



BALTIC SEA REGION GLOBAL COMPETITIVENESS: CHALLENGES AND OPPORTUNITIES – ONE BSR FINAL CONFERENCE, HELSINKI 4.9.2014

Moderated by Verner Kristiansen: <http://vernerkristiansen.com/>

9.30 – 10.00 REGISTRATION AND MORNING COFFEE

10.00 OPENING

- **CITIES FOR CONCRETE MEASURES FOR PROMOTION** *Marja-Leena Rinkineva, Director, Economic Development, City of Helsinki*
- **GREETINGS FROM OF THE LEADING REGIONAL THINK-TANK** *Flemming Stender, Director, Baltic Development Forum*
- **OVERVIEW OF PROGRAMME AND PARTICIPANT EXPECTATIONS** *Verner Kristiansen, conference moderator*

10.30 THEMATIC SESSION 1: TALENT RETENTION: ONE REGION, MULTIPLE CHALLENGES

- **TALENT STRATEGIES – HOW TO INCREASE BALTIC SEA REGION COMPETITIVENESS** *Nikolaj Lubanski, Director, Talent Department, Copenhagen Capacity*
- **MULTIPLE CHALLENGES OF BSR TALENT RETENTION: CASE STUDIES OF HELSINKI, TALLINN, STOCKHOLM**
 - Talent attraction in Estonia – everybody's and nobody's business?*
 - Over the language barrier. How to ease non -native high educated to receive employment in Helsinki area.* *Johanna Komppa, University Lecturer, University of Helsinki*
 - Talent retention within life science in Stockholm:* *Elisabet Bremberg & Helen Slättman, Senior Economists, City of Stockholm*
- **TOOLKIT ON TALENT RETENTION FOR CITIES AND REGIONS** *(Marcus Andersson, CEO, Tendensor)*
- **ENABLING MOBILITY AND TALENT RETENTION: SOME EUROPEAN EXPERIENCES** *Nannette Ripmeester, Director, ELM (Expertize in Labour Mobility)*
- **ONE BSR VIDEO ON TALENT RETENTION & EXPERT PANEL DISCUSSION:**
 - Nikolaj Lubanski, Director, Talent Department, Copenhagen Capacity*
 - Laura Kirss, Analyst, Praxis Center for Policy Studies*
 - Marcus Andersson, CEO, Tendensor*
 - Tine Horwitz (Denmark) – CEO, Consortium for Global Talents, Copenhagen, Member of the ONE BSR Talent Retention Advisory Board*
 - Kurt Bratteby – Head, Dept for International Relations, Swedish Institute*
 - Nannette Ripmeester, Director, ELM (Expertize in Labour Mobility)*
 - Christine Chang – Senior Advisor, Lead Partner of EXPAT project, Uusimaa Regional Council*

LUNCH 12.30 -14.00

14.00 THEMATIC SESSION 2: SUCCESS STORIES FROM CITY COOPERATION AND PUBLIC-PRIVATE PARTNERSHIPS IN REGIONAL PROMOTION

- **US TOURISM DEMAND FOR THE BALTIC SEA REGION: POTENTIAL FOR TOURISM PROMOTION OF BSR-CITIES IN THE US-MARKET** *Michael Deckert, dwif-Consulting GmbH*
- **BSR IN THE US MARKET: SUPPLY STUDIES ON US TOURISM MARKET** *Agnese Karaseva, Vidzeme University of Applied Sciences*
- **WORKING TOGETHER ON THE JAPANESE TOURISM MARKET: FROM BALTMET PROMO TO ONE BSR** *Linda Pukite, Project Coordinator, Riga City Council*
- **ATTITUDE AND ACTION, KEYS TO REGIONAL COOPERATION IN INVESTMENT PROMOTION** *Micah Gland, deputy CEO, Helsinki Business Hub*
- **SUPPORTING SME INTERNATIONALIZATION** *Anu Lõhmus, CEO, Tallinn Business Incubators*
- **ONE BSR VIDEO(S) & EXPERT PANEL DISCUSSION : MATCH-MAKING FOR PROMOTION: CITY TO CITY, PUBLIC AND PRIVATE?**

Nadja Biebow, Project Manager, Hamburg Tourism GmbH

Outi Leppälä, Marketing Manager, Economic Development/City Marketing, City of Helsinki

Jenny Antonen, Marketing Manager, Greater Helsinki Promotion

Anu Lõhmus, CEO, Tallinn Business Incubators(tbc)

Sergey Balanev, General manager, St. Petersburg Foundation for SME Development(tbc)

Malla Paajanen, Project Manager, Proximare (tbc)

16.00- 16.30 COFFEE

16.30 THEMATIC SESSION 3: ONE NATION, THOUSAND OF STORIES, A MILLION OPINIONS?

- **OBSERVATIONS ON BSR IDENTITY: A PORTFOLIO OF BSR IMAGES** *Adrian Solitander, Brand Strategist, Tendensor AB*
- **ONE BSR VIDEOS & EXPERT PANEL ON ROLE OF IDENTITY-BUILDING IN REGIONAL PROMOTION FROM VIEWPOINT OF...**
 - ...*Cultural collaboration: Marcus Hagemann, Head of Secretariat , ARS BALTICA*
 - ...*A citizen and One BSR blogger: Tobias Koch, student, Germany*
 - ...*Neighbouring state Slava Khodko, Adviser of the Minister of Regional Development of Russian Federation*
 - ...*Academic research on BSR identity: Dr. Berdt Henningsen, Professor of Scandinavian studies and (founding) director of the Department of Northern European Studies at Humboldt-Universität zu Berlin (tbc)*
 - ...*Working in cross-border media: Anna-Cara Keim, editor-in-chief and founder of " Crossing the Baltic"*
Dan Axel, editor-in-chief, Head of Communications, Baltic Development Forum
 - ...*BSR Policy-making Jan Lundin/Anthony Jay, Council of the Baltic Sea States*
 - ... *Working with place branding: Adrian Solitander, Brand Strategist, Tendensor BA*

17.30 CLOSURE: MOST IMPORTANT PARTICIPANT TAKE-AWAYS AND BSR FUTURE PERSPECTIVES

Verner Kristiansen, conference moderator

19.00 "JT Line" ferry to Suomenlinna leaves from the Central Marketplace – please be there on time!



19.30-23.00 DINNER AT RESTAURANT WALHALLA, SUOMENLINNA

23.00 Ferry from Suomenlinna leaves back to the central marketplace – travel time 30 mins!