



Press Release 1 July 2014

Fehmarnbelt Days 2014 are Creating Connections:

Three day event in the heart of Copenhagen to focus on German-Danish-Swedish relations

The conference will take place **September 30th to October 2nd** and will feature events, seminars, and conferences focused on tourism, business, science and culture in the region, among others. In and around Copenhagen, industry experts, politicians and citizens of all three countries will convene to explore the opportunities that lie within an interconnected Fehmarnbelt region.

Themed **“Creating Connections”**, the international conference focuses on the sustainable growth potential in the Fehmarnbelt region – a region with 9 million inhabitants that stretches from northern Germany across Denmark into southern Sweden. Registration for the conference is now open and can be accessed on www.fehmarnbeltdays.com.

The conference takes place against the background of recent and future infrastructure development and effects: Since the opening of the bridge over the Öresund, Copenhagen and Malmö have already moved much closer together. The Danish-Swedish job markets have been interconnected and cultural ties further strengthened. From 2021 onwards, the Fehmarnbelt tunnel will in addition connect Denmark and Germany along the shortest possible route. **This way, an interconnected Fehmarnbelt region will offer even more opportunities for living, working and leisure than it does already today.** At the various events, these different growth opportunities will be identified and explored.

Among the main events of the Fehmarnbelt Days 2014 are:

- **STRING Conference “Green Growth - Region in Motion”**: The STRING network of Region Skåne, The Capital Region of Denmark, the City of Copenhagen, Region Zealand, Schleswig-Holstein and the City of Hamburg hosts a half-day conference on Green Growth. Leading politicians from the EU, Sweden, Denmark, Hamburg and Schleswig-Holstein will discuss opportunities for eco-friendly mobility, renewable energy and future-orientated workplaces in the Fehmarnbelt region.
- **Networking Village**: Companies from Sweden, Denmark and Germany will showcase their work and services and get to know each other at the Networking Village. This event is hosted by the Baltic Development Forum, a leading think-tank and network for high level decision-makers from business, politics, academia and media in the Baltic Sea Region.
- **“Knowing Fehmarnbelt”**: A business conference that will focus on benefits and opportunities that the future Fehmarnbelt tunnel provides for businesses in the entire region and ahead. The conference is hosted by the Fehmarnbelt Business Council (FBBC).
- **„How do we attract young tourists to the Fehmarnbelt Region?”**: A tourism conference providing insight into mega trends of tomorrow’s tourism and addressing new ideas to develop the regional tourist sector. Special attention will be drawn to the target group of young adults, their use of digital media and ways of



socializing and the question of how to catch their interest. The conference will be hosted by the Danish-German Fehmarnbelt Committee.

- **Femern A/S Bouncing Castle “Jump Under the Fehmarn”:** At the Copenhagen City Hall Square, a family fest is organized by Femern A/S, the company planning the Fehmarnbelt tunnel. A huge bounce castle invites parents and their children to explore the Fehmarnbelt tunnel. Additionally, children and their parents can learn more about the projects at information tents.

Programme: <http://www.fehmarnbeltdays.com/en/programme>

Background information:

The conference series “Fehmarnbelt Days” has been initiated by six organizations to provide a platform for stakeholders from the emerging Fehmarnbelt Region and beyond. The conference series was launched in 2012 with a conference in Hamburg and Lübeck and continues in 2014 in Copenhagen. Until the opening of the Fehmarnbelt tunnel, the Fehmarnbelt Days will regularly take place in different locations in northern Germany, Denmark and southern Sweden.

The Fehmarnbelt Days are jointly organized by the following organizations:

- Fehmarnbelt Business Council (FBBC)
- STRING
- Ministry of Housing, Urban and Rural Affairs of Denmark
- Femern A/S
- Fehmarnbelt Committee
- Baltic Development Forum

Conference Venue:

Tivoli Congress Center
Arni Magnussons Gade 2
Copenhagen, Denmark

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