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On a Steady Course Forward



Kadri Land

Director of Tallink Grupp's
Global Operations
and Logistics

Photo: Kaire Papp



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Karolina Ullman
SCCE Chairman

Dear Reader,

Estonia is now into its second centenary. This one will hopefully be characterised by peace and continuous development. In reality it is of course not very important how old a country is. Who knows how old Sweden is? But the anniversary has given us time for reflection. For me, I think the most important thing is that it seems like finally, Estonia can turn its back on the negative heritage from the Soviet occupation as this is already only a smaller part of the era of the Republic of Estonia.

I visited Estonia the first time in 1989. The Soviet army was still here and inspected us and our motor boat at Pirita harbour. It was a weird world for me, a teenager at the time. We exchanged one-dollar bills into Russian roubles on the black market and I have never been so rich. However, it was difficult to actually purchase anything for those roubles. We stood in line in Kaubamaja to point at what we wanted, then in a second line to pay and finally in a third line to actually get the stuff. I had so much money I could buy anything but the only products I found in Kaubamaja that I could possibly ever use were hair pins and drawing paper. Customer service was non-existent. Nobody even dared to speak Estonian with us, we looked so foreign, so we were addressed in Russian only.



Photo: EV100

When my husband and I moved to Estonia in 2004 there were still many "Soviet-style moments" in shops and restaurants. The mentality of "no one wanted to take responsibility for anything", "ei ole" as well as the "Shop Attendant is King" stoke us as very odd. The big change came with the financial crisis in 2009 where people started to reflect about where the money actually comes from; the clients.



Photo: EV100

Now in 2018, service is indeed very good! The Soviet time is only a vague memory in people's minds and there it should stay, however, never to be forgotten.

During the celebrations I also learned that many of my colleagues were not even born at the time of the Baltic Way. How odd! (Does it mean that I am getting old without noticing?)

These were some of the thoughts that I had during the last days of February.

Soon the spring is here and I hope you will be able to participate in many of the events SCCE organises for you. We have financial outlooks, after business hours, breakfast seminars and sport events in the pipeline.

Karolina Ullman

Chairman of the Swedish Chamber of Commerce in Estonia

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The Swedish Chamber of Commerce in Estonia

The Swedish Chamber of Commerce in Estonia, SCCE, is a non-profit association registered in Estonia. Since its start, the SCCE has grown considerably and today the Chamber unite around 130 member companies and organizations headquartered in Estonia, Sweden, as well as other countries.

SCCE is in many ways a mirror of the intensity in Swedish-Estonian commerce, trade and investments. Sweden is the biggest foreign direct investor in Estonia, and Sweden is also a major export market for Estonia.

A main task of SCCE is to create an environment for networking and exchange of information. The Chamber acts as a meeting place by arranging seminars, business lunches, company visits, meeting business delegations, as well as arranging social events for the members.

Following a SCCE initiative, FICE - Foreign Investors' Council in Estonia was founded in August 2008. FICE is a lobby group acting through contacts with the Estonian Government and Estonia's Governmental bodies. Together, the eight countries represented in FICE account for an impressive 70% share of the foreign direct investments in Estonia.

Special and unique SCCE member benefits include opportunities to further market their businesses in the News from Members section of the Chamber's website, as well as taking advantage of a steady flow of Member Bonuses.

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On a Steady Course Forward



Kadri Land

Director of Tallink Grupp's
Global Operations
and Logistics

- Tallink Grupp continues to have a steady increase in both passenger and cargo unit numbers, and 2017 resulted in another record year for both our brands Tallink and Silja Line. We had 9,8 million passengers, a 3,2% increase year-on-year, and nearly 365.000 units of cargo, up 11% compared to 2016. And, Tallink's route between Tallinn and Stockholm achieved a new record with more than one million passengers for the first time, said Kadri Land as **focus** met her for a talk.

- As for our Tallinn – Stockholm route, our cruise ferries Victoria I and Baltic Queen will continue to provide daily traffic between our two countries' capitals, continued Kadri Land.

- Victoria I was delivered to us in 2004 and Baltic Queen came in 2009. Through the years, both cruise ferries have been updated and refreshed as part of our continuous renewal programme for all our ships.

Kadri Land



Between 1992 and 1994 Kadri Land lived in Sweden and between 1995 and 1999 in the USA. She went back to Sweden in 1999 and was employed by Sveriges Radio P6 (a public service radio channel broadcasting programs in foreign languages, among them Estonian) up until 2005.

Parallel to her work at Sveriges Radio, she joined Tallink as an advisor to the Chairman of the Board in November 2005. She commuted between Stockholm and Tallinn for a couple of months and calls this a look-and-learn period in terms of getting to know Tallink's business model and ways of working.

On 26 January 2006, she was appointed Managing Director of Tallink Sverige AB and moved back to Stockholm.

Since two years, Kadri Land is back in Tallinn again, now as Director of Tallink Grupp's Global Operations and Logistics. Additionally, she is also Chairman of the Board at Tallink Grupp's Stockholm based daughter company Tallink Silja AB.



Photos: Tallink Grupp

"Our cruise ferries Victoria I and Baltic Queen provide daily traffic on the Tallinn – Stockholm route"

►►► - Following extensive construction works, Stockholm's completely rebuilt and modernized port Värtahamnen could be fully used by us in 2016. This means that all our ships, servicing Tallinn, Helsinki, Riga, Mariehamn and Turku, can use the very same port and passenger terminal facilities.

- The subway station Gärdet is just a short walk away from Värtahamnen's terminal, offering our passen-

gers very frequent and fast transportation to downtown Stockholm. For our passengers with car, Norra Länken (the Northern Link) starts just next to Värtahamnen. It is a five kilometers long motorway, of which four kilometers are in tunnels, connecting to the major Swedish highways E4, E18 and E20 without having to drive through downtown Stockholm.

- As we all know, anything similar to Norra Länken doesn't exist in Tallinn. However, Port of Tallinn has launched the work with a master plan for the Old City Harbor aiming to find a comprehensive and long-term solution for the port area by 2030. The first detailed plans are expected to be published this year.

- Meanwhile, Tallink contributes to minimizing heavy truck traffic to and from the Old City Harbor through Tallinn's city center. As for east-west cargo shipments, Tallink operates M/S Regal Star between Paldiski, 53 kilometers west of Tallinn, and Kapellskär, 91 kilometers north of Stockholm.

- And, concerning north-south shipments, we recently moved M/S Sea Wind's operations from the Old City Harbor to Muuga Harbor, 13 kilometers east of Tallinn.



Photo: Stockholms Hamnar

Värtahamnen in Stockholm



Photo: Wikimedia

The ro-ro cargo vessel Regal Star operates between Paldiski and Kapellskär

This move means that more than 40.000 truck movements per year will be removed from Tallinn's city center, and congestion and pollution in the city will be significantly reduced. Sea Wind's port in Finland is Vuosaari, 33 kilometers east of Helsinki. Both Regal Star and Sea Wind are ro-ro cargo vessels specialized for carrying cargo trucks and trailers.

- Around 97% of all Finnish travelers visiting Estonia arrive by ferry and our route between Tallinn and Helsinki has by far the largest number of passengers per year compared to our other routes. This gives us a strong market position on this route and we currently operate the cruise ferry Silja Europa and the high speed ro-pax ferries Star and Megastar between Tallinn and Helsinki.

- A voyage with Star and Megastar to or from Helsinki takes just two hours and we have managed to cut the turn-around time in port to just one hour. This is to a

large extent due to the ferries' unique separate second level car-loading access doors and ramps to make the loading and unloading of cars faster and smoother for the passengers, and also to minimize the risk of loading related delays in the traffic.

- Megastar was delivered to us in January last year and use LNG (Liquefied Natural Gas) as fuel, but she is also able to run on diesel. With LNG, her environmental performance is significantly improved. Thus she complies with the current and future emission regulations for the Emission Control Area, including the Baltic Sea. Tallink has chosen LNG as one of the future development directions to further improve the environmental performance of our fleet and boost the industry's development towards sustainable operations.



"The majority of our passengers onboard come from Sweden, Finland and the Baltic countries, but the importance of the Asian market has grown considerably for us"

- More than 60% of the ticket bookings made today with Tallink, are done online with Sweden in a clear top position in terms of these transactions being made via smart phones. The remaining part of our ticket sales comes from travel agencies and tour operators, as well as our own sales offices.

- The majority of our passengers onboard come from Sweden, Finland and the Baltic countries, ►►►



Photo: Tallink Grupp

Megastar

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SEB

▶▶▶ but the importance of the Asian market has grown considerably for us.

- Our Asian passengers mainly come from China, South-Korea, Japan and Thailand. China is our largest market in Asia and already in 2016, Chinese passengers became the 6th largest nationality group onboard our ships. Consequently we launched an online booking engine in Chinese language in October 2016. During high season, we also have Mandarin-speaking crew members onboard several of our ships.

- Tallink Grupp is more than sea traffic on the Baltic Sea and Tallink Hotels and Tallink Takso are two good examples on this.

- Currently, we operate four hotels in Tallinn and one in Riga. Back in 2007 we had very far going plans on opening Tallink Hotels in Stockholm and Helsinki as well. But, then came 2008 with the global financial crisis and we decided to focus on our core business instead.



- Today, Tallink Grupp owns 14 vessels and branded Tallink and Silja Line we operate on 6 different routes. We employ more than 7.000 people and it was ships like M/S Fantaasia that contributed to making us the leading passenger and cargo transportation service provider in the northern region of the Baltic Sea.



"It was ships like M/S Fantaasia that contributed to making us the leading passenger and cargo transportation service provider in the northern region of the Baltic Sea"

- M/S Fantaasia was in traffic for us between 1998 and 2006 and a couple of years ago, I and a colleague were onboard her again. She was then renamed M/S Regina Della Pace and was in traffic on the Adriatic Sea between Ancona in Italy and Split in Croatia. It was like a dear echo from the past to walk around and see that several general information signs onboard were still the original ones with texts in Estonian and Swedish, concluded Kadri Land.

Report: Megazine, Tallinn

Photos (where otherwise not mentioned): Kaire Papp

focus

on legalities

Managing an Estonian company from abroad? Appoint a qualified contact person in Estonia!

By Karolina Ullman, partner, NJORD Law Firm, Tallinn
and
Triin Kaurson, legal assistant, NJORD Law Firm, Tallinn



In recent years Estonia has become one of the leading countries in the world for e-services. One of our most innovative solutions is the way that non-residents can apply for e-residency and are able to establish and manage companies

through an e-system without having to physically be in Estonia. This means that there are a lot of companies in Estonia that are managed by non-residents.

The law previously required for the management board to be located in Estonia, but this did not work in practice since many management board members were running their businesses from abroad. Due to this the law needed to be changed.

Effective from 15 January 2018, an amendment to the Commercial Code came into force requiring all Estonian companies whose management board is located abroad

– i.e. the management board is engaged in the everyday management of the company from outside of Estonia – to appoint a qualified contact person in Estonia. The requirements for a branch of a foreign company stayed the same – they must appoint a contact person if the residence of at least one-half of the managers of the branch is not in Estonia or another EEA state or Switzerland.

Under the amended law, the location of the management board of an Estonian company is in fact the place where the decisions of the management board are mainly being adopted. In reality, the location where the manage- ►►►



▶▶▶ ment board makes the most of the decisions is evaluated by the company itself not by the Commercial Register.

The amendments state that if the location of an Estonian company's management board is located outside of Estonia, the company is under an obligation to register a contact person for the company with the Commercial Register. Thereafter, Estonian authorities will have the right to send official documents to this contact person with a binding effect on the company. The amendments have been made to minimize the risk of companies hiding from being served important documents. There is no obligation to appoint such contact person in case the company can receive documents (at least one management board member is available to accept such) at the company's legal address registered with the Commercial Register.

The following persons can be a registered as contact persons under the new rules:

- a person holding a procura for the company (a procura is a registered power of attorney to represent the company);
- a shareholder or a member of the management board with a place of residence in Estonia; or
- a qualified service provider.

As examples of such qualified service providers the law states that notary offices, law firms and auditing companies as well as companies offering certain professional services can be appointed.



Since the new rules came into force just recently, there is no way of knowing how the registrar will enforce these rules in practice. To our knowledge there has not been sent any massive amounts of notices companies, whose managing boards operate from abroad, obligating them to appoint a contact person in Estonia. So far, the common understanding seems to be that if an Estonian

authority is not able to serve documents to a company's registered address, and no contact person is registered, the Commercial Register may order the company to register a contact person within one to three months. If no action is taken by then, the Commercial Register may initiate compulsory liquidation of the company.

To our knowledge, no notary offices or law firms are currently offering the service of contact person while some auditing firms and qualified accounting firms are already offering this. The reason why notaries and law firms are not so keen on offering the service in question is because in theory there might be a conflict of interests in case the notary/ law firm is served documents the company does not want to acknowledge this or if the notary/law firm is not able to get in contact with the client in due time.

Time will tell if the amendments will stay and how the Commercial Register will implement them. In case you as SCCE members account any problems with the new rules, please let us know and we can try to lobby for a better solution with the Estonian legislator. The Chamber of Notaries Public as well as the Estonian Bar Association will most probably also issue recommendations to their members and thereafter it will be clearer who will offer the service in question.



Karolina Ullman

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focus on the **ECONOMY**

Full Steam Ahead and Opportunities to Increase Swedish Investments in Estonia



Daniel Bergvall – SEB and Oliver Kullman – BaltCap

- It's full steam ahead for the international economy and markets, said Daniel Bergvall, an economist at SEB Economic Research in Stockholm, as he commenced this year's first mid-March SCCE Business Lunch Seminar on the economy. This time also with Oliver Kullman, a partner at the Baltic private equity fund manager BaltCap, addressing the opportunities to attract and even further increase Swedish investments in Estonia.

- On the positive side of the international scene, we can for example see unemployment levels decreasing and capacity utilization increasing. Reasons for worries can, at the same time, be found in signs of financial instability and geopolitical trade issues, continued Daniel Bergvall as he commented on the latest issue of SEB's quarterly report *Nordic Outlook*.

The EU

"Despite great fears early in 2017, the French and German elections mainly led to reassuring outcomes. Uncertainty about future relations with the EU is causing the British economy to lose ground, but the consequences look set to be less serious than feared," writes SEB's *Nordic Outlook*.

"Individual EU countries may put up obstacles in the Brexit process, but above all, internal British disputes may cause problems. Prime Minister Theresa May and her government appear weak and will be subject to a variety of criticisms at home. Meanwhile, countries like Italy and Spain are still struggling with large budget deficits and debts. But, practically all euro zone countries report deficits below 3% of the GDP. The economic upturn in the euro zone is strong and broad based," continues the *Nordic Outlook*.



focus on the ECONOMY



- Swedish industries has now taken over as the major growth driver as the residential construction level falls, said Daniel Bergvall

»» Sweden

- Just like the other Nordic and Baltic countries, Sweden shows an above-trend growth. Swedish industries, with for example the vehicle industries running in high gear, has now taken over as the major growth driver as the residential construction level falls.

The EU is Sweden's main market, buying nearly 75% of the export of goods, and the current EU boom offsets the weaker Swedish housing market, said Daniel Bergvall.

"The Swedish labor market keeps gaining strength. The downturn in unemployment was accentuated late in 2017, and large shortages indicate ever tighter resource utilization while pay increases have been lower than expected, thus holding down inflation pressure. However, Employment Service statistics indicate that the share of all unemployed people who have little formal education and/or are of non-European origin – that is, are among those who find it difficult to land jobs in Sweden – has now risen to a full 75%," writes the Nordic Outlook and continues:

"Strong demand for public services such as health care and education, partly due to the 2015-2016 refugee crisis, is contributing to rapid public sector expansion. Last autumn the government unveiled an expansionary budget, including new stimulus measures totaling nearly 1% of the GDP. In light of the September 2018 Swedish election, 2019 fiscal policy is uncertain, but regardless of which parties win the election, SEB expect the fiscal policy to remain expansionary."

Estonia

"Estonia experienced a remarkable economic growth in 2017. The GDP expanded by 4,9% last year according to Statistics Estonia. Much of the current growth reflects the improved profitability of the corporate sector, which is a welcome change since earnings had been declining since early 2015," writes the Nordic Outlook and continues:



focus on the ECONOMY

“The Estonian economy relies heavily on foreign trade and the increasingly good health of the euro zone economy, including a brisk recovery in Finland, will bolster exports and a broad based growth in 2018.”

“The largest contributor to the GDP growth in 2017 was the country’s construction sector. While the private sector has been investing in new buildings for years, construction relies heavily on public sector demand, which depends on the availability of financing from the EU’s structural funds. However, construction is also expected to do well this year.”

“Pressures in the labor market have continued to mount. In the third quarter last year, employment reached 68,5%, a record both in Estonia’s modern history and in the whole euro zone. The job vacancy rate climbed to 2,3% but has not yet breached the level seen just before the financial crisis.”

“However, in the service sector the number of vacancies already exceeds the 2008 figure. It is not surprising that wage and salary growth has not slowed, reaching 7,3% during the third quarter in 2017. The hike in tax exempt income may ease the pressure, but its influence will probably not be too large.”

“The government’s decision to let the budget slide into a slight deficit during the next couple of years has spurred criticism. But, in relative terms, the Estonian fiscal policy remains very conservative. With the parliamentary elections due in spring 2019, politicians are rushing to push through reforms and investments that trigger higher government spending,” concludes SEB’s Nordic Outlook.

Opportunities to attract and even further increase Swedish investments in Estonia

- There is a strong momentum in the Baltic economies with healthy growth rates underpinned by long-term converge to the EU average GDP, said Oliver Kullman as he commenced his and BaltCap’s part of SCCE’s Business Lunch Seminar.

- Sweden remains the biggest foreign direct investor in Estonia, however there are fewer investments made by Swedish companies post-2008, and there is a decreasing share of M&A deals by Swedish buyers, continued Oliver.

- Estonia is known for its ease of doing business and a simple and transparent tax environment. We are a diversified, flexible and outward looking economy driven



- There are obvious opportunities to increase Swedish investments even further, said Oliver Kullman

by small-cap export and service-oriented companies. We are pioneers in innovative e-solutions and have an IT literate population. In other words, well positioned to provide high value added products and services to nearby regions.

- Despite this, hurdles do exist for private equity transactions between Sweden and Estonia, as well as the other two Baltic countries. Generally, there is a relatively low level of knowledge about our country among organizations not being present here. Furthermore, the transaction sizes can be too small to justify going outside the home market.

- However, there are obvious opportunities to increase Swedish investments even further, especially considering the strong and established connections between Estonia and Sweden in the banking and industrial sectors.

- We should build upon success stories and the already existing business connections in terms of good returns and a good track record to attract Swedish fund investors. We simply have to be more present in Sweden, concluded Oliver Kullman.



Test, train and cross the finish line!

In 2018 The Clinic of Medical Rehabilitation at East Tallinn Central Hospital celebrates its 20th anniversary. In recent years, the clinic has been recognised for its effective treatments and innovative approach.

The Clinic is divided into inpatient and outpatient units. A modern Amputee Care Centre for post-amputation rehabilitation was recently opened to help civilians as well as military servicemen who have returned from missions.

The purpose of the clinic is to help patients return to their daily activities and restore their ability to work through rehabilitation care. The multi-profession team of the clinic includes a rehabilitation physician, nurse, physiotherapist, occupational therapist, speech therapist, psychologist, social worker, and masseurs and medical caretakers. The methods, means and skills that make it possible for patients to return to their daily life are state of the art.

The Clinic receives neurology, cardiology, rheumatology, post-traumatic, orthopaedic and other patients.

The Centre of Outpatient Rehabilitation offers rehabilitation treatment services suitable for both the cure of illnesses and for maintaining physical health. In cooperation with the hospital's Women's Clinic, these services have also been made available to pregnant women and babies.

Today there are approximately 80 different services. The Clinic of Medical Rehabilitation helps patients to return to their everyday activities and regain the ability to work after illness. The goal of its experienced team is to improve patients' quality of life, including through prevention, by which many difficult health conditions can be



“If you’re starting an intense exercise regimen with spring coming, it’s a good idea to undergo a stress test so that you don’t end up doing yourself more harm than good,” says rehabilitative care and sports medicine doctor Eduard Tsvetkov, a resident physician at East Tallinn Central Hospital

avoided or at least reduced. Taking care of one's heart and being aware of how much stress it is able to tolerate while working hard or being physically active is one of the most important and effective ways to prevent cardiovascular diseases. This time we take a look at how important it is to check your physical condition before you start training again in spring.

Test, train and cross the finish line!

If you're starting an intense exercise regimen with spring coming, it's a good idea to undergo a stress test so that you don't end up doing yourself more harm than good.

Rehabilitative care and sports medicine doctor Eduard Tsvetkov, a resident physician at East Tallinn Central Hospital, says this is particularly important for people over 40 and those who have never been particularly active in sports. "If you don't know what condition your heart is in, you should undergo tests to rule out the possibility of a congenital or acquired heart defect", he says.

An ordinary stress test can diagnose ischemic heart disease, which is a disorder affecting blood supply to the heart. Dr Tsvetkov says people would also do well to look at their family's medical histories. "If anyone in your family died at a young age or had heart-related health problems – high cholesterol, myocardial infarction (heart attack) or hypertension – these diseases have a clear link

to genetics," he said, noting that many people don't even know what their blood pressure is at rest, let alone how it responds to physical exertion.

Living with high blood pressure – or working out while having such a condition – is risky, though. It causes damage to blood vessels and increases the chance of blood clots. "If the inner lining of blood vessels has been damaged, masses of clots can form, and when a person starts a strenuous workout, an unstable clot on the wall of the blood vessel can break loose, and then you have a heart attack on your hands," says Tsvetkov.

Starting intense training when the body isn't used to exercise can be hazardous, especially if one hasn't engaged in physical activity for a long time and has become overweight. "Physical exertion is like a medicine. Too low a dose has no effect, but an overdose can be toxic. So titrating the amount of exercise is very important. A stress test can be useful for finding what zones you should train in," says Dr Tsvetkov.

What does a stress test look for?

First, it will determine how the heart is functioning – are the rhythm and blood pressure normal, does the heart respond adequately to the demands placed on it and does it recover in a timely manner without any problems? It's very important to look at how the heart responds to ►►





►►► coping with an increased workload. “Some people’s pulse rate goes through the roof if they just get up and go over to the fridge. This is too extreme a response and shouldn’t happen. The heart’s autonomy and efficiency can be regulated with aerobic exercise – which takes place at a moderate intensity,” says Dr Tsvetkov.

Before starting an exercise regimen at all, it’s wise to prepare. A slightly more complex cardiopulmonary stress test can determine your optimum training pulse rate range. “If a stress test reveals that a person who has never trained reaches their aerobic threshold at the lowest intensity of exercise, they should take it very easy when starting their exercise programme. Aerobic exercise improves blood vessels’ response to exertion and increases the number of blood vessels in the muscles. Exercising at a moderate intensity develops peripheral resistance in blood vessels, which is one way of lowering blood pressure without medicines,” adds Dr Tsvetkov.

If competitive sport is not your goal, Dr Tsvetkov suggests taking it easy. The World Health Organization recommends that everyone should perform 30 minutes of aerobic exercise at least five times a week. “Aerobic exercise is sometimes a vague term – it’s low-intensity

training that allows a person to keep up a conversation but not manage singing. The person will perspire a bit, but is still capable of talking. If you find it hard to speak, your aerobic threshold has been exceeded”.

What are some warning signs that something’s wrong when you’re working out?

“A typical problem that people see a doctor for is that they feel like they’re about to faint while exercising. The first question in this case is actually how intense the workout is, because if the aerobic threshold is exceeded, one does start feeling faint,” Dr Tsvetkov explains. Everyone gets tired, especially if the intensity is too high, but if you recover quickly, it’s likely it wasn’t related to a heart arrhythmia but simply overexertion.

“Blood pressure is also important at maximum exertion – it can even reach 300 mmHg when weightlifting. If blood pressure is high, at some point an explosion can occur in a blood vessel, and if it happens in the brain, it’s very bad news”, Dr Tsvetkov says, urging caution.

What recommendations should be given to someone who is preparing for outdoor physical activity in the spring, like running and hiking?

“The spring is about to start, so there is not much time not much time. 70% of the overall training you do should be base endurance training – which is aerobic exercise – and the rest can be more intense. But everyone should exercise at least 2.5 hours a week. That would be a safe approach,” recommends Tsvetkov.

Aerobic exercise improves the response to stress and increases aerobic threshold and stamina. It also speeds up recovery after exertion. Ideally, a stress test could be administered to find everyone’s individual ideal target pulse range for a workout. It’s especially important for overweight people who don’t know what condition their heart is in and what their blood pressure is to check their condition before beginning an exercise regimen.

How great is the risk of overtraining?

“A person working a day job usually doesn’t manage to exercise more than three or four times a week, and in this case, the risk of “athlete’s heart” and sudden death is low. Instead, they will tend to be dogged by injuries. Of course, the intensity of the exercise is of paramount importance – one shouldn’t try to cram a pro athlete’s workout into three hours, as we’re all always short on time. Life is like a marathon: if you start out too fast, you might not finish”, warns Dr Tsvetkov. One reason for overtraining could also be poor nutrition.

What role does diet play in training?

Most people want to lose weight and restrict calorie intake. But there shouldn’t be a major calorie deficit and certainly you shouldn’t feel like you’re starving all the time.

"If you exercise, you have to replenish your glycogen stores, one of our most important energy stores. If they are not replenished, you will go into your workout tired and it will only get worse – you won't manage to do much and chronic fatigue will develop," he says.

"You'll exercise but your performance won't get any better, you'll over train and may wind up injured. You should eat normally during your exercise regimen. A small slip-up won't hurt but if it becomes chronic, it really is a big risk. It's possible to lose weight even with a relatively moderate approach to training, but the bulk of the work has to take place at the refrigerator and it's a time-consuming process."

"Regular exercise is important, but it isn't the primary thing for weight loss; rather, diet is what you must keep an eye on. An active lifestyle shouldn't be rocket science. Everyone should exercise: it's something that is permitted for everyone."

When training gets more intense, problems like heart palpitations or shortness of breath can arise. In such a case, it's a good idea to take a stress test to see what's going on in your body and whether your brisk spring training regimen is still on the right track.

What does the stress test show?

Oxygen consumption gives information on aerobic capacity and capability. The test shows how much oxygen the body burns over a specific time period. The bigger the number, the more a person is capable of.

The aerobic threshold indicates the interval and duration of moderate training. The higher the aerobic threshold, the healthier the person.

The anaerobic threshold signifies the maximum limit at which the body is able to flush lactic acid faster than it accumulates in the bloodstream.

The stress test can assess how a person's pulse responds to exertion, how efficiently the heart pumps, how quickly the pulse rate returns to normal and how blood pressure responds. An electrocardiogram indicates whether there is any oxygen deficit or arrhythmia in the heart wall. It also determines whether there are any limitations or disorders stemming from the respiratory system.

Text and photos: East Tallinn Central Hospital



Kaire's Column



This year is a big celebration year for Estonia. We have turned 100 years old! I feel truly humbled to witness our nation's big jubilee.



I still remember how excited I was to celebrate the millennium in 2000, being a young girl back then and still attending school. These big celebrations tend to draw our attention to the past and look to the future at the same time. In the end, everything happening now, will once be part of a history.

In the midst of the festivities our attention has been drawn to all the changes in the last 100 years. In my fairly short lifetime, I have also experienced a lot of changes. I would share some memories with you.

A toast to th



As little children we were playing outside with friends a lot. I remember that our parents rather had to force us to come in rather than to push us out to play. We didn't have many toys, not so many playgrounds but we always found a way to have a good time. Sometimes it was simply piling rocks on top of each other and making a fortress. We made agreements to meet during the day and we always showed up on time. When someone was late, we went to their houses and threw small rocks at their windows, so they would come out. Sometimes we were simply shouting out their names. No one was ever upset about it. We never got lost and we felt safe. We didn't have phones for our parents to make sure if we are fine - we were smart enough to play close to our homes, honour our parents and come home at agreed time. They trusted us, and we trusted them. When we had to be home alone when parents were working, we had so much to do - even without TV or Smartphones. We were happy.

At home we were reading books, playing board games and putting together numerous puzzles. Our parents were playing with us every evening when they got home. They helped us with our homework, they didn't spend time on the internet. They had time for us and we always had time for them. We enjoyed music - our parents bought us cassettes, later on CD-s. We could watch TV, but only for some hours in a day. To be honest, for us it was rather a thing for the grown-ups, we only watched our cartoons in the morning before we went to school. Emergence of computers fascinated us. We weren't able to be on the internet a lot as it was truly expensive. Nevertheless, the content back then was not that interesting anyway.

Then they created MSN and then it started to change for us. It was a site where you could chat with anyone who was online. For some reason, we stopped to meet

e past and the future



outside as much and talk to each other as much. We closed up in real life and opened up in a virtual world. On the one hand we were much more connected and yet more distant as never before. Our parents also got attached in some ways. We didn't have dinners together every evening like we did before. We forgot our traditions with our friends. Things were different.

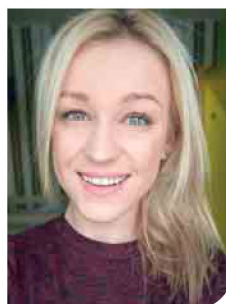
neither bad nor good. In the end of the day, it is always up to us how we use opportunities we are given and what we value the most.

I have used a lot of opportunities in our changing society. My life changed in a way when our borders were opened into the European Union. It only took a few months after graduating high school when I was already attending projects abroad. Everything about it changed me and my perspective. I have learned a lot and found my path on my journey. A lot of it also comes from my upbringing. Like my father has always said – life is all about supporting and helping each other.

As they say, we never leave our roots, we just grow new branches. It has been a great journey and my wish to all of you is to feel happy on your path. Every moment is a history and the future at the same time. Make the most of it.



I remember that from there on, all the changes came rapidly. Media, infrastructure, internet, buildings and so on. Being in the middle of it all was confusing, but the mentality was to welcome changes with open arms. We wanted to become Europeans. Life has progressed in an interesting way; Estonia's progress is still a big example to talk about among many countries. The result of all of it is



Kaire

Kaire Papp

My Free Country

THE FIRST **100** YEARS



The Estonian History Museum's Centennial Jubilee exhibition *My Free Country* takes the visitors on a 100 years journey through Estonia's history - from the birth of the Republic to our contemporary modern days.



The Swedish Chamber of Commerce in Estonia continues the annual tradition of celebrating the birth of the Republic of Estonia. This year with a Thursday 15 February Premiere Tour of the Centennial Jubilee exhibition *My Free Country*.

Actually, the exhibition covers a bit more than Estonia's first 100 years as it begins a couple of years before 24 February 1918, the date when the Estonian Declaration of Independence was distributed in Tallinn.

At that time, revolutions and World War I brought winds of change to the world, including the westernmost parts of the Russian Empire – Estonia and Livonia. A group of Estonians emerged and started working towards autonomy. This culminated with the Estonian Declaration of Independence, also known as the Manifesto to the Peoples of Estonia (Manifest Eestimaa Rahvastele), drafted by the Salvation Committee elected by the elders of the Estonian Provincial Assembly.

Originally intended to be proclaimed on 21 February 1918, the proclamation was delayed until the evening of 23 February, when the manifesto



Estival 2018 in Stockholm



Arranged by the Association of Estonians in Sweden (Sverigeesternas Riksförbund), Estival 2018 in Stockholm took place on 17 February, exactly one week before Estonia's Centennial Jubilee Day.

1.000 Swedish-Estonians, Estonian-Swedes, Estonians and Swedes gathered in Stockholm's City Hall for a Gala Dinner with speeches and entertainment in the Blue Hall followed by dancing in the Golden Hall.



Estival 2018 had a set up just like the Nobel Banquet, worldwide known as The Banquet of banquets.

The Jubilee Dinner Menu was specially composed and wove together both Estonian and Swedish flavors.





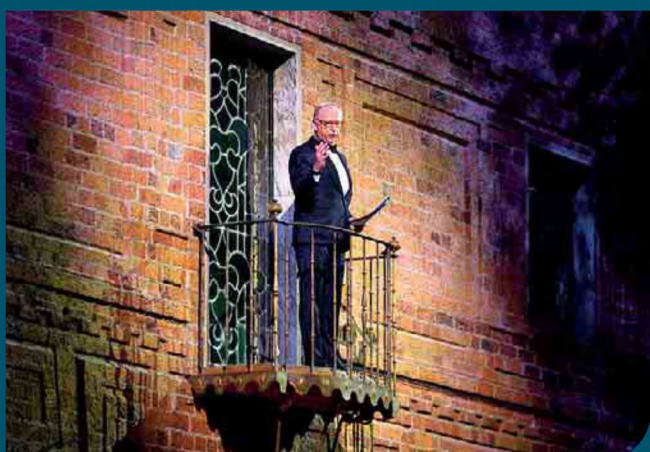
THE FIRST 100 YEARS

The dessert served was exactly the same as it was at the 2017 Nobel Banquet; Frosty Blueberry Bavaoise with Blueberry Ice-cream, Lemon, Thyme- and Lime-Jam, Limecurd- and Lime-Meringue.



Rene Uusmees, executive chef at Hotel Savoy's Restaurant MEKK in Tallinn, was one of chefs at the Estival Gala Dinner, and he was pleased to work together with Restaurant Stadshuskällaren's executive chef Gunnar Eriksson, who is in charge of the Nobel Banquet's dinner.

Among the invited guests were Estonia's Prime Minister Jüri Ratas, Sweden's Minister for Housing and Digital Development Peter Eriksson, Sweden's Ambassador to Estonia Anders Ljunggren, and the Swedish politician Gunnar Hökmark.



Gunnar Hökmark made a speech at Estival 2018, looking back to the 1990 – 1991 Monday Meetings in Stockholm. He was one of the persons who took the initiative to these meetings which were a spontaneous Swedish opinion movement supporting the Baltic countries' struggle for independence. The meetings took place on 79 consecutive Mondays, from 19 March, 1990 to 16 September, 1991.

Photos: Estival 2018



►►► was printed and read out aloud publicly from the balcony of the Endla Theatre in Pärnu (visitors to the exhibition can picture themselves on the balcony of the theatre and read the Declaration of Independence). On the next day, 24 February, the manifesto was printed and distributed in the capital, Tallinn.

The Republic of Estonia was not born into a peaceful world. World War I went on until 11 November 1918. Estonia's War of Independence followed and ended with the 2 February 1920 signing of the Peace Treaty of Tartu between Estonia and Bolshevik Russia.

Gradually, life got better. Step by step, Estonia obtained international recognition and became a member of the League of Nations in 1921. ►►►





The Republic of Estonia was not born into a peaceful world

▶▶▶ Although the Great Depression took its toll and life was hard for workers (it is estimated that the worldwide GDP fell by 15% between 1929 and 1932), life became more comfortable in Estonia. The Estonian language started to gain a foothold everywhere, new farmsteads appeared, the country became a renowned exporter of butter and eggs, and Estonia's own industry got on its feet. Visitors to *My Free Country* can go on a bike ride in Tallinn, Pärnu or Narva and experience these cities during the 1930's.

However, things were brewing in Estonia. The opposition was suppressed, anything unpleasant was hidden behind home beautification drives and other campaigns promoting nationalism.

On the International scene, the fate of the First Estonian Republic was in practice determined in Moscow on 23 August 1939. That was the date when the Molotov–Ribbentrop Pact between the Soviet Union and Nazi Germany was signed. The pact had a secret protocol which said that Estonia, among several other countries, was in the "Soviet sphere of influence".

A week later, on 1 September 1939, World War II was a tragic fact. And, on 24 September the same year, the Soviet Union presented an ultimatum, demanding that



Visitors to *My Free Country* can go on a bike ride in Tallinn, Pärnu or Narva and experience these cities during the 1930's

Estonia should sign a treaty of mutual assistance which would allow Soviet military bases into the country.

Estonia now became an occupied country, terrorized by war, oppression and deportations. From 1940 to 1941 by the Soviet Union, from the summer and autumn of 1941 to 1944 by Nazi Germany, and from the autumn of 1944 up until Estonia's Restored Independence 20 August 1991 by the Soviet Union again.

The exhibition illustrates the Soviet occupation with, among many other objects, a couple of young pioneers, vases with portraits of Lenin, red ribbons and barbed wire.

But somewhere, there was a world where Estonia's National Anthem "Mu Isamaa, mu Õnn ja Rõõm" ("My Fatherland, My Happiness and Joy") could be sung, the Estonian flag could be hoisted, rock music was played, and the shops were fully stocked.

Enough was enough. Towards the end of the 1980's, the people joined together and demanded freedom. Loudly by singing and expressively by forming a human chain from Tallinn via Riga in Latvia to Vilnius in Lithuania.



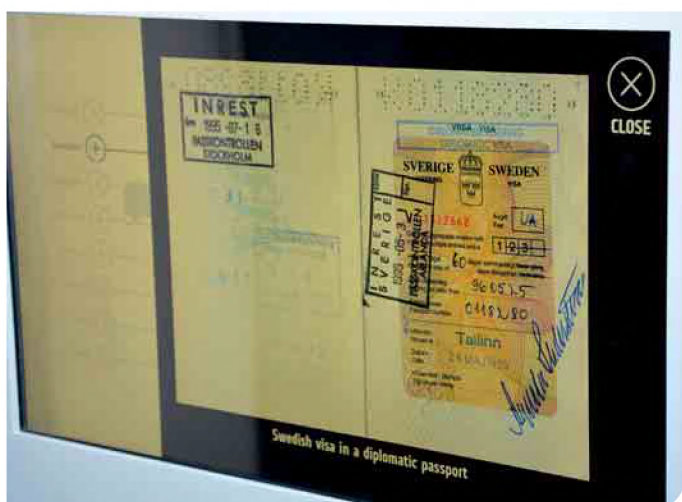
THE FIRST 100 YEARS



The Baltic Chain, or Baltic Way, took place on 23 August 1989, 50 years after the Molotov-Ribbentrop pact was signed. And, on 20 August 1991, the Republic of Estonia was restored.

Visitors to the exhibition can take part and re-enact it. Called the Baltic Chain, or Baltic Way, this manifestation took place on 23 August 1989, 50 years after the Molotov-Ribbentrop pact was signed.

The Singing Revolution was on in full power and on 20 August 1991, the Republic of Estonia was restored.



Estonia started to be rebuilt again and young politicians made bold decisions which soon proved to be successful. During the first years, entrepreneurship was more or less out of control, sometimes going beyond good business practices to the extent of cowboy capitalism. However, people could take out mortgages and create a home of their own. Or, take a trip abroad and discover the world.

***My Free World* ends with a look at Estonia of today and a futuristic vision of Estonia in 1.000 years.**

Contemporary Estonia is a country being a member of the EU and NATO, having Euro as its currency, being part of the Schengen Area. And, it is also a country that has sobered up after the 2008 financial crisis.

Every year, visions of future Estonia will be shared by artists based on the idea that in 1.000 years, nature, technology and people have been completely interwoven.

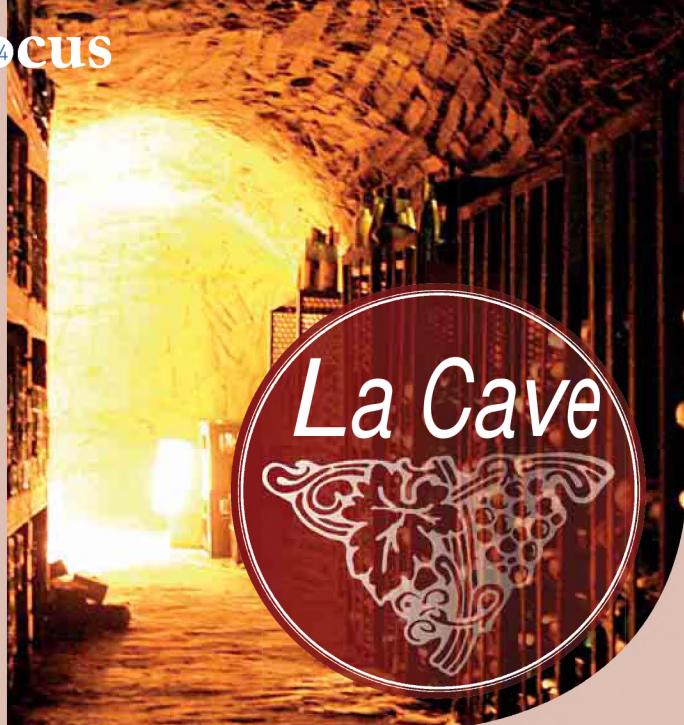
This Centennial Jubilee Year, the artist duo Varvara&Mar invite the exhibition visitors to a parallel reality. Their installation "Neuronal Landscapes" dives into a parallel reality and visualizes the surroundings through the eyes of Artificial Intelligence.



My Free Country opened for the public on 15 February, the very same day of the Swedish Chamber's visit, and it is now a permanent exhibition at the Estonian History Museum in Maarjamäe Palace, Piritä tee 56, Tallinn.

It is opened daily between 10 – 18 (1 May – 30 September) and Tuesday – Sunday between 10 – 18 (1 October – 30 April). Closed on public holidays, except 24 February and 20 August.

Report: Megazine, Tallinn
Photos: mcm



The prices for highly qualitative things are really great and the assortment is great even in the middle of nowhere in Sweden, but the whole idea about monopoly is of course strange in the mindset of cosmopolitan and liberal Swedes, but as always with us Swedes, we hate the monopolies, but once they are gone, we start to miss these not beloved institutions. Anyhow, I went in to check out some great reds, white and champagnes, trying to make a great deal for my bucks.

Here is the result of my findings. It should be noted that most of these wines are available also in Estonia, but in case not, then you know where to find them, next time you visit Sweden.

I have picked out six red and five white wines as well as a couple of champagnes.



The best one on the red side is definitely **Montepulciano d'Abruzzo Umani Ronchi**, nr 2337. It costs 70 sek and has a taste of berries such as raspberries, blueberries and sweet liquorices. It's perfect together with lighter meat.

An Australian favourite is **Penfolds Koonunga Hill 2015**. I have myself visited Penfolds and met with their winemaker. It has a fruity taste with barrel character. Blackberries, coffee, plums, vanilla and dark chocolate. Perfect with grilled dishes. Only 99 sek.



Periquita is a Portuguese wine and has even since my start in Systembolaget as a client in 1983 been one of my favourites. It has a strong character with dark cherries, blackberries, muscot and herbs. Perfect wine with pork or lamb. Only 79 sek. Nr 2574.



Great Wines for Pennies



I was recently in Sweden and took the time to visit Systembolaget. The famous Swedish wine and alcohol monopoly. This is an institution that Swedes both love and hate.



If to end this article with some real goodies, we have to turn to champagne of course. One of my friends' absolute favourite among standard champagnes is **Charles Heidseck Brut Réserve** for 457 sek. It's clearly in the top pricewise but what a great bottles for less than 50 eur. Very fresh, with notes of yellow apples, toasted bread, nougat and mandarins. Perfect with everything. A clear blockbuster!



A Blanc de Blanc, that is 100% Chardonnay for less than 35 eur is **Palmer** nr 7553. Fresh with notes of red apples, biscuits, honey, minerals and lemon. Perfect with fish or as an aperitif.



The other red wines I would like to mention are **Casillero del Diablo 2016** for 79 sek, **Torres Las Mulas Carménères 2016** for 89 sek and **Trapiche Malbec Oak Cask 2016** for 89 sek.



On the white side the clear winner is **Marqués de Riscal Organic** nr 6001 for 89 sek. It's a fruity aromatic wine with a lot of pears, green apples, herbs and lemon. An excellent wine together with fish or other seafood.



The silver and bronze places here one the white side, goes to Austria. **Domäne Wachau Riesling 2017** nr 4318 for 109 sek is great. Fruity, young, fresh with tones of pears, minerality, fresh herbs and lime. Fits well as aperitif or with lighter fish and seafood. **Leth Grüner Veltliner 2016** for 85 sek and nr 4200. Fruity and spicy with notes of pears, melon, white pepper and lemon. Also perfect with fish, seafood or chicken.



Incredibly cheap is **Pannier Extra Brut** nr 2272 for less than 25 eur. Fresh with notes of green apples, toasted bread, minerals, honey, herbs and grapefruit. In my mind a perfect combination with fish or seafood at a price level, where wines and champagne meet each other. Lovely bubbles!



Other white wines I would like to highlight are **KWV Chardonnay 2016** for 79 sek from South Africa as well as **Viña Maipo Chardonnay 2016** for only 59 sek per bottle.



Cheers!

Anders Hedman

SCCE's General Assembly 2018



SCCE's Council 2018

Left to right in the group photo: SCCE's Vice Chairman **Per Lindberg** – Stoneridge Electronics, **Mattias Wallander** – SEB, **Rein Leipalu** – RELE Konsultatsioonid, SCCE's Chairman, **Karolina Ullman** – NJORD Law Firm, **Linda Nilsson** – Embassy of Sweden, **Mart Nõmper** – Rödl & Partner, and **Anders Hedman** – Vigen Consulting. Inserted photos, left to right: **Kadri Land** – Tallink Grupp, **Lars Ottoson** – Ericsson, and **Janar Sutt** – Business Sweden.

SCCE could look back at a very active and intense 2017 at the 6 March General Assembly at Tallink City Hotel.

During last year, 37 events were arranged in Tallinn, Tartu, Pärnu, Viljandi, and on Saaremaa and Viirelaid including Business Breakfasts, Business Lunches, Business Seminars, After Business Hours evenings, Wine Academy sessions, Study Trips, Sports, and of course also SCCE's traditional Summer, Crayfish and Christmas Parties.

2018 has started in an equally active way and latest news on SCCE events to come and reports on events passed are always found at www.swedishchamber.ee.

At the General Assembly, SCCE could welcome Katrin Tiidrus – ACE Logistics, Robert Hellrand – ESTO Marine & Offshore, and Marina Mättik and Terje Kangro – Tallink Hotels as new members. Furthermore, SCCE could welcome Kadri Land – Director of Tallink Grupp's Global Operations and Logistics, as a new member in the Council.

Following the General Assembly, the Council re-elected Karolina Ullman and Per Lindberg as Chairman and Vice Chairman. Succeeding Signe Anton and Mart Nõmm after their five years long service as auditors, Liili Rätsep was elected as SCCE's auditor, and Kristiina Sikk was re-elected as SCCE's Ombudsman.

newsflashes

Still Hot

While the Stockholm housing market is cooling off (see the Economy section in this issue of **focus**), residential investments in Tallinn are still going strong and hot.

"Estonia's strong growth supports the country's housing market. In Tallinn alone, some 800 dwelling places change owners every month and last year, prices went up with 9,3%," reports Hufvudstadsbladet, the biggest Swedish-language newspaper in Finland.

"A flat in a newly renovated apartment building originating from the 1960's Soviet era costs about 1.400 euro per square meter and some 2.000 euro per square meter in a newly constructed apartment building. Tallinn's Old Town is a separate chapter with prices varying from 3.000 to 4.000 euro per square meter," writes Hufvudstadsbladet.

"If you fancy the rustique and if you are handy, you can make good deals in the rural parts of Estonia. A non-renovated house, but still with potential, in the western part of Estonia can be found for 30.000 – 50.000 euro," reveals Hufvudstadsbladet.



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Improvements

Estonia's labor market indicators improved last year, reports Statistics Estonia. Compared to 2016, the 2017 labor force participation rate increased with 1,2%, the employment rate with 1,9%, while the unemployment rate decreased with 1%.



Totally, the 2017 unemployment rate ended up at 5,8%, the employment rate at 67,5%, and the labor force participation rate at 71,6%.

Geographical differences do indeed exist. The highest employment rate, 74,2%, was recorded in Harju County, while Ida-Viru County had the lowest employment rate, recorded at 53,9%, a more than 20% difference between the two counties.

Support

The European Investment Fund (EIF) and Swedbank have signed a microfinance agreement to provide support for micro-businesses in Estonia, Latvia and Lithuania under a EU Programme for Employment and Social Innovation (EaSI). The EIF will provide a guarantee enabling Swedbank Baltic to provide up to €123 million in financing to microbusinesses in the three Baltic countries over the next three years.

- With the help of EU funding, Swedbank will facilitate access to funding for microenterprises and unemployed people in the Baltics. This will benefit around 5.000 small businesses in Estonia, Latvia and Lithuania.

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ESTONIA
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And, this financial support demonstrates again that the European Commission is fully committed to boosting employment in Europe and getting more people into jobs, especially the most vulnerable people on the labor market, said Marianne Thyssen, the European Commissioner for Employment, Social Affairs, Skills and Labour Mobility.



Increasing

For the third year in a row, the number of residents in Estonia increased in 2017. Preliminary figures show an increase with 3.070 people making the total number of residents 1.318.700.



There was no natural increase of the population, as the number of deaths was higher than the number of new births registered. However, the population on the whole did increase due to the fact that more people came to live in Estonia than left the country.

Last year 10.470 people arrived in Estonia, while 5.440 left. It should be noted that migration statistics are the most difficult in preliminary data, as Statistics Estonia has to work with data from sources other than the population register. This means that later data can significantly deviate from these preliminary data.



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Among the Most Powerful Women

Listed at number 78, the Estonian president, Kersti Kaljulaid, has become the first Estonian woman to be featured in the Forbes magazine's list, the World's 100 Most Powerful Women.



"Kaljulaid is leading a quiet digital revolution in tiny Estonia, where she is the country's first female president. Estonia was the first country to digitize its public services – including elections, health care and school systems," writes the Forbes magazine.

Kersti Kaljulaid has company on the list with her Lithuanian colleague, President *Dalia Grybauskaitė*, who is listed at number 68.

The list is topped by the German Chancellor, Angela Merkel, followed by the British Prime Minister, Theresa May, and the American philanthropist, Melinda Gates.

newsflashes

Also Increasing

Last year, the Estonian hospitality trade could welcome 3,54 million guests, a 7% increase compared to 2016, says a report from Statistics Estonia.

1,39 million guests came from the domestic market and 2,15 million came from abroad representing a 9% and 5% increase respectively. The number of Russian and Asian guests increased while the majority of the foreign guests came from EU countries.

In December 2017, 966 Estonian accommodation establishments offered 20.000 rooms and 45.000 bed places. The average cost of a guest night was 37 euro, the same level as in December 2016.



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Financial Stability



A cooperation agreement concerning cross-border financial stability has now been signed by the eight countries in the Nordic-Baltic region and involves the relevant ministries, central

banks, financial supervision authorities and crisis resolution institutions.

- The agreement is a sign of the good cooperation between the Baltic and Nordic countries. Joint meetings and information exchange enable us to regularly receive information about possible market failures, which could endanger the financial stability of the entire region, and respond to them quickly, if needed, commented Märten Ross, Deputy Secretary-General for Financial Policy and External Relations at Estonia's Ministry of Finance.

25th Anniversary

Telling the thousand-year-old history of the coastal Swedes in Estonia, Aiboland's Museum in Haapsalu celebrated its 25th anniversary just before New Year.



The Museum was officially registered on 28 December 1992, but according to Ülo Kalm, director of the museum, its history goes back to 1988 when the Estonian-Swedish Cultural Society was founded. The society's main objectives in Estonia included Swedish language teaching, as well as creating an Estonian-Swedish museum and a library. "Today, we have come far in fulfilling these objectives," said Ülo Kalm.

newsflashes



Among the guests at the anniversary celebration in Haapsalu's Cultural Center were Sweden's current Ambassador to Estonia, Anders Ljunggren, and Sweden's

former (2003 – 2008) Ambassador to Estonia, Dag Hartelius.

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The Swedish Chamber of Commerce in Estonia and Team Sweden (the Embassy of Sweden, Business Sweden, and SCCE) kicked off the 2018 Business Season with a mid-January After Business Hours evening at the Ambassador's Residence at the Swedish Embassy.



Magnus Ullman took SCCE back to the 18th century

We went back to Sweden in general and Stockholm in particular during the 18th century with the Swedish poet, songwriter, composer and performer Carl Michael Bellman (1740 – 1795) as a major theme.

The 18th century was an expansive period in terms of Swedish economy. The state focused on commerce, trade and industries with the, at that time rather new, ideas on mercantilism as a role model.

It was also a century when Sweden started to appear



SCCE's Members could visit a replica of the Swedish East Indian Company's 18th century ship Götheborg as she visited Tallinn in June 2008

on the international trading scene. As an example, the Swedish East Indian Company was formed, and from 1731 until 1813, the Company made 132 trade expeditions with 37 different ships from Gothenburg to East Asia, mainly to China. For good reasons, this period is considered to be Sweden's first steps towards becoming part of a big world, not only as a global trading partner, but also as a promoter of free trade, an issue being of special importance these days.

Ten years ago, on 19 February 2008, SCCE started the tradition of celebrating the birth of the Republic of Estonia. Following a joint invitation by Sweden's then Ambassador Dag Hartelius and SCCE, we gathered at the Embassy of Sweden for a reception on the occasion of Estonia's 90th Anniversary, and with Mart Laar invited as the evening's speaker.



SCCE Members, yours truly, Mart Laar and Dag Hartelius celebrating Estonia's 90th Anniversary in 2008

Few people can make times past living as Mart Laar and welcomed by Dag Hartelius, Mart Laar took the stand and gave SCCE's members a personal and very colorful speech covering the past 90 years of Estonia's history (see **focus** nr 1/2008, available online at www.swedishchamber.ee/focus).

This Centennial Jubilee Year, SCCE made a mid-February Premiere Tour of the Estonian History Museum's new exhibition My Free Country, followed by a dinner buffet at the museum. A report from our visit is included in this issue of **focus**.

SCCE could look back at a very active and intense 2017 at this year's General Assembly.

Contributions to **focus** from the members of SCCE, both in terms of editorial content and advertising, are welcomed.

If you haven't already done it, please do put us on the mailing list for press releases, articles, as well as your point-of-view on issues of general interest for the commerce, trade and investments between Estonia and Sweden.

As for advertising opportunities in **focus** and on our website www.swedishchamber.ee, I will be happy to provide information on sizes, prices and technical requirements. Welcome to contact me at: kristiina@swedishchamber.ee or by phone: (+372) 501 9813.

Latest news on SCCE events to come and fresh reports on events passed are always found at www.swedishchamber.ee, and you can reach me for further information on email: kristiina@swedishchamber.ee or by phone: (+372) 501 9813.

A report from the General Assembly and an introduction of SCCE's Council 2018 is included in the Newsflash section in this issue of **focus**.



Mart Nõmper and Karolina Ullman in action at SCCE's General Assembly

We could welcome Kadri Land – Director of Tallink Grupp's Global Operations and Logistics, as a new member in the SCCE Council. **focus** recently met Kadri at Tallink Grupp's head office in Tallinn, and a report from our meeting is included in this issue.

I would like to thank Kaire for a job very well done with SCCE through the years. A fact that was first demonstrated just 14 months after she teamed up with us, as she received the Stockholm Chamber of Commerce Peter Egardt's Scholarship in May 2013.

I do indeed wish Kaire all the very best in her continued career. And, since I have known Kaire since several years before she teamed up with SCCE, I know that we will continue to meet every now and then.

I hope you enjoy reading this spring issue of **focus** and as usual, latest news on SCCE events to come and reports on events passed are always found at www.swedishchamber.ee.



May 2013: Kaire outside Berns Salonger in Stockholm, just after having received the Stockholm Chamber of Commerce Peter Egardt's Scholarship

Six years ago, at SCCE's General Assembly 2012, I could announce that Kaire Papp had teamed up with SCCE on a part time basis. At that time, Kaire was studying cultural management at the University of Tartu Viljandi Culture Academy, and since a couple of years, she is currently a teacher at the Tallinn Art Gymnasium (Tallinna Kunstigümnaasium).

Kaire has now decided to continue her career in the education sector, a work that requires her full time

attention, and she left her job with SCCE in February. However, Kaire contributes with her column in this issue of **focus**.



Sincerely,
Kristiina Sikk
SCCE Ombudsman





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