



Programme

Policy Roundtable of BaltMet Promo, 30 May

Berlin, 13.15-17.45, 30 May 2011

Venue: Goldberger Saal, Ludwig Erhard Haus, 1st Floor,

Address: Fasanenstr. 85, Berlin

12.30-13.15	<p>Lunch</p> <p>The lunch will be hosted by Baltic Development Forum</p>
13.15-13.30	<p>Opening</p> <p>Welcome to the BaltMet Promo Policy Roundtable</p> <p>Sebastian Saule, Director, International Business, Berlin Partner and Hans Brask, Director of Baltic Development Forum</p> <p>Presentation of today's programme</p> <p>Verner Kristiansen, roundtable moderator</p>
13.30-15.30	<p>Session 1: General discussion on the attractiveness and marketing of the Baltic Sea Region</p> <p>13.30 "Place branding, nation branding and region branding"</p> <p>Key-note presentation by Jeremy Hildreth, international place-branding expert, creative director of WhereBrands, author of "Brand America" (co-authored with Simon Anholt), adviser on nation branding to, among others, Poland and Lithuania</p> <p>13.50 "BaltMet Brand-ID – Enforcing Brand and Identity of the Baltic Sea Region by attracting tourists, talents and investments"</p> <p>Presentation of the successor to the BaltMet Promo project, by Malla Paajanen, CEMAT - Centre for Markets in Transition, Aalto University School of Economics</p> <p>14.00 Discussion</p> <p>Suggested items for discussion:</p> <ol style="list-style-type: none"> 1. Regional brand and identity building: <ul style="list-style-type: none"> ○ When is it beneficial to be part of a regional brand? What are the region's main strengths and main characteristics? What are our unique selling points? 2. Joint marketing in practice:



	<ul style="list-style-type: none"> ○ How can joint marketing efforts attract investors and talents? ○ How could your organisation benefit from an improved image of the region? ○ Where do you see opportunities to cooperate with others in marketing? <p>The discussion will lay the foundation for an Action Plan for the Marketing of the Baltic Sea Region to investors, tourists and talents, to be presented at the Baltic Development Forum Summit in Gdansk, 24-26 October 2011.</p>		
15.30–16.00	Coffee break		
16.00–17.30	Session 2: Parallel sessions on investment promotion and talent attraction		
	<table border="1"> <tr> <td> <p><i>Investment promotion</i></p> <p>16.00 Lessons learned from the joint Baltic Sea Region investment promotion at MIPIM 2011 and Hannover Messe 2011</p> <p>Presentation by Micah Gland, Director of Operations, Greater Helsinki Promotion</p> <p>16.10 Presentation of report on cooperation between investment and trade agencies in the BSR</p> <p>Marcus Andersson, Baltic Development Forum/Tendensor</p> <p>16.20 Discussion on investment attraction to the Baltic Sea Region and its countries</p> </td> <td> <p><i>Talent attraction</i></p> <p>16.00 Food-for-thought presentations “Attracting talent in a global perspective”</p> <p>Dr. Bernd Henningsen, Professor, Humbolt University, Berlin, coordinator of the project “BalticStudyNet – promoting Baltic Sea Region Education Worldwide”</p> <p>“Attracting talent to build up internationally successful clusters in life sciences and the health economy”</p> <p>Dr. Kai Bindseil, CEO, BioTOP – the biotechnology cluster in the Berlin-Brandenburg region</p> <p>16.20 Discussion on talent attraction and retention in a BSR context</p> </td> </tr> </table>	<p><i>Investment promotion</i></p> <p>16.00 Lessons learned from the joint Baltic Sea Region investment promotion at MIPIM 2011 and Hannover Messe 2011</p> <p>Presentation by Micah Gland, Director of Operations, Greater Helsinki Promotion</p> <p>16.10 Presentation of report on cooperation between investment and trade agencies in the BSR</p> <p>Marcus Andersson, Baltic Development Forum/Tendensor</p> <p>16.20 Discussion on investment attraction to the Baltic Sea Region and its countries</p>	<p><i>Talent attraction</i></p> <p>16.00 Food-for-thought presentations “Attracting talent in a global perspective”</p> <p>Dr. Bernd Henningsen, Professor, Humbolt University, Berlin, coordinator of the project “BalticStudyNet – promoting Baltic Sea Region Education Worldwide”</p> <p>“Attracting talent to build up internationally successful clusters in life sciences and the health economy”</p> <p>Dr. Kai Bindseil, CEO, BioTOP – the biotechnology cluster in the Berlin-Brandenburg region</p> <p>16.20 Discussion on talent attraction and retention in a BSR context</p>
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17.30-17.45	Wrap up and conclusions Today’s roundtable concludes by looking to the future.		
19.30	Dinner at Hotel Savoy, hosted by Berlin Partner GmbH Address: Fasanenstrasse 9-10, see directions here: www.hotel-savoy.com/hotel_berlin_city.aspx?lang=en		



31 May – back-to-back meeting between the *Baltic Sea Region Investment Promotion Agencies* (by invitation)

Berlin, 10.00-12.30, 31 May 2010

Venue: Berlin Partner GmbH, Conference Room, 3rd Floor,

Address: Fasanenstr. 85, Berlin

10.00-12.30

Collaboration between investment promotion agencies in the Baltic Sea Region – what are the opportunities?

Meeting between the investment promotion agencies of the Baltic Sea Region, chaired by Invest Sweden.

See separate programme for more details.