRUARY 07 - 09 BERLIN	FRUIT LOGISTICA International Trade Fair for Fruit and Vegetable Marketing FRUITLOGISTICA.COM/EN/	FOOD PROCESSING AND PACKAGING MACHINERY, TRANSPORT AND LOGISTICS, CONVEYANCE AND STORAGE TECHNOLOGY, FOOD, BEVERAGE AND LUXURY FOODSTUFF	FEBRUARY, 2025
FEBRUARY 27 - 29 DÜSSELDORF	EUROCIS The Leading Trade Fair for Retail Technology EUROCIS.COM	IT, SOFTWARE, HOTEL AND CATERING, SHOP FITTINGS	FEBRUARY, 2025
MARCH 05 - 07 BERLIN	ITB BERLIN The World's Leading Travel Trade Show ITB.COM/EN/	TOURISM	MARCH, 2025
MARCH 08 - 12 HAMBURG	INTERNORGA Europe's Leading Trade Show for the HoReCa Industry INTERNORGA.COM	HOTEL AND CATERING, SHOP FITTINGS, BEVERAGE AND LUXURY FOODSTUFF	MARCH, 2025
MARCH 10 - 12 DÜSSELDORF	PROWEIN International Trade Fair for Wine and Spirits PROWEIN.COM	BEVERAGE AND LUXURY FOODSTUFF	MARCH, 2025
MARCH 22 - 24 DÜSSELDORF	BEAUTY DÜSSELDORF Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa BEAUTY.DE	COSMETICS, PERSONAL HYGIENE, WELLNESS	MARCH, 2025
MARCH 23 - 24 DÜSSELDORF	TOP HAIR Leading Trade Fair for the Hairdressing Industry TOP-HAIR-INTERNATIONAL.COM	HAIRDRESSING, HAIRDRESSERS' SUPPLIES, ACCESSORIES	MARCH, 2025
APRIL 09 - 11 BERLIN	DMEA Connecting Digital Health DMEA.DE	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE, IT, SOFTWARE	APRIL, 2025
APRIL 22 - 26 HANOVER	HANNOVER MESSE World's Leading Trade Fair for Industrial Technology HANNOVERMESSE.COM	DIGITAL FACTORY, INDUSTRIAL SUPPLY, INTEGRATED AUTOMATION, ENERGY, RESEARCH, TECHNOLOGY	APRIL, 2025
APRIL 24 - 25 BERLIN	BUS2BUS Trade Fair and Congress BUS2BUS.BERLIN	TRANSPORT AND TRAFFIC	APRIL, 2026
MAY 28 - JUNE 07 DÜSSELDORF	DRUPA No. 1 for printing technologies DRUPA.DE	PAPER AND PRINTING INDUSTRY, MEDIA PRODUCTION, ADVERTISING, MARKETING, FRANCHISING	MAY, 2028
JUNE 05 - 09 BERLIN	ILA BERLIN Innovation and Leadership Aerospace ILA-BERLIN.DE	AEROSPACE, AIRPORT CONSTRUCTION, TRANSPORT AND TRAFFIC	APRIL, 2026

From 18-20 February 2025, XPONENTIAL Europe will make Düsseldorf the capital of uncrewed and autonomous mobility – a highly relevant topic for the entire economy



Tom Mitchell (President, Messe Düsseldorf North America), Wolfram N. Diener (President & CEO, Messe Düsseldorf), Brian Wynne (President & CEO, AUVSI), Dr. Stephan Keller (Mayor of the City of Düsseldorf) and Malte Seifert (Director XPONENTIAL Europe), from left

New platform for the future of mobility in Düsseldorf

Messe Düsseldorf's growth strategy in the mobility sector is linked to the trade show for uncrewed vehicles and robotic technologies: XPONENTIAL. Until now, the show was organized by the Association for Unmanned Vehicle Systems International (AUVSI) and held annually at rotating locations across the United States. Starting in 2023, this is now a joint event that is part of a new, comprehensive partnership between Messe Düsseldorf North America (MDNA) and AUVSI, based on the fact that MDNA acquired a 60% stake in the XPONENTIAL trademark rights in 2022. "With this event acquisition, the largest in Messe Düsseldorf's history, we are capturing a key new theme with outstanding growth potential", says Wolfram N. Diener, President and CEO of Messe Düsseldorf.

The leading U.S. trade show for uncrewed vehicles and robotic technologies celebrated its 50th anniversary in Denver from 8-11 May. XPONENTIAL 2023 offered a world-class platform for industry players and end users

to see how new technologies are solving real-world problems, including in the public safety, defence, energy, infrastructure, business, construction, healthcare and environment sectors.

The XPONENTIAL 2023 exhibit hall showcased the vast range of uncrewed and autonomous technologies with significant industry participation: 600 companies presented their products and services, while 7,000 professionals engaged across three days of programming. 41 companies participated in Tech Pavilions, where they hosted demonstrations to bring attendees face-to-face and hands-on with ground-breaking innovations from the maritime, public safety, autonomous ground vehicles, cybersecurity, and composites sectors. Outdoor demonstrations by three exhibitors showed their products operating in real-world conditions.

Reflecting the global expansion of this important industry sector, XPONENTIAL 2023 bolstered its largest international component in

recent years: official delegations from 14 countries travelled to the event, with the highest percentage coming from Asia, followed by Europe. One-fifth of all attendees came from countries outside the U.S., representing a 65% increase in international attendees compared to the 2022 event. Five international pavilions showcased domestic innovations from Germany, Québec, Spain, Switzerland and Asia-Pacific. At the XPONENTIAL trade show in Denver, Colorado, Düsseldorf's Mayor Dr. Stephan Keller announced the date of the new XPONENTIAL Europe. From 18-20 February 2025, Düsseldorf will become the capital of uncrewed and autonomous mobility – a highly relevant topic for the entire economy. The event will create synergies with Düsseldorf's world-leading trade shows, whose industries represent attractive target groups for XPONENTIAL. With XPONENTIAL Europe, Düsseldorf will become the centre of autonomous and uncrewed mobility in Europe – a topic that renowned Düsseldorf companies and start-ups have embraced and are driving forward with urban

transport research projects. These include KoMoD (Cooperative Mobility in the Digital Test Field Düsseldorf) and KoMoDnext, which tested communication between autonomous vehicles and traffic infrastructure. Numerous other projects are underway in the state of North Rhine-Westphalia, tackling autonomous mobility on the road, rail and water. At the same time, Messe Düsseldorf is tapping into a key emerging topic for its industries and the mobility hubs of Düsseldorf and North Rhine-Westphalia.

Assured growth

The volume of the global drone market illustrates the high potential of uncrewed systems. Industry revenue is expected to rise from \$30.6 billion in 2022 to \$55.8 billion in 2030, nearly doubling with an increase of 82.4%. Technological advances, adaptation to various industrial applications and increasing customer interest are the drivers of this growth. “This trend will continue as drones are used in more and more sectors – from construction and real estate to energy and mining to agriculture, the movie industry and security”, explains Brian Wynne, President & CEO of AUVSI. “XPONENTIAL and the entire uncrewed systems industry will benefit from Messe Düsseldorf’s strong reach across the industries represented at its flagship world trade shows.” These include GIFA, METEC, THERMPROCESS and NEWCAST for the metallurgy and foundry industries, wire and Tube, VALVE WORLD EXPO, and the occupational safety and health show A+A. “Among other uses, drones can be deployed to carry out inspections and measurements in hazardous environments that previously had to be done by humans. This can protect or even save lives”,



XPONENTIAL Europe 2025

Leading trade show for uncrewed systems

PRODUCT CATEGORIES

PLATFORMS: air, ground, maritime, space

COMPONENTS + SENSORS: Imaging/Vision, Chips/Processors, Communication Systems, Computer Systems, Hardware, Software, Electrical/Electric Assembly/Electronics, Engines, Flight Control Systems, Launch and Recovery Systems, Materials, Motor Controllers, Navigation Systems, Payloads, Power and Fuel Systems, Propellers/Propulsion/Transmissions, Radar/Non-Visual Sensor, Safety Systems

SERVICES: Consulting, Data, Education/Training, Academia, Research, Encryption, Fabrication, Freelance, Imagery, Inspections, Insurance, Industry 4.0, Legal, Maintenance, Repair, Testing, Value-Added Resellers, Drones-as-a-Service, System Integrators, Connectivity, ATM/UTM

18-20 February 2025
Düsseldorf, Germany

emphasizes Wynne. Add to that the retail trade shows EuroShop and EuroCIS: “The greatest potential certainly lies in the transport of goods – both within cities and to very remote locations.” The global market volume of drone parcel deliveries, for example, is expected to skyrocket from \$528 million in 2022 to around \$39 billion in 2030. EuroCIS 2025 will be held concurrently with XPONENTIAL Europe, allowing retail technology experts to gain an on-site impression of the potential of uncrewed systems.

The perfect partnership

Malte Seifert, Head of the Metals, Energy & Autonomous Technologies portfolio at Messe Düsseldorf, is the director of XPONENTIAL Europe. “XPONENTIAL Europe will be a European trade fair – adapted to the requirements of the European market and with a focus on the civil and commercial sectors”, says Seifert. “Our portfolio has multiple thematic touchpoints with XPONENTIAL”, Seifert explains. “In the energy sector, drones already inspect large-scale wind power and solar plants, and autonomous maintenance robots are in use in steel mills. Uncrewed systems and robotics will play an increasingly important role in these industries.”

“We need a strong platform where we can connect with other industries and drive the proliferation of uncrewed systems. With XPONENTIAL, an established event is now coming to a strong trade show venue in the centre of Europe. With its numerous industry contacts, XPONENTIAL will give the European drone and robotics industry yet another significant boost”, says Achim Friedl, president of JEDA, the Joint European Drone Associations.



by NERINGA SEDELSKĖ

A positive appraisal of IFA 2023

At the beginning of September, the world's largest consumer electronics and home appliances trade fair, IFA, took place in Berlin. Although the fair has not yet reached its pre-corona attendance levels, the number of visitors was impressive – in just 5 days, it was visited by 182,080 attendees

IFA is a well-known trade fair in the Baltics, and in previous years it has consistently received positive media coverage in news portals, daily newspapers, and trade media. It was the first show after the post-Covid era without restrictions. Breaking down the visitor share, 67% were B2B visitors, while 33% were B2C participants. These figures provide a good indication of IFA's popularity, making it important for both professionals in the field and those interested in electronic innovations in general. Electronic devices continue to evolve rapidly, and expectations remain high. So what's next for IFA?

IFA Management's new CEO, Leif Lindner, announced during the opening press conference that 2,285 exhibitors participated in this year's show, 70% of whom were returning exhibitors and 30% were new to the show. Asian companies, who are already familiar with IFA, were strongly represented this year as well. The startup area was

especially popular, featuring over 300 companies and highlighting IFA's strong and reliable brand, which remains capable of attracting new players. For those who have never visited IFA, the use of the CityCube Berlin has expanded the exhibition area to 149,500 m² since 2022. This year's exhibition halls covered 14 themes, including Audio, Communication & Connectivity, Computing & Gaming, Fitness & Digital Health, Global Markets, Home & Entertainment, Household Appliances, Image & Video, Mobility, IFA NEXT - STARTUP, Robotics Hub, Smart Home and Sustainability Villages.

Not only consumer products

While modern people are exposed to electronic devices every day, IFA is not limited to consumer products. It also provides a platform to present business and B2B technologies, including office equipment, telecommunication solutions, and applications. Additionally, IFA was used by

Estonians, Latvians, and Lithuanians to promote their products and learn about innovations. This year, the exhibition area of the Baltic countries occupied 165 square metres. Estonia was represented by 1oT OÜ and Zerofy OÜ in the startup area, Latvia by Brock Electronics SIA (formerly Ditech Distribution SIA), Elko Group (Elko Grupa SIA) and Stapes SIA also in the startup area, and Lithuania by UAB MB+ with its brand Oclean and UAB Biurteksa. After the exhibition, Lithuanian participants praised the high organizational quality of the fair. Many high-quality visitors passed by, leading to promising discussions about future cooperation. There were ample networking opportunities without the need for pre-arranged meetings. Baltic companies plan to continue their attendance next year, with UAB MB+ even planning to secure a larger stand. UAB Biurteksa's CEO, Saulius Rudokas, rated IFA as the most important exhibition in Europe in its field, emphasizing the

Photos: AHK



1oT OÜ: Terminals producer for telecoms and their IoT customers to manage SIMs and eSIMs from Estonia

Biurteksa UAB: one of the largest traders in Eastern Europe who specializes in large volume sales of OEM toner cartridges from Lithuania



Elko Grupa SIA: one of the region's largest distributors of IT and consumer electronic products and solutions from Latvia

need to stay updated and follow industry trends. The fair also attracted distribution companies from the Baltics, especially from the smart devices and accessories sector. Smart device manufacturers typically introduce new models at the exhibition, as was the case with Honor's new HONOR Magic V2.

Topical themes

Various topics were discussed with Baltic companies, including the previous year's energy crisis and the growing importance of energy solutions. As electronic devices continue to proliferate, a future where they are part of a unified ecosystem is likely. LG presented something along these lines with their Smart Cottage. Environmental sustainability has also become increasingly significant in Europe, with companies analyzing their production processes and consumers seeking sustainable products. While not every device can be avoided, companies are taking steps to be more

IFA

World's largest consumer electronics and home appliances trade show

Exhibitors: 2,285

Visitors: 182,080

Industry sectors: Household appliances and home entertainment

Frequency: Every year

Exhibitors from Baltic States
ESTONIA

1oT, Zerofy

LATVIA

Brock electronics, ELKO Group, Stapes

LITHUANIA

Biurteksa, MB+ (Oclean)

The next IFA
from 6 to 10 September 2024
Celebrating the 100th
anniversary
www.ifa-berlin.com

environmentally friendly, such as by using eco-friendly packaging materials or organizing socially responsible campaigns, like tree-planting initiatives. Lastly, healthcare was a prominent theme at IFA, with exhibitors showcasing products that inspire, are safe, easy to use, and improve healthcare. UAB MB+, for example, sells electronic irrigators and toothbrushes, and sees a promising future in this sector. Looking ahead to next year, IFA will celebrate its 100th anniversary while undergoing a modernization process. The new CEO shared some goals for the future, including refreshing the event's image to become more innovative and entertaining. IFA plans to reintroduce concerts in the summer garden and expand its presence beyond the Messe Berlin area, ensuring that "from early to mid-September, it will be impossible to visit Berlin without encountering IFA", as CEO Leif Lindner puts it.