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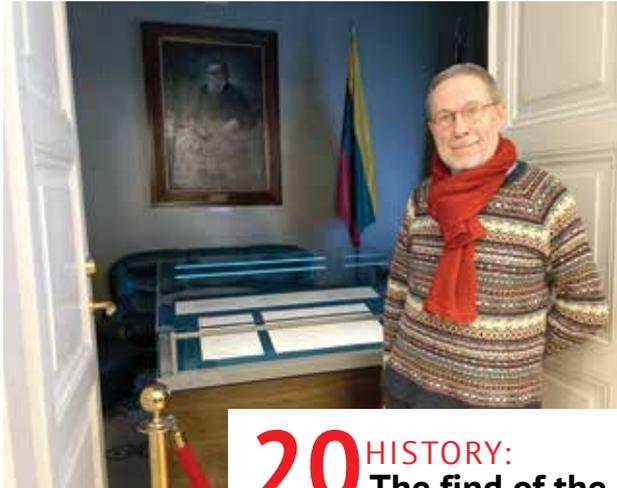
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Deals every year



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### OUR PREMIUM MEMBERS



BADEN-WÜRTTEMBERG – PARTNER REGION 2023

## 5 trends to watch in 2023

*At the beginning of this new year, we would like to share with you five topics or challenges from the exhibition industry 2023, which will affect the industry in the next 12 to 15 months.*

### Doubling down on customer focus

In 2023, we will (re)learn what we used during the downturn 15 years ago, which was to focus on the customers, ensure they have a successful show, and make the right connections. We will learn from other industries how to fight inflation, create operational adjustment strategies, and make other necessary workflow adjustments.

### The climate crisis will hit

Extreme weather conditions will increasingly lead to cancellations or postponements of exhibitions, preventing some people from participating. Exhibition organisers, exhibitors and visitors will need to set their own net-zero targets and

become more environmentally friendly from year to year.

### More data, less hype

More and more exhibitions and portfolios are based on data insights and intelligence. The smart use of technology and data will make the markets we manage more successful. By 2023, the hype around “hybrids” or “meta rights” that has been fuelled by marketing spending from start-ups and Silicon Valley-based conglomerates will fade out. People will use what really works for them.

### Staffing stays key

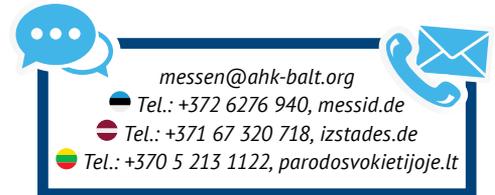
The exhibition business needs new skills, new talents, and new perspectives. Our next generation of leaders say we are an industry that



**25 YEARS**  
representing  
German trade fairs

**Kirsti  
Sinivee**

Representative of  
Deutsche Messe  
AG in Estonia



builds and serves communities. We give purpose, and as a result we are one of the most attractive industries in the world.

### Accelerating change

During the pandemic, we learned how to exercise our adaptive muscles. Now we need to do more, as we have teams that make more data-driven decisions and are open to learning from each other. Expect this to lead to more new ideas, new formats, new releases, mergers, and acquisitions.

## Latvians on the European digital health scene

Latvia's national stand at Europe's Leading Digital Health Conference and Trade Fair DMEA is organized for the first time by Messe Berlin.

Once a year, experts in the field of digital health meet for three days in Berlin at the industry exhibition DMEA, which this year will be held on April 25-27.

With the support of the Latvian Investment Agency, Latvian entrepreneurs will have the opportunity to present their companies at the Latvian national stand at the live exhibition. There are already well-

known IT companies that make a contribution to the industry and have applied to the Latvian stand this year: Datamed SIA, Lāčplēsis Technology, Skaal LV SIA, Stabbo.

In 2023, the trade fair will be held for the 16th time and it has made a decisive contribution to the digitalization of the healthcare system. The topics of DMEA 2023 range from the use of health data, to artificial intelligence and telemedical applications, to the outlook for telematics infrastructure, electronic patient files and e-prescriptions.



So far, Austria, Belgium, Denmark, Estonia, Israel, Netherlands, Poland, Finland (2023), Switzerland (2023), Norway (2023), and Italy (2023) have participated or plan to participate with a national stand. Statistics from 2022: 11,000 visitors – industry specialists from 42 countries. The number of participants was 500 and 17 countries were represented at the exhibition.

APRIL – JUNE 2023	TRADE FAIR	INDUSTRY	NEXT DATE 2024-2027
APRIL 17 – 21 HANOVER	<b>HANNOVER MESSE</b> World's Leading Trade Fair for Industrial Technology <a href="http://HANNOVERMESSE.COM">HANNOVERMESSE.COM</a>	DIGITAL FACTORY, INDUSTRIAL SUPPLY, INTEGRATED AUTOMATION, ENERGY, RESEARCH, TECHNOLOGY	APRIL, 2024
APRIL 17 – 22 MUNICH	<b>BAU</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	APRIL, 2025
APRIL 25 – 27 BERLIN	<b>DMEA</b> Connecting Digital Health <a href="http://DMEA.DE">DMEA.DE</a>	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE, IT, SOFTWARE	APRIL, 2024
MAY 04 - 10 DÜSSELDORF	<b>INTERPACK</b> Processing and Packaging <a href="http://Interpack.com">Interpack.com</a>	FOOD PROCESSING AND PACKAGING MACHINERY	MAY, 2026
MAY 09 - 11 HANOVER	<b>LABVOLUTION</b> European Trade Fair for Innovative Laboratory Equipment and the Optimization of Laboratory Workflow <a href="http://LABVOLUTION.DE">LABVOLUTION.DE</a>	LABORATORY TECHNOLOGY, BIOTECHNOLOGY, MEDICAL ENGINEERING	MAY, 2025
MAY 09 - 12 MUNICH	<b>TRANSPORT LOGISTIC</b> International Trade Fair for Logistics, Mobility, IT and Supply Chain Management <a href="http://TRANSPORTLOGISTIC.DE">TRANSPORTLOGISTIC.DE</a>	TRANSPORT AND TRAFFIC, LOGISTICS, GEARS AND DRIVES, CONVEYANCE AND STORAGE TECHNOLOGY, IT, SOFTWARE	MAY, 2025
MAY 15 - 19 HANOVER	<b>LIGNA</b> The World's Leading Trade Fair for Woodworking and Wood Processing Plant, Machinery and Tools <a href="http://LIGNA.DE">LIGNA.DE</a>	WOODWORKING, FURNITURE PRODUCTION, SURFACE TREATMENT TECHNOLOGY	MAY, 2025
JUNE 04 – 06 MUNICH	<b>OUTDOOR BY ISPO</b> Europe's Largest Outdoor Trade Fair <a href="http://ISPO.COM/OUTDOOR">ISPO.COM/OUTDOOR</a>	SPORTS & FITNESS, HEALTH, WELLNESS, LEISURE ACTIVITIES, WAY OF LIFE	JUNE, 2024
JUNE 12 – 16 DÜSSELDORF	<b>GIFA</b> International Foundry Trade Fair with Technical Forum <a href="http://GIFA.DE">GIFA.DE</a>	FOUNDRY, METALLURGY, METALWORKING, WELDING TECHNOLOGY	JUNE, 2027
JUNE 12 – 16 DÜSSELDORF	<b>METEC</b> International Metallurgical Technology Trade Fair with Conferences <a href="http://METEC.DE">METEC.DE</a>	FOUNDRY, METALLURGY, METALWORKING, WELDING TECHNOLOGY	JUNE, 2027
JUNE 12 – 16 DÜSSELDORF	<b>NEWCAST</b> International Trade Fair for Castings <a href="http://NEWCAST.DE">NEWCAST.DE</a>	FOUNDRY, METALLURGY, METALWORKING, WELDING TECHNOLOGY	JUNE, 2027
JUNE 12 – 16 DÜSSELDORF	<b>THERMPROCESS</b> International Trade Fair and Symposium for Thermo Process Technology <a href="http://THERMPROCESS.DE">THERMPROCESS.DE</a>	FOUNDRY, METALLURGY, METALWORKING, WELDING TECHNOLOGY	JUNE, 2027
JUNE 27 - 30 MUNICH	<b>AUTOMATICA</b> Leading Trade Fair for Smart Automation and Robotics <a href="http://AUTOMATICA-MUNICH.COM">AUTOMATICA-MUNICH.COM</a>	COMPUTER-AIDED-ENGINEERING, FACTORY AUTOMATION ELECTRICAL ENGINEERING, ELECTRONICS	JUNE, 2025
JUNE 27 - 30 MUNICH	<b>LASER WORLD OF PHOTONICS</b> World's Leading Trade Fair for Components, Systems and Applications of Photonics <a href="http://WORLD-OF-PHOTONICS.COM">WORLD-OF-PHOTONICS.COM</a>	TECHNICAL OPTICS, LASER TECHNOLOGY	JUNE, 2025
JUNE 28 - 29 HAMBURG	<b>H2 EXPO &amp; CONFERENCE</b> Networking Event of the International Hydrogen Economy <a href="http://H2EXPO.COM">H2EXPO.COM</a>	ENERGY	JUNE, 2025

# Estonian sails with the wind of success

*For the 7th time already, Estonian companies participated with a joint stand at the world's leading boat and water sports fair, which took place in Düsseldorf from 21 to 29 January 2023. "boot" – the water sports trade fair – returned after a 3-year break.*

by ELO SAARI

Over 1,500 exhibitors welcomed nearly 237 000 visitors from over 100 countries in 16 exhibition halls. So once again, boot brought together maritime enthusiasts and key players in the maritime industry from around the world.

The pandemic-related 3-year break could not do the Düsseldorf water sports event any harm. Instead, the entire international industry was once again drawn to Düsseldorf. Seven Estonian companies participated in two different halls. The Estonian stands included ship's bridges, sailing boats, motor boats for rescue or water tourism, and canoes. At boot 2023, the Estonian joint stand was hosted by the following companies: Alunaut OÜ, UUNIQ BOATS OÜ, Ceranos Invest OÜ, CONECTRA OÜ, Top Marine OÜ, Saare Yachts OÜ, and TS Marine OÜ. The joint stand was organised with the support of the Estonian Business and Innovation

Agency and the Association of Estonian Marine Industries.

Estonia has great potential as a water tourism destination and its growing reputation as a boat-building country complements this perfectly. The country has built a supportive and focused maritime industry, which has worked hard to make Estonia an innovative and reliable partner. The main target markets are Sweden and Germany. At boot, Estonian companies could present their best quality and showcase themselves to the rest of the world as providers of innovative and functional solutions. Participating at boot gave them an excellent and important opportunity for growth and a chance to find and build up international contacts and business relations.

Urve Nõgu, the joint stand project manager reflects on the companies' impressions: "We were highly



satisfied with all the interest in our products. Nine days packed full of talking and discussing with potential customers". She added, "All our 7 companies are satisfied with the results of the fair. It is great to know that after two time break, boot Düsseldorf is still the biggest and most important fair for boats and water sports in the world. Our companies are already looking forward to boot Düsseldorf in 2024."

Peeter Säask, Managing Director of Saare Yachts OÜ shares first impressions after the fair: "The fair was really intense, as the visitors seemed to be "hungry" for a trade fair again. There were fewer participants than in the past, which increased the workload of the present companies. The main work starts now after the fair, so it is difficult to forecast the final sales at the moment."

boot Director Petros Michelidakis is delighted: "The visits paid to



Estonian joint stand at boot



Latvian company BIC SIA /  
Glacier Yachts at boot



the exhibitors were incredibly good, viewing appointments on the boats completely booked up and the companies reported a large number of boat and accessories sales. The halls were also buzzing with diving and trend sports. Our crew did its utmost, set the sails perfectly and navigated boot 2023 to the top of the international water sports trade fairs again. We are pleased that boot was once again able to offer this marketplace to the economy and to present itself successfully, despite the difficult current economic situation.”

Alongside visitors from all over Germany, experts from the Netherlands, Belgium, Switzerland, Italy, France, UK, Turkey and Spain also used the trade fair to find out about the latest innovations in the sector. Numerous manufacturers and prospective buyers from the USA, South America and Asia made the trip to Düsseldorf

again and enriched the industry get-together with innovative products, inspirations and in-depth knowledge transfers. After the nine trade fair days, the international exhibitors were highly satisfied.

The new sustainability forum ‘blue innovation dock’ also attracted plenty of attention at boot 2023. Industry, policy-makers and international associations got the chance to meet up for high-level dialogues and exchanges. The ‘blue innovation dock’ proved a big success for the trade fair and opened a fascinating new perspective for the boating industry for a sustainable future. The presence of over 110 high-calibre speakers ranging from CEOs to political decision-makers emphasises the importance of sustainability for water sports. The industry has already made great strides in the development of sustainable materials.

## boot.com

International trade fair for boats and water sports

**Exhibitors:** 1,500 from 68 nations

**Visitors:** 237,000 from 100 countries

**Industry Sectors:** Boats and Yachts, Engines and Related Equipment, Shipping/Yachting Equipment and Accessories, Canoes/Kayaks/Rowing Rafting (Accessories and Services), Water-Skiing/Wakeboarding/Kneeboarding/Wakeskate, Jetskiing, Diving, Surfing/Windsurfing/Kitesurfing/Parasailing/Stand-Up Paddling, Fishing, Maritime Art/Handicraft

**FREQUENCY:** Every year

### Exhibitors from Baltic States:

**ESTONIA:** Alunaut OÜ, UUNIQ BOATS OÜ, Ceranos Invest OÜ, CONECTRA OÜ, Top Marine OÜ, Saare Yachts OÜ, TS Marine OÜ

**LATVIA:** Autoterm SIA, East Baltic Coast Kurzeme Planning region, BIC SIA, UFLOAT SIA

**LITHUANIA:** Marex Boats UAB, AG Baltic  
Exhibition space from Baltic States: 1048 m<sup>2</sup>  
Estonia: 420 m<sup>2</sup>, Latvia: 328 m<sup>2</sup>, Lithuania: 300 m<sup>2</sup>

boot  
Düsseldorf  
January 20 – 28, 2024  
[www.boot.com](http://www.boot.com)



by VINETA ŠKĚRĪTE

## Messe Düsseldorf back in the black

*Messe Düsseldorf registered 63 events worldwide for the trade fair year of 2022. Of these, 14 trade fairs and eleven guest events were at the home base Düsseldorf. This means that Messe Düsseldorf has posted a clear plus over the two previous years: thanks to its re-start, Messe Düsseldorf GmbH generated profits of well over €50m.*



Interpack – one of the most important fairs

*It* is the only one of the major German trade fair companies that has succeeded in mastering the past couple of years without any financial support from its public shareholders. The company's financial vitality makes it possible to resume the recently suspended, necessary investment in the Düsseldorf Exhibition Centre as well as to push national and international event growth. 71 events are scheduled in Düsseldorf and worldwide for 2023. The high demand for trade fairs emphasises their relevance to export-oriented industries, especially against the backdrop of the current global economic climate.

For 2022, the Messe Düsseldorf Group posted a leap in turnover to approx. €310m (previous year: €108.7m). The revenue of Messe Düsseldorf GmbH increased to about

€295m (previous year: €96.1m). At the same time, the company posted the first profit since the beginning of the pandemic. Following Covid-induced losses of €43.5m (2020) and €22.3m (2021), the annual result will reach over €50m in 2022 – more than in the pre-pandemic year 2019 with €50.8m. At 17%, the rate of return is as high as it was in 2016.

### Necessary investments are possible again

The positive result for the year makes it possible to resume the recently postponed, necessary investments in the future of the Düsseldorf Exhibition Centre and increasingly focus on digital transformation and new events.

Messe Düsseldorf's international expansion currently focuses on Southeast Asia, North Africa as well as North and South America. Beyond

this, increased activities in Turkey are planned. In addition, the new projects initiated in 2022 include wire and Tube Eurasia (premiere: 24 - 27/5/2023 in Istanbul), GIFA, METEC, wire and Tube Middle East Africa (premiere: 2 - 4/9/2023 in Cairo), GIFA / METEC Indonesia (premiere: 13 - 16/9/2023 in Jakarta) as well as ProWine Tokyo, which will initially be held as 'Wine & Gourmet Japan - powered by ProWein' this year (12 - 14/4/2023). Furthermore, 2023 will see REHACARE SHANGHAI being held for the first time (29 - 31/8).

### International growth strengthens Düsseldorf

2022 saw five new Messe Düsseldorf events celebrate their debuts: MEDICAL FAIR BRASIL (São Paulo, Brazil), COLOMBIAPLAST (Bogotá, Colombia), CorruTec Asia (Bangkok, Thailand), GIFA / METEC Southeast Asia (Bangkok, Thailand) and FoodAfrica Cairo (Cairo, Egypt). Last year, Messe Düsseldorf organized a total of 38 events and official participations, while 43 are planned for 2023.

Erhard Wienkamp, Managing Director Operative Trade Fair Business, underlines the concrete benefits of this commitment. "Our activities abroad strengthen the international, theme-based leadership of Düsseldorf's top trade fairs and have won over both new exhibiting companies and visitors for Düsseldorf. On a particularly positive note, the internationality of Düsseldorf's leading international trade fairs was higher than before 2022." They registered 76% exhibitors from abroad as well as 45% international visitors.

### Düsseldorf's busy trade fair year

This year, a total of 28 trade fairs (of which eleven are guest events) are planned in Düsseldorf.



Model of the new hall

Highlights include the world's biggest investment goods fair for retail, EuroShop (26/02 - 02/03), the global no.1 of the packaging industry, interpack (04 - 10/05), as well as the trade fair quartet of the "Bright World of Metals" comprising the leading international trade fairs GIFA, METEC, THERMPROCESS and NEWCAST (12 - 16/06).

More and more digital services With a view to developing trade fairs further in a future-oriented way, the company is increasingly expanding its digital activities. The new exhibitor profile introduced in 2022, for example, offers even more attractive presentation possibilities for companies. As with a search engine, comprehensively edited profiles - with news and product videos, for example - are displayed preferentially.

### Fairgrounds of the future

Whereas digital activities saw further expansion of late, especially against the backdrop of the Covid pandemic, the modernisation of the Düsseldorf Exhibition Centre had to be postponed due to cost-cutting measures. "One success



factor of Düsseldorf's global no. 1 trade fairs is our technically state-of-the-art exhibition centre. It has to be developed further and kept attractive so that it also meets the requirements of the modern business world tomorrow", says Bernhard J. Stempfle, Managing Director Finance and Infrastructure. This is why this year will see the first section of a new attractive food court area being constructed at a cost of €3.8m. From 2024 to 2028, Hall 9 will be gradually modernised at a cost of €140m.

### Rising overall investment

The total amount for investment and maintenance will rise to €33.8m in 2023 (vs. €23.4m in the previous year). In the following years, this sum will continue to rise. For 2024, €52.3m has been earmarked while for 2025 the figure will be €54.7m. Wolfram N. Diener, President and CEO of Messe Düsseldorf, sees Messe Düsseldorf in good shape overall: "Our business figures show that we have charted the right path with our strategy program and our savings measures. Now it is time to stay on course in order to secure the success of Messe Düsseldorf as well as of all its service providers."