

NETWORKING VILLAGE PROGRAMME



SEMINAR

BaltMet Promo Seminar: Creating a Visible and Attractive Region - Building a Baltic Sea Region Brand

1 June, Stage 2, 12.30-13.30

The global competition between places for export share, inward investment, tourists and talents is heating up, and this is no less true for the Baltic Sea Region. The region has a lot to offer to target groups, but it remains a rather unknown concept to the outside world. But can we join forces in putting the region on the map? How can we promote a positive and coherent profile and brand identity for the region?

We will hear about a series of success cases when it comes to marketing the region and get an opportunity to discuss how we better can align and coordinate existing efforts to profile the region globally. The BaltMet Promo project will also be presented during the seminar.

Marketing and branding of the Region at the global market is not yet developed in a structured and systematic way. Therefore, the EU funded BaltMet Promo project began 2010 to create a dynamic transnational and multisectoral marketing community to attract tourists from other continents, talents from the creative sector as well as major international investment projects to the Baltic Sea Region. Based on the cooperation of Baltic Metropolises Network and the Baltic Development Forum, the BaltMet Promo project aims to join forces in promoting the Baltic Sea Region on a global scale.

Make your voice heard and join decision makers and experts from business, government and academia in this important discussion. Welcome!

Speakers:

Bo Nylandsted Larsen, Director, Cruise Baltic

Martin Bertolt Flick, CEO, AirBaltic

Mantas Nocius, Managing Director, INVEST LITHUANIA

Matti Ollinkari, Head of International Relations, City of Helsinki

Moderator:

Mats Hellström, fm. Country Governor of Stockholm, fm. Minister of Trade and European Affairs, Sweden



PRESENTATION STAND

Gasunie Stand 12

Gasunie believes that natural gas has to play a unique role in the transition towards a sustainable energy future. With gas it is possible to achieve the optimum benefit from solar and wind energy, while maintaining a stable energy supply. At the BDF Summit 2010 Gasunie will explain this vision at its stand. We will be happy to discuss our views with other participants.



WORKSHOP

State of the Region Report 2010

1 June, Stage 1, 12.30-13.30

The 2010 edition of the State of the Region Report will give an overview of the economic situation of the Baltic Sea Region and in particular the competitiveness of the countries. The data of the report highlights some of the threats that the Region is faced with in trying to regain the high growth rates that used to characterise the region a few years ago. This year, special focus will be on the three Baltic States and Poland. As for the Baltic countries, the Report identifies some of the structural changes that need to be made in the economy if the countries are to return to an acceptable growth path in the future. Poland's resilience against the global crisis will also be taken up.

After the presentation by Christian Ketels of the main findings of the report during the Summit opening, the workshop will allow the Summit participants to know more details and to take active part in discussing what needs to be done for increasing the Region's competitiveness, improving strategic actions in the regional cooperation and attracting foreign investors. The sponsors of the report, Nordic Council of Ministers and European Investment Bank will also make opening remarks.

Presented by:

Christian Ketels, Principal Associate, Harvard Business School

Speakers:

Halldór Ásgrímsson, Secretary General, Nordic Council of Ministers

Eva Srejber, Vice President, European Investment Bank

Johnny Åkerholm, President & CEO, Nordic Investment Bank

Co-writers:

Marek Tiits, Chairman of the board, Institute of Baltic Studies

Rene Tönnisson, Board Member, Institute of the Baltic States

Alf Vanags, BICEPS and SSE Riga

Morten Hansen, BICEPS and SSE Riga

Petras Algirdas Miškinis, Associate Professor, Vilnius University

Moderator:

Hans Brask, Director, Baltic Development Forum

PRESENTATION

Curbing Eutrophication in the Baltic Sea 1 June, Stage 2, 12.15-12.30

The Nordic Environment Finance Corporation finances projects, which reduce harmful emissions and generate positive environmental effects. Communications Manager **Mikael Sjövall** will give an overview of projects financed by NEFCO in the Baltic Sea area. He will also highlight how these investments are contributing to the implementation of the Baltic Sea Action Plan. Welcome!



PRESENTATION

Energy Scenarios for the Kaliningrad Region as an Integrated Part of the Baltic Region

2 June, Plenary, 10.00-11.00

The Baltic Development Forum's Report on energy efficiency in the Kaliningrad Region presents the analysis of different investment strategies by providing an economic evaluation of the plans for investments in technologies for energy efficiency and in new nuclear power plants in the Kaliningrad Region and neighbouring countries. An evaluation of the benefits and costs of new interconnectors in the region is needed in order to investigate the integration of the Kaliningrad region into the regional energy system.

Presentation by:

Anders Kofoed-Wiuff, Consultant, Ea Energy Analysis

Speakers:

Romas Švedas, Vice-Minister of Energy, Lithuania

Stefan Windh, Chairman of the Energy Commission, Union of Baltic Cities

Birger Dan Nielsen, Former Adviser of the Climate and Energy to the Minister of Foreign Affairs of Denmark, Former Ambassador of Denmark in Lithuania

Moderator:

Hans Jørgen Koch, Deputy State Secretary, Danish Energy Agency



LAUNCH EVENT

The Baltic Guidance on the Governance of Government-Owned Enterprises

2 June, Stage 1, 10.45-11.15

Best practice guidance for governance of the state- and municipality-owned Baltic enterprises will be inaugurated at the event dedicated to regional and international media and BDF Summit participants. Government-owned enterprises represent a significant share of economic activity and have an important economic and social impact. Thus inefficiencies in their governance come at a high public cost. Better governance of such enterprises would have a positive impact on state budgets, on the public's perception of government, and on the quality of infrastructure and services as well as make the Baltic region more attractive to foreign investment. Development of the Guidance and recommendations for improved governance will be presented by **Arminta Saladžienė**, Chairman of Baltic Institute of Corporate Governance and **Richard Frederick**, international expert in governance and author of the Guidance.



BALTIC INSTITUTE
OF CORPORATE
GOVERNANCE

PRESENTATION STAND

LED

Stand 9

A new paradigm shift is in the making regarding how we can generate and control light. Usage of LED light technology can have profound effects on energy consumption and reducing hazardous substances in the environment. It will also change the way we manage and control light for safer and more visually enhanced cities and public buildings. With LED light technology, even rural areas can now benefit from public light without access to a power grid.

Seminar:

Stage 2, 15.15-15.30

Stefan Windh, Co-chairman of the Union of Baltic Cities Energy commission, will discuss the future and possible implications of the results from one of the largest LED projects in Europe – LED light in public – involving 12 partners throughout southern Baltic Sea region.



PRESENTATION STAND

Region Blekinge/East West Transport Corridor II

Stand 1

Get to know more about the EU funded project East West Transport Corridor that aims to develop and work for efficient, safe and environmentally friendly handling of the increasing amount of goods going east-west in the south Baltic region. The project has over 70 partners and is supported by the governments of Sweden, Denmark, Lithuania and Germany (Mecklenburg-Vorpommern). Several of the partners come from the private sector. One of the project outputs is a manual on how to develop a Green Corridor in accordance with EU transport policies.



PRESENTATION STAND

SIDA

Stand 3, 4

In the stand, Sida Baltic Sea Unit will give away a guiding poster about the EU Strategy for the Baltic Sea Region to all interested participants at Baltic Development Forum. We will disseminate information about the EUSBSR strategy and show some flagship project examples. During the conference we will focus on financing sources and new initiatives. Conference participants are very welcome to come and discuss cooperation ideas with us.

Our friends at the Swedish Trade Council, Interreg 4 c, and the Swedish Agency for Economic and Regional Growth will have some information for display in our stand as well.



PRESENTATION

EU-Strategy - Time for Implementation

1 June, Stage 1, 12.00-12.30

A year ago the European Commission proposed a Strategy for the Baltic Sea Region with an Action Plan containing more than 80 flagship projects. One of the main purposes is to take full advantage of opportunities for economic development through regional integration. The first results are now in. What is in it for business?

The Northern Dimension is a dynamic framework for cooperation in the North of Europe. New partnerships have been launched. Business is now actively backing this policy as a promoter of cooperation between the EU and its partners, Russia and Norway.

The status for the implementation of the EU Strategy for the Baltic Sea Region, its opportunities for business and for cooperation with the Northern Dimension framework will be presented at stage 1 and further discussed at stand 7.

Speakers:

Sven-Olov Carlsson, European Commission, DG External Relations

Lars Grønbjerg, European Commission, DG External Relations

Catharina Sørensen, European Commission, DG Regional Policy

Anders Lindholm, European Commission, DG Regional Policy



PRESENTATION STAND

Nordic Council of Ministers

Stand 14

Meet politicians and representatives from the Nordic Council of Ministers and discuss how regional cooperation can boost the global competitiveness in the Baltic Sea Region. There will be opportunities to get an insight into the Nordic Council of Ministers' activities in the Baltic Sea Region.

Get to know more about the Belarusian university in exile, European Humanities University (EHU) in Vilnius, the Nordic Council of Ministers' involvement in EHU and the unique possibilities it gives the students.

Interviews with:

Halldór Ásgrímsson, Secretary General of the Nordic Council of Ministers

Dan Davison, Vice Chairman EHU

Students from the university

How can regional cooperation in the Baltic Sea Region help us to get back on track in order to achieve sustainable economic growth?

Interviews with:

Matti Vanhanen, Prime Minister of Finland

Uffe Ellemann-Jensen, Chairman of Baltic Development Forum



PRESENTATION

The European Investment Bank

1 June, Stage 2, 14.40-15.10

Although the Baltic Sea Region has weathered the global economic turbulence relatively well, access to long-term financing remains limited, notably for the economically less prosperous countries of the Region. This highlights the important role of the European Investment Bank, the European Union's long-term financing institution. At the Networking Village, **Tilman Seibert**, Director, Baltic Sea Department, and **Guy Clause**, Director, Convergence and Environment Department, will give a presentation on the EIB's activities in transport, access to energy, co-funding with EU Structural Funds and other areas.

Delegates are also most welcome to the Bank's exhibition stand nearby where EIB communication staff is available for questions and enquiries.



PRESENTATION

The Nordic Investment Bank

1 June, Stage 2, 12.00-12.15

The Nordic Investment Bank Promoting the competitiveness of the Baltic and Nordic countries and the environment in the region requires long-term investments. In order to obtain financing, projects need a clear counterpart to the international financial institutions. **Nils E. Emilsson**, First Vice-President and Head of Lending, will give a presentation on NIB financed projects in the Baltic Sea area and on the financing possibilities NIB can offer. Warmly welcome to visit NIB's stand in the exhibition area.



PROMOTION

Investors' Forum

2 June, Stage 2, 10.00-11.00

Investors' Forum is a voluntary, independent and self-managed business association, with rational and business-friendly solutions being the main target of all its activities. Investors' Forum mission is to improve the investment climate and business environment in Lithuania. Operating on the global scale, Investors' Forum members absorb and spread the best worldwide business practice and experience in two ways: by sharing among themselves and by dealing with state and municipal institutions. Chairman of the Investors' Forum **Rolandas Valiūnas** (Managing Partner LAWIN) will share Investors' Forum opinion about investment climate in Lithuania, will present recent improvements. We invite all participants after the presentation to elaborate on this issue.



PRESENTATION STAND

Baltic Sea Action Group Commitments to a Cleaner Baltic Sea Stand 8

Meet BSAG (Baltic Sea Action Group) and learn how organizations helping Baltic Sea can also benefit themselves and how your company can join. BASG was the originator of the Baltic Sea Action Summit, a new social innovation that took place in Helsinki four months ago. In the summit some 140 organizations, firms, cities and NGOs announced their concrete commitments that will lead to a healthier Baltic Sea. Also the heads of state from coastal countries made their commitments. And as the word spreads new commitments keep coming. The added value of the BSAG is to catalyze action that leads to solutions in all major problem groups of the Baltic Sea. Most problems to be solved need cooperation from several stakeholders across borders. Companies involved will also benefit by boosting their innovation activities, creating cross boarder networks and new markets. As an additional bonus the goodwill value of firms increases.

Presentation:

BSAG joining forces to save the Baltic Sea

2 June, Stage 1, 10.15-10.30

One of the three founders of the BSAG, **Dr. Anna Kotsalo-Mustonen** will give a short presentation "BSAG joining forces to save the Baltic Sea" with short animation movies in the background. She will be available for more information at the Networking Village, BSAG stand.



PRESENTATION STAND

Baltic Development Forum Stand 2

Being the preferred platform for decision makers from business, politics and academia Baltic Development Forum is a unique platform for innovative thinking, informal cross-sector/cross-border/cross-level encounters and concrete new business opportunities with a global perspective.

Our network involves more than 6 000 decision makers from all over the region and beyond. The mission of Baltic Development Forum is to promote the Baltic Sea Region as an integrated, prosperous and internationally competitive growth region.

Come and visit our stand in the Networking Village and learn more about the network. Our representatives will be ready for any questions or enquiries.



PRESENTATION STAND

LITHUANIA: Innovating. Connecting. Tempting. Stand 10, 11

The Government of the Republic of Lithuania welcomes the participants of the BDF Summit and invites them to visit the Lithuanian stand in the Networking Village.

The stand presents Lithuania – EU's prime transport hub, Northern Europe Service Hub 2015 and the global Internet and mobile communications leader, as well as the largest Baltic market offering attractive business expansion opportunities.

BDF Summit guests are kindly invited to meet **Alminas Mačiulis**, Chancellor of the Ministry of Transport and Communications, and discuss about the international competitiveness of Lithuania in the transport and logistics sectors.

Meet Lithuania: small, but sound in resources and infrastructure for far-reaching investors.



WORKSHOP

Baltic Development Forum's Academic Think Tank hosted by Konrad Adenauer Stiftung 1 June, Stage 1, 14.30-15.30

Baltic Development Forum and relevant academic institutions around the Baltic Sea proposes to create a Think-Tank to work with political, societal, cultural and historic questions of wider interest and thereby help raising awareness, mutual understanding dialogue in the Baltic Sea Region. In order to keep the EU strategy and regional integration a long term process, it is necessary to create a forum for open discussions on the state of regional affairs and for consulting. Expertise and basic investigations are needed, for example regarding the political state of the region, Russia's politics towards BSR, energy security, human rights, further integration of the region into the European structures. An international group of researchers on Baltic Sea Region affairs supports this initiative and is ready to contribute to get the idea of the ground.

Speakers:

Esko Antola, Director, Centrum Balticum

Zaneta Ozolina, Head of department of Political Science, University of Latvia

Carsten Schymik, Senior Researcher for Nordic and Baltic Sea Region Studies, SWP-German institute for International and Security Affairs

Fabrizio Tassinari, Head of Foreign Policy and EU Studies Unit, Danish Institute of International Studies

Moderator:

Prof. Bernd Henningsen, Humboldt University



DAY	TIME	ACTIVITY	PLACE	REF.
Tuesday, 1 June	11.30 – 12.00	Jazz Band	Stage 1 Stage 2	
	11.30 – 12.00	<u>Interviews:</u> Halldór Ásgrímsson, Dan Davison and EHU students	NCM Stand	p.3
	12.00 – 12.30	<u>Presentation:</u> EU-Strategy-Time for Implementation	Stage 1	p.3
	12.00 – 12.15	<u>Presentation:</u> Nordic Investment Bank	Stage 2	p.3
	12.15 – 12.30	<u>Presentation:</u> Nordic Environment Finance Corporation	Stage 2	p.1
	12.30 – 13.30	<u>Workshop:</u> State of the Region Report 2010	Stage 1	p.1
	12.30 – 13.30	<u>Seminar:</u> BaltMet Promo	Stage 2	p.1
	14.30 – 15.30	<u>Workshop:</u> BDF's Academic Think Tank, hosted by KAS	Stage 1	p.4
	14.40 – 15.10	<u>Presentation:</u> European Investment Bank	Stage 2	p.3
	15.15 – 15.30	<u>Presentation:</u> Stefan Windh, Light in Public Space	Stage 2	p.2
Wednesday, 2 June	09.45-09.50	Animation films by BSAG	Plenary	p.4
	10.00-11.00	<u>Investment promotion:</u> Investors Forum	Stage 2	p.1
	10.00-11.00	<u>Presentation:</u> Energy Scenarios for the Kaliningrad Region	Plenary	p.2
	10.00-10.30	<u>Interviews:</u> Matti Vanhanen, Uffe Ellemann-Jensen	NCM Stand	p.3
	10.10 – 10.15	Animation films by BSAG	Stage 1	p.4
	10.15 – 10.30	<u>Presentation:</u> Baltic Sea Action Group	Stage 1	p.4
	10.45-11.15	<u>Launch event:</u> Baltic Institute of Corporate Governance	Stage 1	p.2
	11.00-11.15	<u>Presentation movie:</u> The Baltic Turntable	Stage 2	

