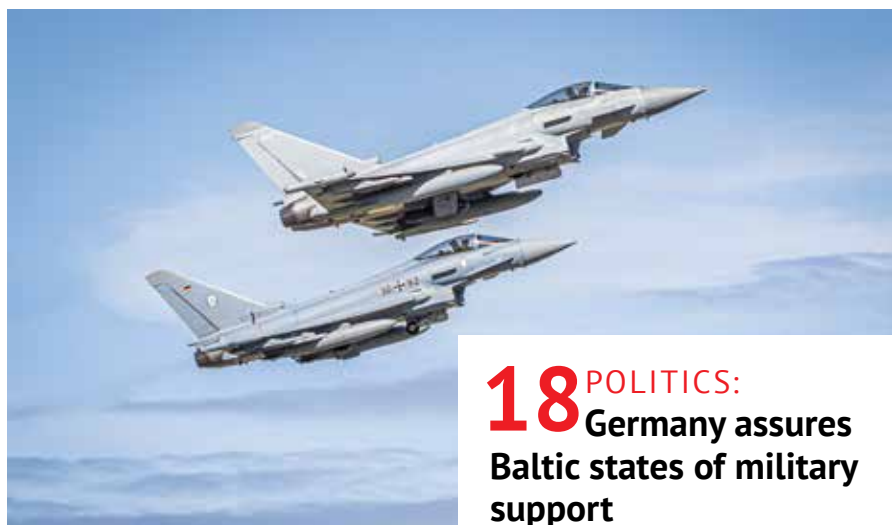


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Growing partnerships: AHK broadens its scope

The German-Baltic Chamber of Commerce (AHK) proudly expands its role as a trusted representative, now collaborating with Messe Berlin GmbH in Lithuania following the successful partnerships with Messe Berlin in Latvia and Estonia.

Berlin has been a great location for exhibitions for 200 years, and for many decades now it has been one of the world's most important. The event portfolio includes 30 events at the Berlin location. Its own events include the following six trade fairs, which are leading international events: ILA – Europe's leading aerospace trade fair, IFA – a top global event for the consumer and home electronics industry, InnoTrans – the world's leading trade fair for transport technology, ITB – the world's leading travel trade show, FRUIT LOGISTICA – the leading trade fair for the global fruit trade, and the International Green Week – as well as

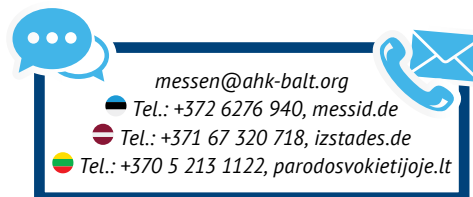
major conferences and outstanding events. Messe Berlin is also represented abroad with events such as ITB Asia in Singapore, Asia Fruit Logistica in Hong Kong, and CE China in Shenzhen. Up to 120 trade fairs and congresses are held on the exhibition grounds every year. With the German-Baltic Chamber of Commerce acting as their representative, these trade fairs and exhibitions will become even more easily accessible to Lithuanian companies, offering valuable opportunities for networking, business growth and collaboration. We welcome a new colleague, Neringa Sedelskė, as the Project Manager at the



25 YEARS
representing
German trade fairs

**Neringa
Sedelskė**

Representative of
Messe Düsseldorf
and Messe Berlin
GmbH in Lithuania



German-Baltic Chamber of Commerce in Lithuania who will further enrich the team. With over a decade of experience in the tourism industry, Neringa brings a wealth of expertise and a passion for innovative ideas. Having previously represented companies at trade fairs, her first-hand knowledge and skills will equip her to excel in her new role.

Wind and cooperation keep turning

The managing directors of the Husum and Hamburg trade fairs, Michael Lohmann and Bernd Aufderheide, sign the contract for the joint organisation of wind energy trade fairs – with Arne Petersen and Andreas Arnheim in the background.

Hamburg Messe und Congress GmbH and Messe Husum und Congress GmbH & Co. KG have extended their contract to jointly organise wind energy trade fairs until 2029. WindEnergy Hamburg and HUSUM WIND will continue to be held in alternating years.

“We look back on a successful partnership and are pleased to be able to continue it. Germany as a business location will thus remain a leader in

the field of onshore and offshore wind energy. The two trade fairs will continue to be conceptually distinct from each other and, in this combination, offer the wind energy sector a comprehensive and unique range of products and services”, said Bernd Aufderheide, President and CEO of Hamburg Messe und Congress, and Michael Lohmann, Managing Director of Messe Husum und Congress, at the signing ceremony in Hamburg.

Two conceptually different trade fairs for the wind energy sector will continue to be held in the future: the leading international trade fair WindEnergy Hamburg for the global market and HUSUM WIND, which is geared to the German-speaking region. Both fairs



Michael Lohmann, Arne Petersen, Bernd Aufderheide, Andreas Arnheim 2023

are held independently of each other at their respective locations and are advised by a joint advisory board.

HUSUM WIND
12-15 September 2023
husumwind.com

WindEnergy Hamburg
24-27 September 2024
windenergyhamburg.com

JULY – SEPTEMBER 2023	TRADE FAIR	INDUSTRY	NEXT DATE 2024-2027
JULY 04 - 06 MUNICH	DIGITALBAU International Conference & Networking DIGITAL-BAU.COM/EN	CONSTRUCTION	JULY, 2024
AUGUST 26 - SEPTEMBER 03 DÜSSELDORF	CARAVAN SALON World's Largest Show for Motor Homes and Caravans CARAVAN-SALON.COM	VEHICLES, LEISURE	AUGUST / SEPTEMBER, 2024
AUGUST 26 - SEPTEMBER 03 DÜSSELDORF	TOURNATUR Hiking and Trekking Exhibition TOURNATUR.COM	TOURISM	AUGUST / SEPTEMBER, 2024
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 confectionary industry IBA.DE	FOOD PROCESSING AND PACKAGING MACHINERY, BAKERY MACHINERY, CONFECTIONER'S 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

Witness the future of production technology

The world's leading trade fair for production technology, the EMO Hannover, will be held in Germany from 18 to 23 September 2023. The fair will present the whole range of modern metalworking, which is at the heart of all industrial production.

by SARAH SCHLAIER



Trade visitors to EMO come from all the key industrial segments, including machine and plant building, the automotive sector and its suppliers, aerospace, precision mechanics and optics, shipbuilding, medical engineering, tool and mould making, as well as steel and lightweight engineering.

Future trends and state-of-the-art production technology will be showcased at the fair. This year, the future of business, connectedness, as well as sustainability, and its value for the industry are the main focus. Many of the top supplying countries are represented at the fair, including the Baltic states known for their high level of digitalization in the production process.

Since the mid-1970s, EMO Hannover has been addressing the evolution of production technology for the benefit of its customer segments. Every two years, it is the meeting place for the sector's Who's Who, enabling them to present their latest technological innovations for industrial production. This leading trade fair will offer a major contribution to the progress of industrial production in the Baltic states.

The last exhibition, held in 2019, attracted 120,000 trade visitors from all over the world. Wanting to base their investment decision on the most up-to-date information, these visitors eagerly learned all about the latest trends highlighted at the fair. The 2019 event saw upwards of

800 experts from the Baltic states arriving at EMO in Hannover. Since the industry is responsible for approximately 20% of the region's collective GDP, staying on top of current trends is vital for regional businesses in the industry.

According to the European Commission, the economies of the Baltic states are expected to experience an upwards swing, which – coupled with the rising investment expenditures fuelling the development of infrastructure, building, and sustainable power generation – provide fertile ground for the innovations and opportunities presented at the EMO Hannover to offer key contributions to the further development of industrial production in the region.

EMO
HANNOVER
18-23/09/2023

Seven ways to conserve resources

Photo: Messe Düsseldorf / ctilmann

Messe Düsseldorf recently launched an initiative to promote more sustainable trade fair participation. To this end, it developed a customer guide that includes measures and ideas on how exhibiting companies can make trade fair appearances more sustainable and conserve resources – across all planning phases.



The special stand “THINK SUSTAINABLY – ACT RESPONSIBLY” presented sustainable materials and approaches and was itself an example of a trade fair appearance that is as sustainable as possible.

Messe Düsseldorf has pooled its expertise in the fields of event management and exhibition stand construction in a new customer guide for more sustainable trade fair appearances. Whether before, during or after the trade fair, the topic of sustainability is considered in all planning phases of an event in order to keep the carbon footprint as low as possible. This applies to the running of Messe Düsseldorf itself but also to the activities of exhibiting companies and visitors. Seven guiding principles – the 7 Rs: Reflect, Rethink, Refuse, Reduce, Reuse, Repair and Recycle – are intended to support this. Before the trade fair, exhibiting companies will set the course for sustainability, for example by working with partner companies with experience in sustainable event management or by establishing CSR guidelines. While shell stands are sustainable per se because of their reusability, custom-made constructions can also be included in an environmentally friendly way if certain points are

observed. During the trade fair, the rule is: less is often more. This applies to equipment, decoration, advertising materials and giveaways. Nevertheless, there are exciting, environmentally friendly ways to make the presentation more appealing. After the trade fair, the focus is on the reuse of materials, recycling and an evaluation: where is there potential for improvement? Together with our stakeholders, we are setting out to protect the climate as much as possible at events.


**SHOW
GREEN.**
 FÜR EINEN
 NACHHALTIGEREN MESSEAUFTRITT.

Messe Düsseldorf is setting a good example. Sustainability is not a new topic for Messe Düsseldorf. With its Corporate Governance Code, it has been committed to sustainable and climate-friendly management since 2011. In addition to social responsibility, this also includes the obligation to continue to improve its own high environmental standards and to sustainably promote the protection of the environment and climate. Its energy management system has allowed it to reduce electricity consumption at trade fairs by up to 20% compared to 2010 – and heating by almost 30% compared to the year 2000. The exhibition grounds and halls are climate-optimised and run on green electricity. Messe Düsseldorf thus saves up to 5,000 tonnes of CO₂ per year. What’s more, Messe Düsseldorf has been a climate partner of the city of Düsseldorf since October 2022 and is thus one of the first signatories of the Düsseldorf Climate Pact.

Industry in upbeat mood at HANNOVER MESSE

36 exhibitors from Estonia, Latvia and Lithuania presented their solutions for a digital, connected and sustainable industry, welcoming 130,000 professionals from around the world in Hannover.

by VILMA ARĒŠKIENĒ, SOLVEIGA ĀBOLIŅA AND KIRSTI SINIVĒE

Estonia showcases its strength in IT solutions – a driverless bus with the slogan “To the Future!”



Exhibitors at HANNOVER MESSE, along with the event organizers at Deutsche Messe, reached a highly positive conclusion about this year’s event, saying that the world’s leading industrial trade fair demonstrated that the technologies for competitive and climate-neutral industrial production are already available. The next step, they said, involved the need to make consistent use of all the available solutions. The core topics at HANNOVER MESSE included artificial intelligence, hydrogen, energy management, connected and intelligent production, and the new Manufacturing-X data ecosystem.

Participating for more than 25 years

At the world’s largest and most important trade fair for industrial technologies, HANNOVER MESSE, the Lithuanian mechanical engineering industry was represented by participants at the LINPRA joint stand and

Latvian national joint stand



representatives of Lithuanian companies at individual booths, showcasing their products, innovations, and manufacturing services. In total, 15 Lithuanian companies participated, occupying a total area of 153 m². Most of them have been longstanding participants at the fair. Karolis Žemaitis, Vice Minister for Economy and Innovation, also attended HANNOVER MESSE to

present the Lithuanian business and investment system to potential investors. On the first day of the fair, the Vice Minister participated in a panel discussion on the topic of “Trade in challenging times” at the “Global Business & Markets” stand, organized by DIHK. The following day, he greeted the participating Lithuanian companies at their booths. The Estonian joint stand was

organized by the Estonian Innovation Agency (EAS). This stand hosted a happy hour reception with speeches, introductions to Estonia, Estonian beer and snacks. Once again, Estonia stood out in the IT field – there was even a driverless bus with a banner stating: “To the Future!”. IoT was also present among the Estonian companies with a stand. The company’s services allow original equipment manufacturers to connect their devices to a single SIM card in more than 150 countries. The Latvian national joint stand by Latvia Investment and the development agency (LIAA) represented companies from the metalworking, IT and electronics sectors. Latvian companies have been participating at HANNOVER MESSE for more than 25 years now. The industry expert and long-time coordinator of Latvian participation at HANNOVER MESSE, Andris Alksnis, said, “Our companies are really pleased with the participation this year. We can feel that the interest in our producers is steadily increasing.” Exciting face-to-face meetings took place with colleagues with whom cooperation is usually virtual. Big global names such as Google and Microsoft were present in Hannover too. It was, quite simply, a great meeting place for big players and small players alike.

A spirit of optimism

“A spirit of optimism permeated the halls at HANNOVER MESSE”, reported Dr. Jochen Köckler, Chairman of the Deutsche Messe Managing Board, at the closing press conference for HANNOVER MESSE 2023. More than 4,000 exhibitors presented their solutions for a digital, connected and sustainable industry. More than 100 political delegations from over 50 nations



Karolis Zemaitis, Vice-Minister of the Ministry of Economy and Innovation of the Republic of Lithuania together with the Lithuanian companies of the LINPRA joint stand



visited HANNOVER MESSE this year – first and foremost the visit by German Chancellor Olaf Scholz along with Indonesian President Joko Widodo and German Economics Minister Robert Habeck, who spent the entire Tuesday touring the halls. In addition to the 130,000 visitors on the exhibition grounds, the fair was able to count another 15,000 registered visitors who participated digitally. This year, the partner country of HANNOVER MESSE was Indonesia.

HANNOVER MESSE

World’s leading trade fair for industrial technology

Exhibitors: More than 4,000

Visitors: 130,000 + virtual guests

Industry sectors: Digital factory, industrial supply, integrated automation, energy, research, technology

Frequency: Every year

Exhibitors from Baltic states ESTONIA

Artec Design, AuveTech, ElectroAir, Eliko, Flowbase, Helmes, Incap Electronics Estonia, Inspirators!, Krakul, Lean Digital, Radius Machining, Warren

LATVIA

APPLY – Computer Vision Delivery Centre, Baltic Bearing Company, BaseCam Electronics, BGF Rubber, EHT FABRIK, ERCON, Exigum, MASOC – Association of Mechanical Engineering and Metalworking Industries of Latvia, SFM LATVIA

LITHUANIA

ABF LT, Agmis, Arginta Engineering, Artilux NMF, Baltec CNC Technologies, Bosinox, Dirmeta, Elseta, Entech group, Invest Lithuania, Iremas, Jutrix, Plamega, Stevila, VMG Technics

The next HANNOVER MESSE will be hosted from 22 to 26 April 2024
hannovermesse.com