

# AmChams Pan-Baltic Conference

September 15-16, 2022 | Riga, Latvia

## Program

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2022 has brought many challenges to the sense of security we take for granted. Russia's invasion of Ukraine has highlighted the significance of international cooperation and the NATO alliance. Elevated uncertainty and high geopolitical risks affect investor confidence from deterring new investments to limiting operations. In addition to security, labor force availability, energy, supply chain disruptions and inflation remain as top challenges businesses face today. For AmChams as representatives of American and international business it is of utmost importance to monitor and share the most up-to-date information to keep members abreast of the latest developments.

With that in mind, all three AmChams in the Baltics will host its next Pan-Baltic meeting on September 15-16 in Riga, Latvia. This will be the 5th Pan-Baltic conference of AmChams and the first after the pandemic. This regional meeting is part of annual series of events embracing cooperation, communication, and exchange of experience among AmCham members across the Baltic countries.

## Thursday, September 15

Arrivals at in [Hilton Garden Inn Old Town](#) (More information - Page 4)

- 11:50** Welcome by the Presidents of Pan-Baltic AmChams  
**Indrek Laul**, Chairman of the Board of AmCham Estonia (confirmed)  
**John Tully**, Chairman of the Board of AmCham Latvia (confirmed)  
**Tadas Vizgirda**, Chairman of the Board of AmCham Lithuania (confirmed)

### I Defense and Security

The introductory session will focus on security and defense of the Baltic countries, NATO strategic direction and how each Baltic country is responding to increased threats from Russia. It will also include a discussion with security experts on the private sector role in the national and economic security.

- 12:00** A discussion with **Artis Pabriks**, Minister of Defense of Latvia (confirmed), U.S. Defense Attache (invited) and an industry representative.

Moderated by **Martins Vargulis**, Latvian Institute of International Affairs (confirmed)

**Topic:** Defense and security outlook for the Baltic states

- NATO Strategic concept 2022
- Support to Ukraine
- What enlargement means for NATO and the Baltic Sea region
- The role the private sector plays in ensuring the national and economic security

- 13:20** Buffet lunch

14:00 - 15:30

## II Human Capital Development

The session will focus on the human capital development in three Baltic countries, aiming at exchanging best practices on topics of labor force availability and healthcare.

### 2.1. Labor Force Availability

Facilitator of the topic of **Ieva Racenaja**, AmCham Latvia Vice President, Director of Riga Graduate School of Law (confirmed).

Keynote by **Zane Culkstena**, Founder and Employer Branding expert at ERDA on workforce availability and upskilling in three Baltic countries (confirmed).

Panelists: **Martin Laan**, Expat Relocation; Talent & Labor Committee Chairman of AmCham Estonia (confirmed); **Bozena Petikonis Sabaniene**, Vice Chair of HR & Migration Committee of AmCham Lithuania, Vice Chair of AmCham Lithuania Board (confirmed); **Marina Volkova**, Head of Talent Acquisition and Development; Air Baltic Corporation AS.

#### Topics:

- Demography challenges and labor force shortage
- Talent attraction and retention
- Immigration policies and procedures
- Governance of the employment matters in each country
- Diversity, wellbeing and integration in the workplaces
- Upskilling and reskilling and the culture of learning
- The role of education in matching the labor market needs

15:30 - 17:20

### 2.2. Healthcare

Availability of healthy talent and human capital is crucial in securing investment and ensuring further economic growth. Science and technology are advancing at an unprecedented pace, leading to breakthroughs in healthcare. Innovation in medicines, medical devices, diagnostic technologies, and increasingly, digital health is transforming the healthcare, whilst sustainable financing and novel incentives are lagging behind. In the first part of session theoretical approaches and practical AmChams' activities will be explored with an aim to systemically improve healthcare access for patients.

The ageing population, the growth of chronic diseases and co-morbidities, the availability of new treatment technologies and personalized medicine, shift to more integrated delivery models put a big pressure on healthcare systems to create more efficient and sustainable models that can deliver real value for patients with optimized cost. In the second part of discussion value-based healthcare and other approaches will be examined aiming at increasing value and efficiency in the healthcare systems.

Facilitator of the topic of **Dita Erna Sile**, AmCham Latvia's Board member, Public Affairs and External Communication of Novartis Baltics (confirmed)

#### Topic: Access to health

Overview of access to innovative medicine in three Baltic countries by **Michal Pilkiwicz**, General Manager Ukraine, Adriatic and Baltic, IQVIA (confirmed).

Panel discussion: **Ruta Pumputiene**, Chair of Local American Working Group of AmCham Lithuania (confirmed), **Elo Tamm**, Chair of AmCham Estonia Healthcare Committee (confirmed). **Inese Zigure**, Oncology Lead Baltics at Amgen (confirmed). Topics to include access to innovations (medicines and devices), healthcare funding.

**Topic: Efficiency of the healthcare sector**

Presentation on Value-based healthcare by the Estonian Health Insurance Fund by **Rain Laane**, Chairman of the Board of the Estonian Health Insurance Fund (invited).

Panel participants: **Edvinas Meskys**, Chair of AmCham Lithuania Life Science Committee (confirmed); **Kaspars Losans**, AmCham Latvia/Roche (confirmed).

**18:00 Company Visit #1: MikroTik** (confirmed)

MikroTik is a network equipment manufacturer developing and selling network routers, network switches, access points as well as operating systems and auxiliary software. MikroTik products are used by ISPs, individual users, and companies for building flexible data network infrastructures all around the world – even in space research, ocean research, and on Mount Everest. MikroTik is one of the largest and most successful Latvian companies with American roots.

Speaker: **John Tully**, CEO of MikroTik and AmCham Latvia's President (confirmed)

**19:30 Networking dinner at [Indian Raja](#), Skārņu iela 7**

## Friday, September 16

### III Digital transformation and cybersecurity

**9:00 Company Visit #2: [Children's University Hospital](#) and [Children's Hospital Foundation](#)** (confirmed)

The Children's University Hospital (CUH) is the largest specialized multi-profile children's medical treatment institution in Latvia. It is pioneering data use in patient care to enhance their health outcomes and is the first hospital in the Baltic region to introduce unique electronic real-time Patient Reported Experience Measurement system. The digital transformation of CUH is a major pilot project critical for the development and integration in North European hospital data networks and becoming an international center of excellence in pediatrics. The CUH digital transformation plan is supported by local and international companies, universities, and research institutes.

The Children's Hospital Foundation closely collaborates with the Children's Hospital to ensure children receive high-quality medical assistance in a friendly manner, providing support to children and their families both pre and post-hospitalization period.

Speakers: **Valts Abols**, CEO of Children's Hospital (confirmed); **Liene Dambina**, CEO of Children's Hospital Foundation

**11:00 Session on Cybersecurity risks, threats and attacks in the Baltics**

The last years have brought many changes to our ever-accelerating business environment. COVID's shift to a virtual workforce, the introduction of emerging technologies like AI, and Russia's illegal war against Ukraine all require our focus. Join our expert panel discussion to explore how our societies and businesses can jointly address these challenges.

Speaker/moderator: **Michael Thiessmeier**, Chair of U.S. National AI and Cybersecurity ISAO (confirmed)

Presentation and panel discussion: **Rima Valentukeviciene**, Chair of AmCham IT & Digital Solutions Committee, General Manager for Baltics, IBM (confirmed)

**13:00 Luncheon with **John Carwile**, U.S. Ambassador in Latvia (confirmed) at Hilton Garden Inn Old Town.**

**14:30 End of the program/Departures**

### Admission

- **Pan-Baltic conference** (two full days on September 15-16): **200 EUR**/per person (incl. 2 luncheons, dinner, company visits and 3 sessions)
- **First day only (September 15): 150 EUR**/per person (incl. luncheon, 2 sessions, company visit, dinner)
- **Second day only (September 16): 100 EUR**/per person (incl. luncheon, session, company visits)
- **Luncheon fee: 35 EUR**/per person
- **Each session fee: 25 EUR**/per person

### Hotel information

[Hilton Garden Inn Old Town](#), [reservations@hgriga.com](mailto:reservations@hgriga.com), group code: **PanBaltic2022**, single room EUR 105, double EUR 120