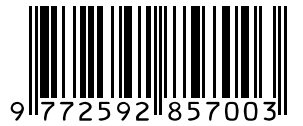


WINTER 2021

# BalticBusiness Quarterly



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Kęstutis Juščius,  
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Straight from nature

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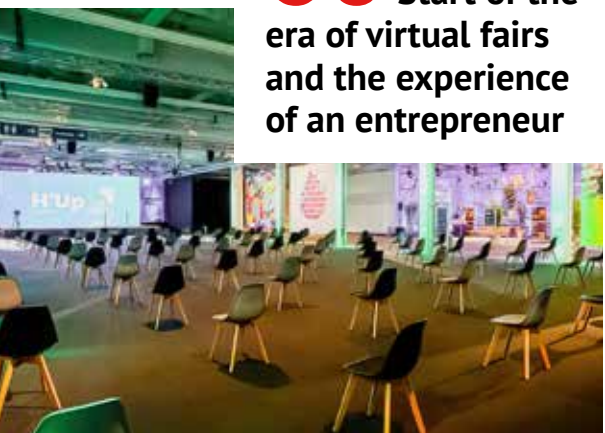
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**Reporters:** Vilma Arēškienė, Anda Asere, Raivis Bahšteins, Sandra Dieziņa, Santa Dunaiska, Eva Eirich, Wilhelm Felk, Ilze Jankeviča, Tomas Mickus, Louisa Niermann, Gustavs Norkārkliis, Mari Peegel, Marko Pilv, Vineta Šķērīte, Monta Šķupele, Katarina Talumāe, Alexander Welscher

**Photographers:** Kaspars Filips Dobrovoļskis, Matīss Markovskis, Ritvars Skuja, Alexander Welscher, Artūras Žukas

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**Tech Director:** Gints Mucenieks

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## OUR PREMIUM MEMBERS



BAVARIA - PARTNER STATE 2020

# Start of the era of virtual fairs and the experience of an entrepreneur

***The main value of virtual fairs lies in database access and the readiness of companies to make new contacts. An e-mail, which otherwise would be quickly deleted, will reach the proper addressee much more easily during a virtual fair. This full-length article is published on the Enterprise Estonia website and is translated and shortened here with permission.***

**1oT, a modern provider of data communication services for smart devices, is one of the very few Estonian companies to actively participate in virtual fairs.**

**Why are they doing it? What are the advantages of a virtual fair? How to get the most out of them?**

Prior to the corona crisis, 1oT visited different professional fairs 3-4 times a year. Each time, thorough preparations were undertaken beforehand. Otherwise, the outcome would have been a waste of time for the company and others. The same also goes for virtual fairs, although attending them is a very different experience. Taavi Jõgeva, the company's sales manager, points out that fairs held on virtual platforms cannot be compared to those taking place physically. There is no substitute for face-to-face meetings and even the simple matter of a handshake cannot be substituted for virtually. Also, you cannot get very specific with the other party at virtual fairs. On the other hand, there are also benefits.

Experience from a fair in Germany  
Recently, 1oT attended a large virtual fair: Hannover Technology and Business Days 2020. So,

they already knew what to do. Jõgeva says that first you need to create your profile – biography, photo, corporate information, as well as product or service descriptions, and an image bank. At the time of the interview, Jõgeva was participating in the London Tech Week virtual fair, as a representative of 1oT, where he once again obtained confirmation in regards to what he had seen in Hannover – that it seems as if for some companies there is really no interest in participating. There is no profile picture, information is

Taavi Jõgeva,  
sales manager  
at 1oT



incomplete, no effort has been made. 'If you come like this, there is no point in coming. The marketing side must be strong. This raises interest. The number of participating companies is really high and you never know how many of them are searching especially for you', says Jõgeva.

## Talks start

When your profile is complete, you select the marketing segments you are interested in. Now it's time for the algorithms to do their work and start creating connections for you. You will get a sense of whom it is that you could begin arranging meetings with. The system also includes a calendar, where all of your agreed upon meetings could be listed. 'The platform has its own conversation modules, meaning there is no need to agree on video meetings. Indeed, I have held these with many, but you may also simply take two hours of your day, look for suitable companies and write to them. If there is any interest, you will exchange e-mail addresses and communicate at a more suitable time', said Jõgeva. Here, however, he points out a deficiency found in a platform used by some fairs – you cannot share your screen with the other party. This makes it more complicated to introduce your products and services. At the Hannover fair, each meeting also had a time limit of 20 minutes. This turned out to be a problem, as many had tight schedules and if someone was late for the meeting, also the schedule of the people at 1oT shifted. Jõgeva commends the solution where you can look for suitable companies using search words. The lists are long and it would not be reasonable to go through all of them one by one. Engines are top level.



## What does 1oT do?

1oT is an independent provider of 2G, 3G, 4G, NB-IoT and LTE-M data communication service for global companies engaged in the Internet of Things. 1oT consolidates various mobile operators on one platform and enables the manufacturers of smart devices to obtain a network connection in 190 countries from one service provider – together with one self-service platform, invoice and eSIM-card.

## Definite timeline

A virtual fair does not mean that you simply log into somewhere and start searching and communicating until you get tired. Every day has its own discussion topics and panels. As a rule, the speakers are representatives of large tech companies, who are also major sponsors of the fair. Discussions often cover interesting topics, with content being the latest technological developments. Chat applications can be used simultaneously; however, video meetings cannot be held during panels. When the panel is over, B2B meetings start again. Even a lunch break has been planned into the program.

### Basic functionality is free

One of the most important questions for the decision-makers of companies is – how much will it all cost? The experience of 1oT shows that a company can perform all basic operations at zero cost. By paying, you will get extra benefits – your visibility is better, you will have a logo, even better, a clickable logo. You may get some more functions from the content side, for example a possibility to export into Excel.

Proper homework guarantees success  
But how does one prepare for a virtual fair? A week before the event, when

the accounts have already been activated, it is possible to start going through the list of participating companies. Also, the abovementioned filter search can be run. Potential partners and customers can already be selected. And you will also receive inquiries from those who have found you by running a search. Taavi Jõgeva once again emphasises the profile, to make sure that it has been prepared in an exemplary manner. This is like your fair stand in the virtual environment.

## There is also an option of doing nothing

Today, companies have been presented with a fait accompli – virtual fairs are taking place, while physical fairs are not. Jõgeva says that there are two options: either you do nothing, and complain about the hard times, or you take advantage of the offered opportunities. 'If you believe now that there will be many sales, you will find yourself having a bad day. Then it is complicated indeed. You need to use as many possibilities as you can and move forward with many of the contacts you have made. Why just sit at the office, if you can prepare one day and participate the

next two?' Jõgeva notes, and adds sad statistics: 'There was only one Estonian company at the Hannover fair besides us. Statistics were dominated by companies from Germany, Turkey, and Romania or Serbia. It is really depressing that there were only two companies from Estonia'. So, the main question is, either you do nothing at all or you attend virtual fairs. The rest of the world is attending.

## Another tip

Taavi Jõgeva shares another tip about how to make yourself more visible prior to the fairs. For example, 1oT receives a lot of inquiries from Mexico. How do they react to this? Before a fair to be held in the US, they start targeted marketing using LinkedIn and even Facebook. The latter is an important environment when doing business in certain regions. They target their campaigns over there. 'This is psychological. The name of 1oT is flashing somewhere. We try to reach the subconscious minds of entrepreneurs. In the direction of Mexico, we made a blog post and aimed it at their IoT companies. I am not saying that everyone should do what we did, but this is one possible strategy and manner of preparation', said Jõgeva.



## FAIR TO SHARE

**Vilma Arėškienė**

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

*This is the first article in a series of articles about virtual trade fairs, their strengths and weaknesses. The informative part of the articles will be supplemented with a number of practical tips, and we will ask entrepreneurs to share their experiences by participating in and attending exhibitions in the new format.*

## Benefits of virtual trade fairs

With restrictions on how many people can congregate in the same room and mass event cancellations taking place around the world, there has been a huge upturn in demand for virtual trade fairs.

But what exactly is a virtual trade fair? A virtual trade fair is an online trade fair environment that allows exhibitors and visitors to connect and interact at virtual trade fair booths – basically mini-websites that are built within a larger online event framework. Exhibitors will host a webinar or webcast at their trade fair booth to share their regular sales pitch with an online audience that has registered for that event.

Virtual trade fairs are a great lead-generating tool for B2B marketers and they offer benefits compared to physical trade fairs:

### • MORE EFFICIENT

Costs are reduced due to the elimination of travel, lodging and meals for attendees and exhibitors. What's more, the exhibitors do not incur costs for renting space, booth shipping and set up, and can therefore reduce staffing.

### • MORE ATTENDEES AND LEADS

Virtual trade fairs have a global reach and are not constrained by geography, cost, scheduling or space limitations, so they can deliver to a larger audience.

### • MORE BRAND ENGAGEMENT

Easier opportunities for sharing and interacting with different

content forms and exhibitors. Experience can be tailored to each attendee – they can view content whenever they want during and after the trade fair.

### • ABILITY TO NETWORK AND INTERACT CONTINUALLY

Live events don't allow your attendees to talk and network during presentations and they limit networking to only the people at the event. While attending virtual events, however, attendees can talk to internal and external colleagues continually during live-streamed presentations to share insights and observations relevant to their business.

### • SHORTER SALES CYCLES

Visitors can view a product, watch a demo and quickly go to the negotiation stage. Online stores can also be provided to convert leads before visitors leave the virtual trade fair.

### • GAMIFICATION

To generate interest and help lead capture, giveaways and prizes can be offered to attendees if they attend events or download sales collateral.

### • ENVIRONMENTALLY-FRIENDLY

Carbon footprint is reduced due to the elimination of travel, while paper and plastic waste is dramatically cut.

### • FREE FROM HEALTH RISKS OF COVID-19

Attendees and exhibitors do not have to worry about travel, trade fair attendance and social distancing.

Photo: Deutsche Messe



## TRADE FAIR NEWS

### H'Up – Hybrid Event Hub

As part of its hybrid offensive, Deutsche Messe, together with its subsidiary event it, offers a modern alternative to online, hybrid and live events from a single source.

H'Up – Hanover's first multifunctional event location with a permanently installed, but variable streaming studio on the exhibition grounds. For this purpose, Hall 18 with its 3,250 square meters will be converted into an urban-chic location with five permanently installed streaming backdrops and technology. The Stage, The Lounge, The Talk, The Product and The MR are different individual stages ranging from the panel discussion of the smaller conversation, to the interview, to the product presentation, to the scenic area for AR/VR mixed reality or holographic technology able to depict everything. The spatial infrastructure, 5G technology and the permanently installed event and streaming technology enable both ad hoc live-streams and elaborately planned event productions of all brands and products. Even the introduction of larger products, such as trucks and production systems, can be displayed without any problems.

Another addition to Deutsche Messe's hybrid offensive is the Media Factory, which consists of 15 film and sound studios within walking distance of the H'Up. The former NDR broadcasting center was taken over by Deutsche Messe and can be used for online and hybrid events as well as video and audio contributions. A creative hub is also being built on the premises of the MEDIA FACTORY, which specializes in digital B2B communication in industry.

### Private 5G campus license

The Hanover Exhibition Grounds have received the official certificate from the German Federal Network Agency for the frequency allocation of the private 5G network. It offers customers the full bandwidth of 100 megahertz (MHz) for their various application scenarios and showcases.

Deutsche Messe plans to have the exhibition grounds 5G-ready by the end of the year. Step one includes the necessary cables for all 25 halls, so that afterwards wireless communication is possible from the installed 5G antennae to all devices in the exhibition halls. The first professional applications could be realized, for example, in the field of automated driving or facial recognition at the entrances.

JANUARY – MARCH 2021	TRADE FAIR	INDUSTRY	NEXT DATE 2022-2023
<b>JANUARY 13-15</b> MUNICH, ONLINE	<b>BAU ONLINE</b> World's Leading Trade Fair for Architecture, Materials, Systems <a href="http://BAU-MUENCHEN.COM">BAU-MUENCHEN.COM</a>	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT	January, 2023
<b>JANUARY 20-21</b> BERLIN, HYBRID	<b>IGW PROFESSIONAL</b> International Exhibition for the Food, Agriculture and Horticulture Industries <a href="http://GRUENEWOCHE.DE">GRUENEWOCHE.DE</a>	HORTICULTURE, LANDSCAPING, AGRICULTURE, FOOD, BEVERAGES	January 21-30, 2022
<b>JANUARY 23-31</b> DÜSSELDORF	<b>BOOT DÜSSELDORF</b> International Boat Show <a href="http://BOOT.COM">BOOT.COM</a>	BOATS, BOAT ACCESSORIES, SPORTING GOODS	January, 2022
<b>FEBRUARY 02-05</b> HAMBURG, HYBRID	<b>SMM</b> The Leading International Maritime Trade Fair <a href="http://SMM-HAMBURG.COM">SMM-HAMBURG.COM</a>	SHIPBUILDING, PORT MACHINERY, OFFSHORE ENGINEERING	September, 2022
<b>FEBRUARY 01-05</b> MUNICH, ONLINE	<b>ISPO MUNICH ONLINE</b> The Leading Trade Fair for Sport Business Professionals <a href="http://ISPO.COM/MUNICH">ISPO.COM/MUNICH</a>	SPORTING GOODS, CLOTHING, FASHION, ACCESSORIES	January, 2022
<b>FEBRUARY 24-28</b> MUNICH	<b>F.R.E.E</b> Fair for Leisure and Travel <a href="http://FREE-MUENCHEN.DE">FREE-MUENCHEN.DE</a>	TOURISM, LEISURE, CARAVANS	February, 2022
<b>FEBRUARY 25-MARCH 03</b> DÜSSELDORF	<b>INTERPACK</b> Processing and Packaging <a href="http://INTERPACK.COM">INTERPACK.COM</a>	FOOD PROCESSING AND PACKAGING MACHINERY	Mai, 2023
<b>MARCH 09-12</b> HANOVER	<b>EURO BLECH</b> International Sheet Metal Working Technology Exhibition <a href="http://EUROBLECH.COM">EUROBLECH.COM</a>	METALWORKING, WELDING TECHNOLOGY	October, 2022
<b>MARCH 10-14</b> BERLIN	<b>ITB BERLIN</b> The World's Leading Travel Trade Show <a href="http://ITB-BERLIN.DE">ITB-BERLIN.DE</a>	TOURISM	March, 2022
<b>MARCH 10-14</b> MUNICH	<b>INTERNATIONALE HANDWERKSMESSE</b> Fair for Construction, Renovation, Refurbishment <a href="http://IHM.DE">IHM.DE</a>	CAPITAL AND CONSUMER GOODS	March, 2022
<b>MARCH 12-16</b> HAMBURG	<b>INTERNORGA</b> Europe's Leading Trade Show for the HoReCa Industry <a href="http://INTERNORGA.COM">INTERNORGA.COM</a>	HOTEL AND CATERING, SHOP FITTINGS, BEVERAGE AND LUXURY FOODSTUFF	March, 2022
<b>MARCH 16-18</b> DÜSSELDORF	<b>ENERGY STORAGE EUROPE</b> Expo and Conference <a href="http://ESEEXPO.COM">ESEEXPO.COM</a>	ENERGY	March, 2022
<b>MARCH 16-18</b> DÜSSELDORF	<b>EUROCIS</b> The Leading Trade Fair for Retail Technology <a href="http://EUROCIS.COM">EUROCIS.COM</a>	IT, SOFTWARE, HOTEL AND CATERING, SHOP FITTINGS	March, 2022
<b>MARCH 16-18</b> HANOVER, ONLINE	<b>TWENTY2X</b> New Tech. New Business. Digitization <a href="http://TWENTY2X.DE">TWENTY2X.DE</a>	IT, SOFTWARE	March, 2022
<b>MARCH 19-23</b> DÜSSELDORF	<b>PROWEIN</b> International Trade Fair for Wine and Spirits <a href="http://PROWEIN.DE">PROWEIN.DE</a>	BEVERAGE AND LUXURY FOODSTUFF	March, 2022
<b>MARCH 23-25</b> MUNICH	<b>LOPEC</b> International Exhibition and Conference for the Printed Electronics Industry <a href="http://LOPEC.COM">LOPEC.COM</a>	ELECTRICAL ENGINEERING, ELECTRONICS, SURFACE TREATMENT TECHNOLOGY	March, 2023