

# TOP OF EUROPE



The future Region of excellence



## Member & Partnership Programme Opportunities & Privileges

- open the door to new potential, synergies, innovation and development by joining Baltic Development Forum

*The leading high-level network for decision-makers from business, politics, academia and media in the Baltic Sea Region*

# THE CHALLENGES AND OPPORTUNITIES



**“In many ways, the Baltic Sea Region can act as a beacon to the rest of Europe. You have open and flexible economies, and are open to trade and investments.”**

José Manuel Barroso, President of the European Commission, at the Baltic Development Forum Summit 2005.

The future will be based on regions crossing traditional country borders – with potential based on synergies, innovation and development. The **Baltic Sea Region** is fast becoming one of these leading international regions. The combination of the Nordic and Baltic countries, Germany, Russia and Poland delivers critical mass and large potential, and - due to complementary strengths in proximity and infrastructure - resources and knowledge can be pooled.

The agenda of today and tomorrow is to develop the Region, boost the opportunities and position the Region in Europe and globally.

This demands **knowledge, presence, and participation.**

**Baltic Development Forum** offers you all this in a dynamic time-saving context.

## Who we are:

We are a non-profit organisation, politically neutral and independent. We do not represent any special interest groups. Our sole mission is to work holistically at a high level to create a better and stronger Baltic Sea Region in the interest of all stakeholders.

The activities of Baltic Development Forum are based on high-level contacts from business, politics, academia and media. We work for decisions and actions by being a forum where stakeholders develop objectives and strategies for the Region.

We are here to create strategies and make them happen – in co-operation with our Members and Partners.

The strength of our organisation lies in the fact that we create a network and meeting place for all stakeholders - cross-border, cross-sector and cross-level - in the Region.

## What we do:

One of our main activities is the **annual Summit**, where more than 500 decision-makers from business, politics, academia and media meet to exchange ideas and formulate strategies for the future development of the Region.

During the Summit we carry out special sessions on selected topics initiated by Members and Partners.

The yearly **State of the Region Report** presented by Baltic Development Forum gives a comprehensive survey and evaluation of the potential and challenges.

Special items and subjects are further discussed and developed at our **Round Tables** and **seminars**, and **papers** are issued on special subjects.

Frequent **Member and Partner meetings** create network and exchange of knowledge and experience.

Read more about our ongoing activities on [www.bdforum.org](http://www.bdforum.org)

# YOUR PRIVILEGES:

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**“We are similar enough to be able to co-operate, different enough to have a lot to learn from each other, and numerous enough to form a strong home market.”**

Hans Dalborg, Chairman of Nordea, at the Baltic Development Forum Summit 2005.

## Knowledge:

A vital factor for modern management is to be prepared. As a Member or Partner of Baltic Development Forum you are kept updated and pre-informed about important issues and projects in the Region. You can feel sure that your company is in the forefront and can react according to the latest developments of the Region. You can establish a broader know-how and experience by getting and exchanging knowledge with other companies and organisations – in other businesses.

## Influence:

Some issues might be vital for the success of your company in the Region. As a Member or Partner you can assist setting the agenda and defining themes for the development of the Region. In this way you get a channel to pursue important subjects and the opportunity to contribute with ideas and solutions, which can be forwarded to others in the process of debate and decision.

## Inspiration:

The growth and potential of the Region is large and new opportunities arise every day. You have access to ideas and inspiration through the publications and activities of Baltic Development Forum. The competitiveness of your company is boosted by this extra source of invaluable input about the emerging changes and challenges.

## Image and profiling:

Visibility and branding of your company is of immense importance for the success of your activities in the Region. As a Member or Partner of Baltic Development Forum your company is profiled in our activities – displaying your support and commitment to the Region together with other leading business executives, governments and academia. For your company a relationship to Baltic Development Forum can create knowledge and access to all these interesting markets.

## Contacts:

“Know who” is often the key. As a Member or Partner of Baltic Development Forum you get exclusive access to our unique contacts cross border – cross sector – cross level. We can support and guide you to the right people and connections concerning the issues of your special interest – and establish fora or Round Tables where specific subjects can be discussed and evaluated.

## Networking:

Informal contacts play a major role. As a Member or Partner of Baltic Development Forum you can participate in the Summit, our Round Tables and our seminars allowing you to have a direct dialogue with top executives, politicians and academia of the Region. Baltic Development Forum gives you a personal network of more than 2.500 executive decision-makers from 11 countries with more than 100 million inhabitants.

# OUR PRIORITIES:

Facilitating and strengthening the Baltic Sea Region's Position both in Europe and globally is a necessity. The Region is already considered the "Regional Beacon" for the rest of Europe in economic terms and in achieving the goals of the Lisbon Strategy. To keep up the pace and to boost the Lisbon implementation further, Baltic Development Forum will focus on key issues where actions must be taken to be a global competitive Region in the future.

## Key Priorities:

**Supporting the Lisbon Strategy with effective regional monitoring**, where the annual **State of the Region Report** is the essential benchmarking tool. Written by researchers from Harvard Business School and Stockholm School of Economics, it provides an independent assessment of the region's economic performance and competitiveness and pin down future focus areas.

**Building a Baltic Sea Region brand** entails the process of gathering key stakeholders and work towards the creation of a strong and competitive identity for the region through a clearly articulated sense of common purpose. The Region is one of the world's top performers in terms of economic growth, competitiveness, and innovation. The Region is, literally, on top of Europe. However, this has limited effect if the qualities of the Region are not widely known. The Region, therefore, needs a distinct and competitive reputation – a strong brand – communicable to the outside world.

**Strengthening cooperation with the Russian Federation** is a key issue for the Region. This focus entails to intensify cooperation with the regions of Kaliningrad and Northwest Russia with a focus on economic integration. Baltic Development Forum also continues the efforts to promote the Baltic Sea Region as the natural platform for EU-Russian integration. In this regard, the **Northern Dimension Action Plan** is an important tool, and we offer constructive contribution to all relevant issues that stimulate further positive developments in the special areas of the Region.

**Supporting the development of networks of networks** such as Baltic Sea Initiative 2010. This network is an important driver of **innovation and competitiveness** through enhanced coordination between existing initiatives. It has the potential to allocate the right resources to the right projects by pooling funds, creating value chains and avoiding spill-over effects. The focus is on promoting key regional growth drivers for better utilization of today's locked-in competitive potential.

## Thematic Priorities:

In addition to the key priorities listed above, Baltic Development Forum also works with a strong focus on concrete thematic issues, within the areas of:

- Financial sector integration
- Energy related issues
- Entrepreneurship and education
- Consumer-driven innovation
- Co-operation between the Metropolises in the Region
- Growth and innovation in non-metropolitan areas
- Creation of common transport strategies – partner in *InterBaltic*
- Tourism co-operation
- Environmental standards linked to advanced technology

For an updated list consult [www.bdforum.org](http://www.bdforum.org)



Baltic Development Forum - the leading platform for developing new partnerships in the Baltic Sea Region.

# JOIN BALTIC DEVELOPMENT FORUM

We offer different levels of involvement and profiling:

## Membership

As a Member of Baltic Development Forum you have direct access to a platform influencing the agenda of the Baltic Sea Region as the new European growth Region.

Your company is mentioned in all promotional publications of Baltic Development Forum - expressing your support and commitment together with other main players in the Region.

You obtain new relations and contacts through Baltic Development Forum's exclusive network and has the opportunity to participate in our meetings and activities ranging from the Annual Summit to projects, Round Tables, and seminars.

You receive all publications from Baltic Development Forum and are always updated on the latest issues and developments of the Region.

We offer flexible opportunities to profile your company on our website or by advertising in our Summit material.

## Strategic Partner

Baltic Development Forum works in depth with a number of main priorities for the development of the Region.

As a Strategic Partner you have the extra advantage of playing an active role in defining and influencing a specific agenda, which might be of great importance for your organisation. You can participate in or drive a Round Table on a specific subject and have access to our special thematic reports. Your organisation is profiled and branded in connection with all materials related to the specific theme. The Strategic Partner of course has all the privileges of a normal Membership.

## Summit Partner

Each year we offer an exclusive opportunity for a dedicated company to be our Summit Partner. The annual Summit is a main cornerstone of the activities of Baltic Development Forum. At this event we highlight the Region and specific topics are on the agenda.

As a Summit Partner your organisation will play a leading role in the event by hosting a thematic session and delivering a key note address. The Summit Partner is offered a high level of visibility and influence – and the possibility of profil-

ing in all materials produced in connection with the Summit. The Summit Partner has of course the option to invite special guests to participate in the Summit free of charge.

## Summit Session Partner

As a Summit Session Partner you obtain the initiative and influence on a special topic of your own choice to be presented and discussed during the annual Summit.

Visibility is achieved through the highlighting of your company in all material relating to the specific session.

## State of the Region Report Partnership

Every year Baltic Development Forum publishes the State of the Region Report. We offer one organisation to be our exclusive partner on this activity.

This constitutes a unique opportunity to profile your organisation including a foreword by the President or CEO of your organisation - logo on the front and back cover, and key note address by the President or CEO at the launch of the report.

## Academic Member

For academia we offer a special Membership status giving access to the Summit, meetings and the reports of Baltic Development Forum.



# MEMBERS AND PARTNERS

Summit Partner



Strategic Partners



Finnish Ministry of Foreign Affairs



Cooperation Partners



Members



# OUR ORGANISATION

## About Baltic Development Forum

Baltic Development Forum is a non-profit organisation, politically neutral and independent. We do not represent any special interest groups. Our sole mission is to work holistically at a high level to create a better and stronger Baltic Sea Region in the interest of all stakeholders.

We are here to initiate and facilitate the creation of strategies and to make them happen. We have the strategists who can establish a process and find the roads to results.

We strive to see the complete perspective and go in depth with the relevant issues. Visibility, transparency and communication of objectives and results are central parts of the activities of Baltic Development Forum.

Baltic Development Forum was founded in 1998 and is chaired by former minister for Foreign Affairs of Denmark, **Uffe Ellemann-Jensen** (for the list of the board members see [www.bdforum.org](http://www.bdforum.org)).

The strength of our organisation lies in the fact that we create a network and meeting place for all stakeholders - cross-border, cross-sector and cross-level - in the Region.

We work in close co-operation with our Strategic Partners and Members:

- National governments are involved at top level
- Large companies and business associations contribute and get access to a platform for debate and exchange of ideas and visions
- Major cities, sub-regions and regional governments take part in the overall strategy and specific issues
- Universities and academia get inspiration and deliver information and research

We work closely aligned with the European Commission, the Presidency of the EU, the Council of the Baltic Sea States, the Nordic Council of Ministers, the World Economic Forum and other key players.

Baltic Development Forum's network consists of more than 2.500 decision-makers.

## Baltic Development Forum's Honorary Board:

**Hans-Dietrich Genscher**, Former Minister for Foreign Affairs of Germany  
**Jón Baldvin Hannibalsson**, Ambassador, Former Minister for Foreign Affairs of Iceland  
**Kazimiera Prunskiene**, MP, Former Prime Minister of Lithuania  
**Klaus Schwab**, President of World Economic Forum, Switzerland  
**Krzysztof Skubiszewski**, Professor, Former Minister for Foreign Affairs of Poland  
**Thorvald Stoltenberg**, President of Norwegian Red Cross, Former Minister for Foreign Affairs of Norway

## Baltic Development Forum's Advisory Board:

**Carl Bildt**, Chairman of Kreab Group, former Prime Minister, Sweden  
**Grete Faremo**, Director of Legal and Corporate Affairs, Microsoft, former Minister, Norway  
**Wolf-Rüdiger Janzen**, fmr. President of the Kiel Chamber of Commerce Association, Germany  
**Sixten Korkman**, CEO of the Finnish Business and Policy Forum, EVA  
**Andrius Kubilius**, MP, former Prime Minister, Lithuania  
**Viktors Kulbergs**, Chairman of VK Development SIA, Latvia  
**Toomas Luman**, Chairman of EE Group Ltd and President of the Estonian Chamber of Commerce and Industry, Estonia  
**Andrzej Olechowski**, Chairman of the Central European Trust Fund, former Minister, Poland  
**Igor Yurgens**, First Vice-President, Renaissance Capital, Russia



*Baltic Development Forum - The leading high-level network for decision-makers from business, politics, academia and media in the Baltic Sea Region*



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