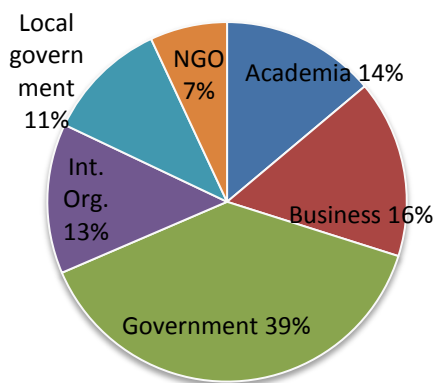


Survey shows participants positive to Gdansk conference

The 13th Baltic Development Forum Summit and the European Commission’s 2nd Annual Forum on the EU Strategy for the Baltic Sea Region was held in Gdansk, Poland, 24-26 October under the title “*New Ambitions for the Baltic Sea Region*”. This year’s conference gathered ca. 750 participants, during which 126 questionnaires were conducted with our participants – representing approximately 17% of all participants. The organisers would like to thank everyone who participated in the questionnaires, and all the responses and comments will be taken into consideration when planning future events in 2012.

The overall responses regarding the conference were very positive – an overwhelming amount of respondents viewed the conference as a success. The conference covered the current political and economic situation and the main area of interest for respondents was the EU Strategy for the Baltic Sea Region. The most popular sessions this year were *Setting Targets for the EU Strategy for the Baltic Sea Region* and *Regional Identity and Region Branding*. The main reason for participation was to network and the Handbook was considered to be very useful. A vast amount of respondents viewed the service of the organisers of the conference very positively and found the choice of venue to be excellent. Also the more informal parts of the conference – the BDF Gala Dinner and Gdansk Shipyard Dinner – were rated highly.

Below are some further findings of the survey including additional information regarding the conference website www.bsr2011.eu.



Registered Participants by Sector

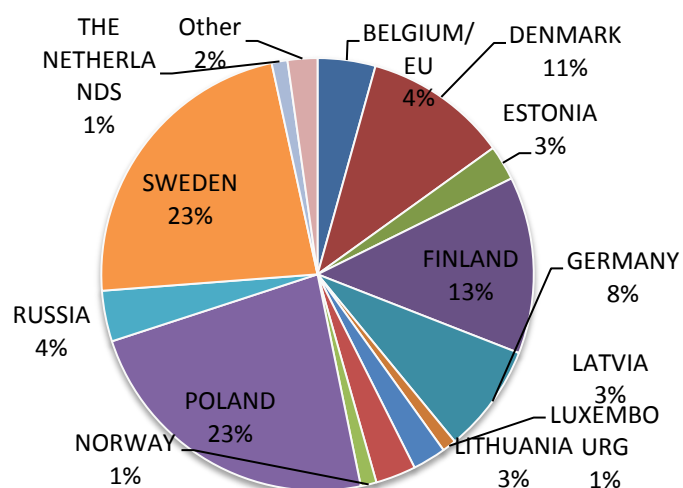
Source: Conference Manager System

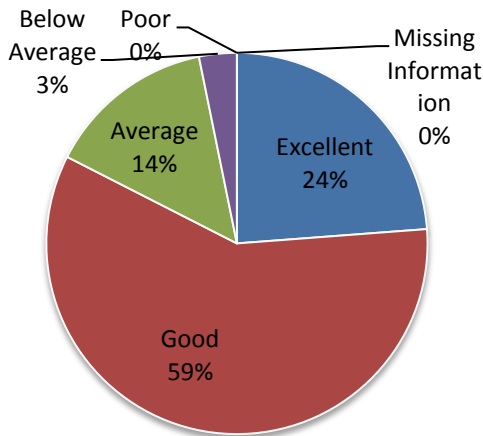
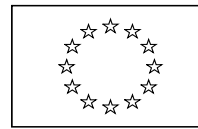
Conference participants represented the various sectors as follows: 39% by Governmental institutions; 16% by Business; 14% by Academia; 13% by International Organisations; 11% by Local Governments; 7% by NGOs. Accredited Media is not included in this chart but after calculations made up 3% of the overall participants.

Registered Participants by Country

Source: Conference Manager System

Poland (23%), Sweden (23%), Finland (13%), Denmark (11%), Germany (8%) were most represented amongst participants, adding up to an overwhelming 78%.



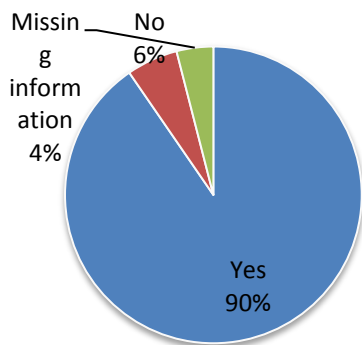
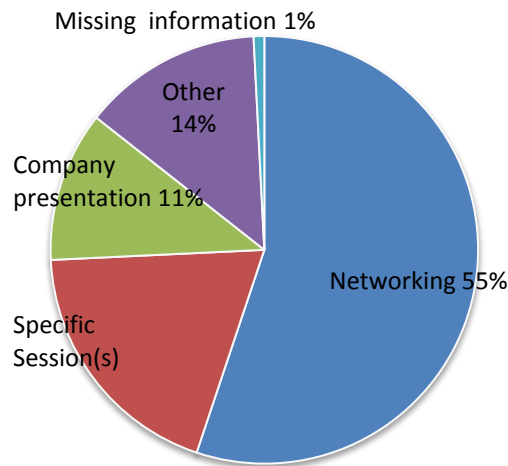


What is your opinion of the Summit/Forum as a whole?

The general feedback from the participants was very positive, "Excellent" and "Good" given by 83%. This is a slight increase from 2010 figures that compiled 81%, returning back to the levels of 2009 (83%).

What is the main reason for your participation?

The main reason for participation at the conference for 55% of the respondents' was Networking, while 19% attended for Specific Session(s), and 11% for Company Presentations. The remaining 14% of respondents attended the Summit for other reasons (10%).

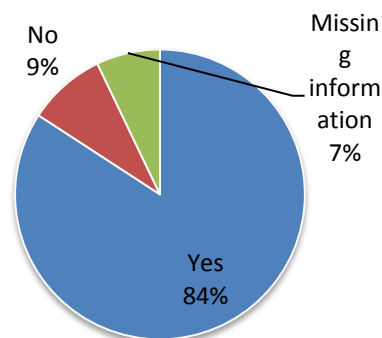


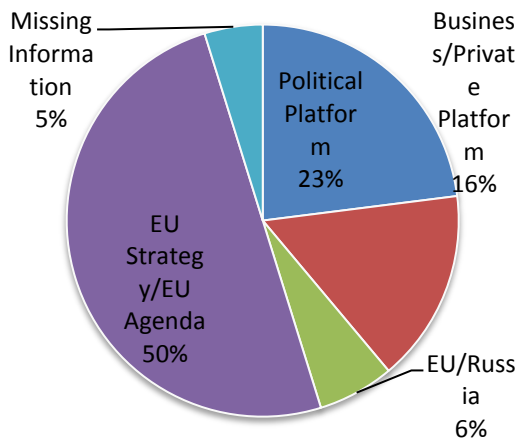
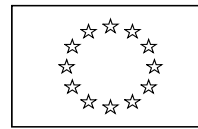
In your opinion, did the themes of the Summit/Forum cover the current political and economic situation?

An overwhelming 90% of the responses indicate that the themes of the conference covered the current political and economical situation (88% in 2010).

Did the Summit/Forum meet your expectations?

The expectations of 84% of the respondents were met by the conference, compared to 9% of respondents that were not.



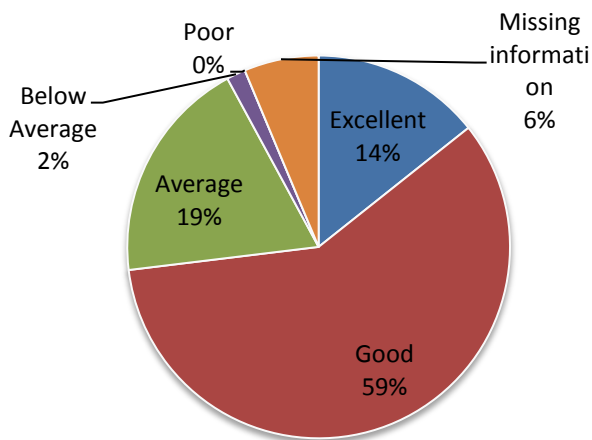
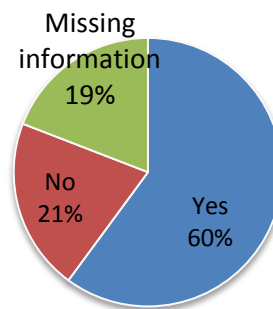


What was your main area of interest?

For the majority (50%), the main area of interest was the EU Strategy for the Baltic Sea Region and the EU Agenda. For 23% of the respondents, the Political Platform was of interest, while the Business/Private Platform was indicated by 16% of respondents. EU/Russia was of interest for 6%.

During the event, did you get a chance to voice your view on the EU Strategy for the BSR?

60% of respondents felt that they had a chance to voice their view on the EU Strategy for the Baltic Sea Region, while 21% did not.

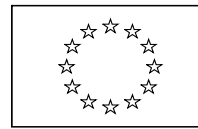


In your opinion, how did the sessions cover the overall theme of the Summit/Forum?

The general feedback from the participants was very positive, "Excellent" and "Good" given by 73% (2010 73%). Only 19% considered the sessions Average (2010 20%).

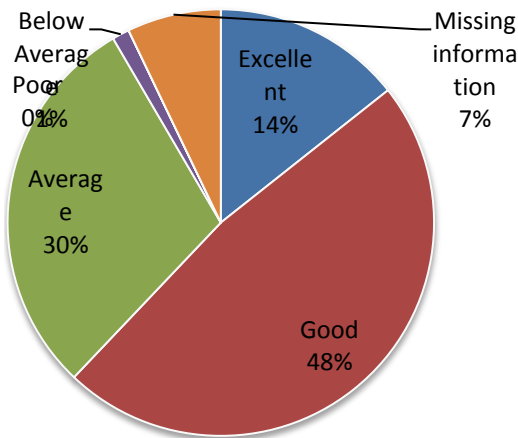
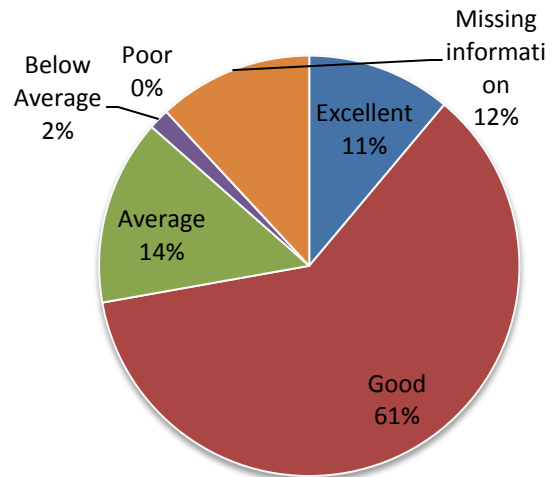
Sessions that were highlighted

Amongst the respondents, the most popular sessions this year were *Setting Targets for the EU Strategy for the Baltic Sea Region* and *Regional Identity and Region Branding*.



How would you evaluate the level of speakers at this year's Summit/Forum?

As in previous years, the level of speakers was highly appreciated – 72% of the respondents gave a positive evaluation. However, the positive response is lower than in 2010 (81%).

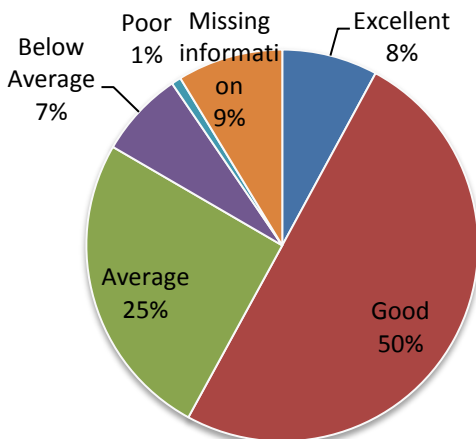
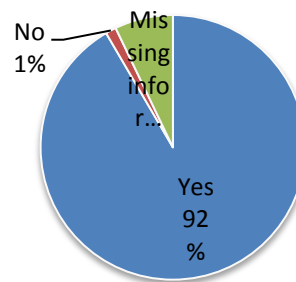


How did you find the Networking Village activities?

When rating the Networking Village activities, the responses “Excellent” and “Good” made-up 62% (60% in 2010), and 30% “Average” (33% in 2010).

Do you find the Handbook useful?

A vast amount of participants (91%) found the Handbook useful, while only 1% did not.



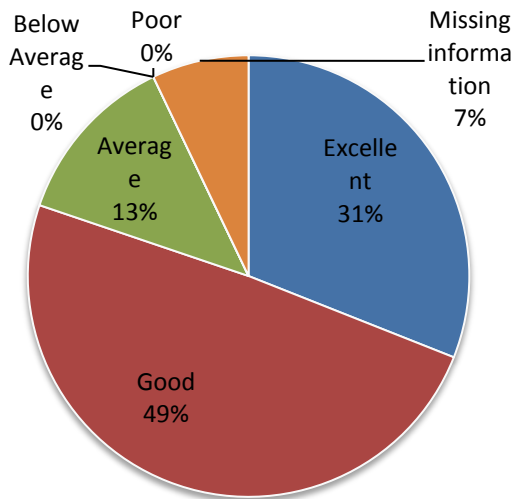
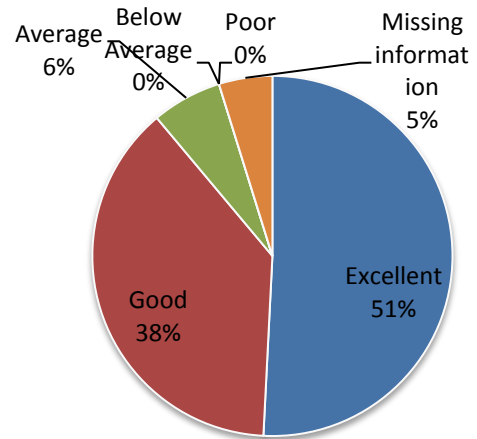
How do you find the interactive discussions between speakers and participants?

Most respondents found the interactive discussions between speakers and participants “Good” (50%). 8% considered the discussions to be “Excellent”, while 25% considered them to be “Average”, and 7% “Below Average”.



In general, how did you find the overall service of the organisers of the Summit/Forum?

Overall, 89% of respondents rated the service of the organisers of the conference as positive, 51% “Excellent” and 38% “Good”. The “Average” rating of 6% combined with “Missing Information” (5%) comprised 11%, which is a great decrease from 2010’s 37%.



How would you evaluate the Summit/Forum website and the information it provided?

Continuing the positive trend, a combined 80% of respondent evaluated the Baltic Sea Region 2011 website as “Excellent” (31%) and “Good” (49%), while only 13% thought it was “Average”.

The graph below shows that the www.bsr2011.eu website attracted 12 668 visits by 6 228 absolute unique visitors. The visitors’ countries of origin were Poland (3 020 visitors, 48%), Sweden (2 287 visitors, 37%), Finland (1 267 visitors, 20%), Germany (1 167 visitors, 19%), Denmark (1,089 visitors, 17%), Belgium (836 visitors, 13%), Russia (515 visitors, 8%), Lithuania (508 visitors, 8%), Estonia (443 visitors, 7%), and Latvia (395 visitors, 6%).

www.bsr2011.eu

Visitors Overview

Comparing to: Site



6,228 people visited this site

12,668 Visits

6,228 Absolute Unique Visitors