



## **UBC BUSINESS & TOURISM COMMISSION**

### **ACTION PLAN 2014**

#### **1. Framework**

The Union of the Baltic Cities (UBC) is the leading city network in Northern Europe, representing over 100 cities of the 10 countries of the Baltic Sea Region (BSR). The UBC is a founding member of Europe's largest city network - Conference of European Cross-border and Interregional City Networks (CECICN).

The Baltic Sea Region is one of the leading growth and trading centers in the world. It comprises 10 countries and more than 100 million inhabitants. The BSR boasts stable democracies, institutional structures favorable to business, proximity of markets, good infrastructure, high levels of education, strong industrial traditions and a shared history of cooperation and trade.

General economic development of the UBC member cities is more and more effected by the increasing globalization. It has brought the world new opportunities, along with new challenges. Power balances are shifting, competition is growing and threats have become more diversified and less predictable. In this light the need for regional cooperation and collective action has become even more evident. The more integrated the global economic and financial system becomes, the weaker the ability of individual cities to steer their domestic economic and financial development. For this reason economic growth can only be shared and must be based on cooperation among cities and regions.

The work of the UBC Business & Tourism Commission is based on the UBC Strategy 2010 - 2015 and draws on the EU Strategy for the Baltic Sea Region (EUSBSR) Action Plan. In particular the following objectives and sub-objectives of the strategy find compliance:

#### **Objective Connect the Region**

- Sub-objective: Good transport conditions
- Sub-objective: Reliable energy markets
- Sub-objective: Connecting people in the region

#### **Objective Increase Prosperity**

- Sub-objective: EUSBSR as a frontrunner for deepening and fulfilling the single market
- Sub-objective: EUSBSR contributing to the implementation of Europe 2020 Strategy
- Sub-objective: Improved global competitiveness of the Baltic Sea Region

#### **2. Priorities**

The aim of the UBC Business & Tourism Commission is to provide a platform for policy development in the fields of economic recovery, long term economic development and employment. In 2014 we will work along 4 complementary thematic strands that characterize our priorities

- Talent Attraction
- Smart Cities
- Knowledge Society
- Tourism and Marketing

#### **3. Organizational**

The commission is guided by the Chairman Wolfgang Schmidt (Kiel), the Vice Chairman Waldemar Sypiański (Ustka) and the three members of the Steering Committee Tomasz Czuczak (Koszalin), Jesper Vestergård Hansen (Kolding) and Lukas Georg Wedemeyer (Kristiansand).

The City holding the UBC Business and Tourism Commissions Secretariat will be Koszalin. The main aim of the Secretariat is to ensure the efficient functioning of the commission.

The responsibilities of the Secretariat include

- Administration of the commission: the information exchange, coordination of the documents flow between the commissions members as well as the commission and the UBC General Secretariat in Gdańsk, coordination of the commissions meetings and meeting organisation for meetings in Koszalin,
- Preparation of Commissions documents/reports incl. financial statements and Action Plans - in cooperation with Chairman, Vice Chairman and the members of the Steering Committee,
- Publication of Commissions statements, invitations etc. in the UBC Bulletin and on the UBC website,
- Coordination of the UBC website in the Commission's section,
- Other tasks commissioned by the Chairman.

#### **4. Activities**

The UBC General Conference in Mariehamn has decided to merge the Business and the Tourism Commission. In 2014 we will bring the new Business & Tourism Commission on a successful way. We will organize a number of commission forums respectively focusing on one of our thematic strands. The relations to the UBC Executive Board shall be strengthened by winning a member of the board as a permanent contact person. In addition we offer the Board to hold a joint meeting in autumn 2014. As well as the Commission, the Executive Board will hold a meeting back to back with the Baltic Development Forum in Turku in June 2014. Therefore we will invite the Board Members to join our forum.

The ongoing projects Enjoy South Baltic and Baltic Culinary Route should be continued and new projects are to be initiated. Cooperation with other UBC Commissions will be sought systematically and the process of restructuring the commissions will be actively supported. Internal and external awareness of the commission's work shall be improved by systematic communication activities. Active participation in the UBC Task Force on Youth Employment and Well-being and the Baltic Urban Forum project is aimed at. We want to expand the cooperation with our long-time partners Baltic Development Forum, Enterprise Europe Network, International Association of Science Parks and Areas of Innovation, Sophia Antipolis Science Park and win more cooperation partners especially in the field of tourism economy.

The commission will partner the Baltic Business Arena (BBA) - a facilitator of in advance booked face-to-face meetings with companies, research and financial institutions in a specially designed meeting arena - that takes place during the Baltic Development Forum Summit 2014 in Turku. We want to use the membership of UBC in CECICN profitably. We will strive to acquire additional external funding where appropriate. The final decision on all activities will be made on basis of the budget allocation by the UBC Executive Board.

#### **5. Forums**

UBC Business & Tourism Commission supports UBC member cities in identifying challenges as described above and jointly elaborates long term strategies for growth and competitiveness. It links professionals from across the Baltic Sea Region and provides services that drive growth and effectiveness for their members. The efforts of the Business & Tourism Commission are enhancing competitiveness of companies and entrepreneurs in our cities and regions and contribute to global economic development by fostering innovation, entrepreneurship and the transfer of knowledge and technology.

Four commission's forums will be organized usually in one of the UBC member cities, each dealing with one of our thematic strands. Our forums consist of the four parts internal, exchange, get-together and discover. The short internal part is exclusively open to the Chairman, Vice Chairman and the Steering Committee and shall ensure continuity in the commission's administration. All other parts are open to representatives of all member cities, entrepreneurs, scientists and external experts; they constitute the forums focus and account for the bulk of each meeting. The budget will be used for external experts, documentations, conference facilities and organizational preparations. Additional external budget should be raised.

##### **Internal**

The first day of the forum starts at noon with an approximately two-hour meeting directly before the start of the actual forum for strategic planning and organizational agreements.

### **Exchange**

Representatives from UBC member cities and external experts provide best practice examples and projects prior to the thematic strand. Room is given for discussions and preparing of new project proposals.

### **Get-together**

The welcoming city is asked to host an informal dinner and invite decision makers from the region for exchange with the forum participants. A dinner speech should deal with the particular topic of the forum.

### **Discover**

The second day of the forum consists of site visits at institutions which are closely related to the particular topic like science parks, tourism and business development agencies et cetera. A survey and an exchange of experience with the management should be possible.

It is planned to hold four forums in 2014. The exact dates will be published in the early beginning of 2014.

### **Kristiansand Talent Attraction Forum (April)**

The first meeting will be hosted by the City of Kristiansand (Norway). The main topic will be talent attraction and place branding with regards to both workforce and tourism.

#### **Day one**

	Arrival to Kristiansand
12:00	Internal
14:00	Exchange talent attraction
19:00	Get together

#### **Day two**

09:00	Discover
14:00	End

### **Turku Smart Cities Forum (June)**

The second meeting will be hosted by the City of Turku (Finland), back to back with the Baltic Development Forum Summit. The UBC Executive Board members will be invited to join the meeting. Companies will be given the opportunity to participate in the Baltic Business Arena. The main topic will be smart cities.

#### **Day one**

	Arrival to Turku
12:00	Internal
14:00	Exchange smart cities
19:00	Get together

#### **Day two**

09:00	Discover
14:00	End

### **Malmö Knowledge Society Forum (October)**

The third meeting will be hosted by the City of Malmö (Sweden). The focus will be on knowledge society.

#### **Day one**

	Arrival to Malmö
12:00	Internal
14:00	Exchange knowledge society
19:00	Get together

#### **Day two**

09:00	Discover
	Malmö Trade and Industry Agency
	Business Region Skane

Medeon Science Park  
Climate Smart City Malmö  
14:00 End

### **Nice Tourism and Marketing Forum (November)**

For the fourth meeting a joint meeting of the UBC Executive Board and the UBC Business & Tourism Commission is proposed. In cooperation with the City of Nice the main topics should be tourism and marketing.

#### **Day one**

Arrival to Nice  
12:00 Internal  
14.00 Study tour Sophia Antipolis Science Park  
19:00 Get together

#### **Day two**

10.00 -12.00 Meeting of the Executive Board, open session  
Presentation Business & Tourism Commission  
Presentation of the Nice Cote d'Azur Tourism promotion strategy  
12.00-12.30 Press conference  
12.30-14.00 Lunch  
14.00-16.30 Continuation of the Board meeting, closed session  
19.00 Dinner

#### **Day three**

09:30 Presentation of the French Riviera Eco-Valley Development Project – the Metropole Nice Côte d'Azur Operation of National Interest - office of the "Etablissement Public d'Aménagement de la plaine du Var"  
12:00 Presentation of the "Green Corridor" Urban Garden Project and site visit  
13:30 Official Lunch Reception  
15:00 Presentation of the French Riviera economic development and investment promotion strategy - at the Chamber of Commerce and Industry of the French Riviera - CCINCA  
16:00 Meetings with experts in Business Development and cross-border cooperation  
20:00 Dinner

## **6. Projects**

### **Enjoy South Baltic**

The project Enjoy South Baltic (ESB) aims to develop joint actions promoting the South Baltic area as a tourist destination. ESB is a new and innovatory cross-border project co-financed from European Development Funds within South Baltic Program 2007-2013 implemented by partners from Poland, Lithuania and Germany. The goal is to strengthen the image and competitiveness of the South Baltic region defined as the "rising star" among other international tourist destinations and to improve the quality of tourist offer and services throughout direct cooperation to private sector.

The expected results are

- Creation of the new tourist product and packages on the base of unique resources and observed trends in tourism,
- Launching the new products on the market,
- Connection of south Baltic tour operators and tourist agencies with the tourist industry in the perspective destination countries which communicate with the end customer.

The role of the Business & Tourism Commission is to promote and disseminate information about the project. Within the project implementation we will organize study tours and workshops for travel suppliers. We are also responsible for preparation of information about cities, events and tourist attractions on Polish Pomerania Region. Gathered data will be published on the project web site.

### **Baltic Culinary Route**

The project Baltic Culinary Route (BCR) aims to prepare a final tourist product with the involvement of the UBC member cities. It shall promote the Baltic Sea Region, its traditions, customs and current tourist offer.

The milestones of the project are

- Introductory stage of information - mailing to UBC member cities with information about the project;
- Gathering information about the culinary traditions of each BSR country - cooperation within CoR and between UBC member cities;
- Creating a logo of the Baltic Culinary Route and Marketing Plan for BCR.
- Creation of geographical and biological description of the Baltic Sea Region with particular reference to the influence of natural conditions on the culinary heritage
- Selection of the food and places where it is served to be included in the project - indications made by member cities of UBC
- Preliminary delimitation of BCR on the basis of collected information
- Development of the final version of BCR with multimedia material. Elaboration and edition of data and preparing it for printing
- Preparing an electronic version of guide on BCR to be used on the Internet (in English)
- Providing the UBC member cities and structures of UBC with the electronic version of the guide on BCR with the request to place it on their web sites
- Printing out the booklet of Baltic Culinary Route

### **Baltic Business Arena**

The Business & Tourism Commission aims to become partner in the Baltic Business Arena (BBA) to be held during the Baltic Development Forum Summit in Turku in June 2014. The BBA offers companies the opportunity to book in advance face-to-face meetings with other companies, research/innovation and financial institutions in a specially designed meeting arena. This is a cost and time-effective way to discover new business and cooperation opportunities while expanding your contact network. Baltic refers to the Baltic Sea Region and to the EU strategy for the Baltic Sea Region - a large macro-economic initiative to further develop the already thriving economies around the Baltic Sea. The Baltic Sea Region is among the regions in Europe with the highest growth rate. Baltic Business Arena can be a platform for your company to develop new business opportunities in a highly competitive region with a huge potential of sustainable growth.

## **7. Strategic Partner**

### **Baltic Development Forum**

The Baltic Development Forum (BDF) is an independent non-profit networking organisation with members from large companies, major cities, institutional investors and business associations in the Baltic Sea Region. BDF works with a wide range of partners, including businesses, governments, regional organisations, research and media institutions. The network involves more than 7000 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.

### **Enterprise Europe Network**

The Enterprise Europe Network (EEN) is a key instrument in the EU's strategy to boost growth and jobs. Bringing together close to 600 business support organizations from more than 50 countries, EEN helps small companies seize the unparalleled business opportunities in the EU Single Market. Their member organizations include chambers of commerce and industry, technology centers, research institutes and development agencies.

### **International Association of Science Parks and areas of innovation**

The International Association of Science Parks and areas of innovation (IASP) is the worldwide network of science parks and areas of innovation. IASP connects the professionals managing science, technology and research parks (STPs) and other areas of innovation and provides services that drive growth and effectiveness for their members. IASP members enhance the competitiveness of companies and entrepreneurs of their cities and regions, and contribute to global economic development through innovation, entrepreneurship, and the transfer of knowledge and technology.

### **Sophia Antipolis Science Parks**

Sophia Antipolis Science Park, situated near the City of Nice, has served as a model for Science Parks, worldwide. It has developed at a continuous manner for more than 30 years. Today there are more than 1.414 companies, around 30.000 jobs, 5.000 students and 4.000 researchers.

## UBC BUSINESS & TOURISM COMMISSION

### BUDGET APPLICATION 2014

The primary goal of the merger to the new Business & Tourism Commission is to strengthen the work in this thematic field of action. It is not suitable for short term budget cuts.

Activity	Budget in €	
<b>Forums</b>		
Kristiansand Talent Attraction Forum	2.300	
Turku Smart City Forum	2.000	
Malmö Knowledge Society Forum	2.000	
Nice Tourism and Marketing Forum	2.700	
<b>Projects</b>		
Enjoy South Baltic	3.000	
Baltic Culinary Route	3.500	
Baltic Business Arena	500	
UBC Baltic Urban Forum	500	
UBC TF Youth Employment	500	
<b>Strategic Partner</b>		
Cooperation Strategic Partner	500	
Cooperation UBC Commissions	500	
<b>Secretariat</b>	2.000	
<b>Miscellaneous</b>	500	
<b>Total</b>		<b>20.500</b>

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