



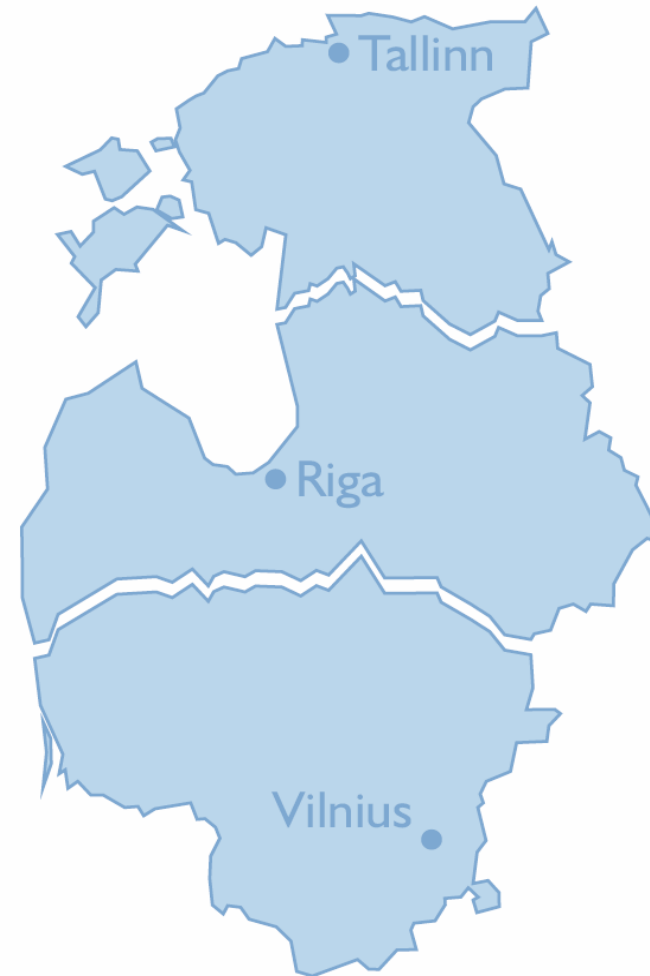
Deutsch-Baltische Handelskammer  
in Estland, Lettland, Litauen



# German Business Award 2011

Special theme: Responsibility for the future

- 
- Dikli Forum „Social Market Economy“
  - Konrad-Adenauer-Stiftung
  - 16 April 2011





## About the German-Baltic Chamber of Commerce

- Mission: fostering and improving the German-Baltic business relations
- First operations as representatives offices of the Association of German Chambers of Commerce (DIHK) in Tallinn, Riga and Vilnius
- Officially established as bilateral Chamber (AHK) in 2004 which serves Estonia, Latvia and Lithuania
- Part of a network of 120 offices of the German Chambers of Commerce Abroad in 80 countries around the world
- Close cooperation with German embassies on site and national institutions





## About the German-Baltic Chamber of Commerce

- Consulting and practical services for
  - German companies interested in the Baltic markets
  - Baltic companies interested in the German market
- Membership base of presently 380 companies in Germany and the Baltic States
- Voicing interests and concern of the German-Baltic business community
- Official representation of seven German trade fairs, Senior Expert Service and Vfw GmbH
- Official representation of the German states of Schleswig-Holstein in all three Baltic States and of Mecklenburg-Vorpommern in Estonia

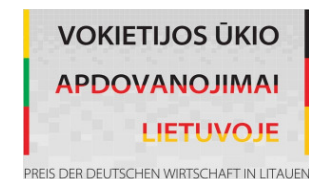




# German Business Award

## Aim and intention

- to foster the development of the bilateral economic relations between Germany and the Baltic States
- to highlight outstanding performances of companies active in the German-Baltic business relations
- to encourage Baltic companies to expand business contacts with German partners
- Symbol for Germany's commitment to Estonia, Latvia and Lithuania as business locations





## German Business Award

### The Award

- Price money: 5 000 EUR
- Prestigious glass award
- voucher for a flight to Germany to seek for business partners or to take part in a trade fair
- one-year free membership in the German-Baltic Chamber of Commerce

### Patronage

Ambassador of the Federal Republic of Germany





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# German Business Award

## The Jury

- German-Baltic Chamber of Commerce
- Embassy of the Federal Republic of Germany
- Germany Trade & Invest
- Ministry of Economics
- Trade and Investment Agency
- Representatives of sponsoring partners
- Representatives of media partners
- Representatives of other institutions



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# German Business Award

## Special themes

- Tourism
- Design
- Renewable energy and energy efficiency
- Vocational training and education
- Culture
- Innovation
- Success in the crisis



# German Business Award in Latvia 2010

## Special theme 2010: Success in the crisis



Laureate 2010: Madara Cosmetics SIA

### Criteria

- small- and medium sized enterprise
- business relations to Germany
- Successful development of export products / adjusting of existing products to specific demands of the German or Baltic markets
- outstanding innovative and sustainable performance to overcome the economic crisis



# German Business Award in Latvia 2010

## Special theme 2010: Success in the crisis



Laureate 2010: Madara Cosmetics SIA

### Success factors

- high export-orientation and strong presence on foreign markets
- proactive and target-oriented marketing activities
- use of only ingredients of local and natural origin
- commitment to an ecological code of conduct



# German Business Award in Lithuania 2010

## Special theme 2010: Success in the crisis



Laureate 2010: EMP Recycling UAB

### Criteria

- small- and medium sized enterprise
- business relations to Germany
- Successful development of export products / adjusting of existing products to specific demands of the German or Baltic markets
- outstanding innovative and sustainable performance to overcome the economic crisis



# German Business Award in Lithuania 2010

## Special theme 2010: Success in the crisis



Laureate 2010: EMP Recycling UAB

### Success factors

- Intensive cooperation with its German partner during the crisis
- High export orientation
- Social contribution and environmental commitment
  - Vocational training and education
  - reengagement and training of former employees laid-off during the crisis
  - establishing of the first free pick-up service for electric and home appliances



# German Business Award 2011

## Special theme 2011: Responsibility for the future



### Criteria

- small- and medium sized enterprise
- business relations to Germany
- commitment to a responsible and sustainable corporate citizenship
- engagement based and started on own initiative



# German Business Award 2011

## Special theme 2011: Responsibility for the future



### What is responsibility for the future?

- use of renewable energy
- energy efficiency measures
- (natural) resource saving production
- social or cultural engagement
- vocational training and education of staff
- support of socially deprived or disadvantaged persons
- innovative, sustainable products



# German Business Award 2011

## Special theme 2011: Responsibility for the future

### How do evaluate responsibility for the future?

- strategically incorporated approach
- innovativeness and novelty
- continuity and sustainability
- social and environmental relevance
- exemplary role model
- transferability





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# German Business Award 2011

Generālsponsori



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Informatīvie atbalstītāji



## Mark the date

- Application: until 15. April 2011
- Award ceremonies:
  - 25 May 2011 in Vilnius
  - 2 June 2011 in Riga
  - December in Tallinn

We thank our sponsors

Generaliniai rėmėjai



Rėmėjai



Partneriai



Informacinis rėmėjas





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# Thank you for your attention!

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