

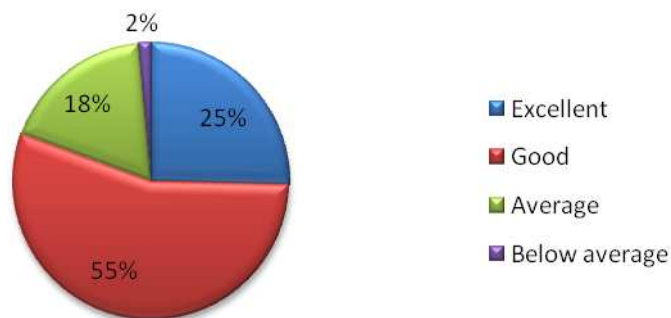
Summit 2008 evaluation

The Summit

BDF held its 10th anniversary summit in Copenhagen and Malmö 30 November – 2 December 2008 under the theme *New Conditions, Regional Ambitions – Energizing the Climate for Business*. At the outset of the programming process, the sessions reflected an optimistic outlook for the Baltic Sea Region. In light of the development of the financial crisis by mid 2008, the programme was subsequently adjusted to reflect the change of scene.

At the Summit an evaluation was conducted and a thorough analysis made through questionnaires and interviews during the Summit and through an on-line post-Summit questionnaire. More than 100 people participated in the survey. The general feedback from the participants was very positive. 80% of respondents found the agenda of the Summit relevant.

Relevance of the Summit agenda



An overwhelming majority of the participants expressed that they found the Summit theme and sessions either excellent or good in terms of timing and relevance (80%). Russia, the Malmö session on financial integration as well as the session on Öresund and the State of the Region Report were especially appreciated by the respondents.

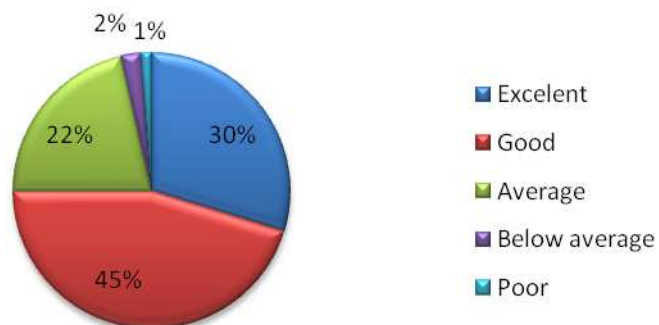
Networking Village

For the first time BDF organised an exhibition and a networking village in connection with the Summit. The core idea of the networking village was to offer interested parties an area where exhibitors could be profiled during coffee and lunch breaks and where all networking could take place.

The main reason for participation at the BDF Summit is networking (44%) followed by fact finding (25%), interest in specific sessions (21%) and other (10%). This confirms also the need to develop the exhibition and networking village further.

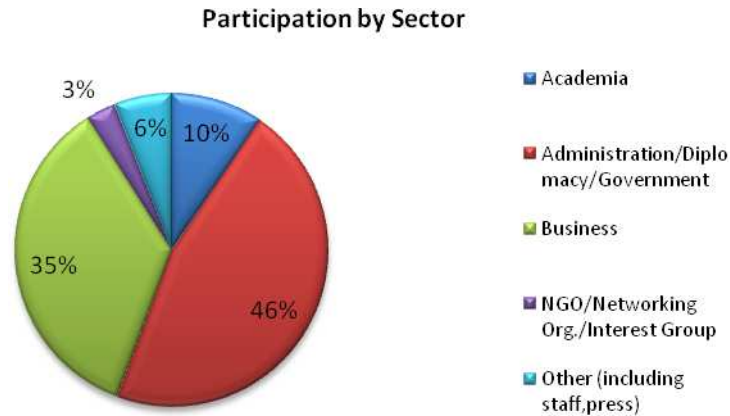
The networking village showed to be a highly valued part in the Summit, although the concept could be further developed and exploited. According to the evaluation, 72 per cent of the responses expressed that the networking village “contributed to the content of the Summit”.

Networking village evaluation

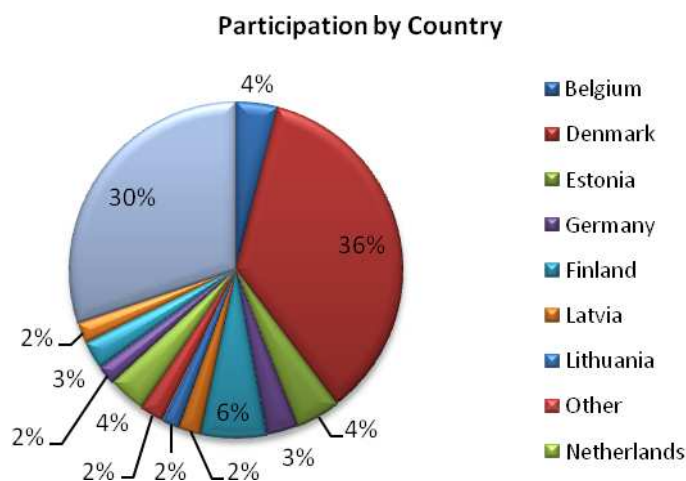


Participation

600 participants registered for the Summit. More than one third of the participants represented the business sector (35 %), and almost half of the total of participants came from administration and government (46 %). This confirms the trend that BDF increasingly attracts the private sector. The graph below shows the exact distribution of participant groups at the Summit.



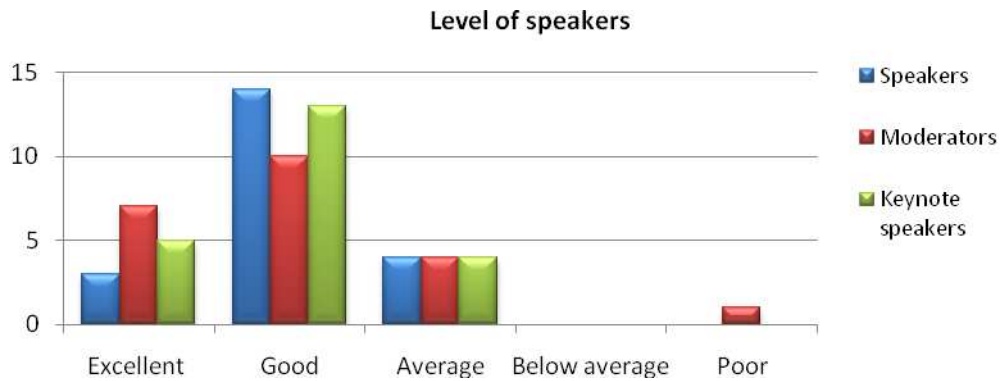
Due to the venue this year, Denmark and Sweden took the lead in the breakdown of national representatives, followed by Finland and the other member countries. The interest from Belgium (the European Commission) and the Netherlands in participating in the Summit were noticeable also in 2008. As experience shows from previous Summits, there still is a problem in attracting a high number of participants from the Russian Federation and Germany. The financial and economic crisis in the Baltic countries influenced participation from these three countries. The graph below outlines the distribution of the main nationalities present at the Summit.



Speakers

The participants were satisfied with the high level and professionalism of the speakers despite some last minute cancellations from key speakers. A general input was that though many sessions include substantial discussions among the panellists and the audience, more dynamism would be welcome.

The evaluation of the Summit shows that the majority of the speakers and moderators were appreciated.



Baltic Development Forum will take into consideration the results of the evaluation in planning the Summit in Stockholm 5-6 October 2009 in cooperation with the Swedish EU-presidency, our Summit sponsors, exhibitors, members and partners.