



UBC BUSINESS & TOURISM COMMISSION

STRATEGY 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 Action Plan (EUSBSR).

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. 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 ongoing projects Enjoy South Baltic and Baltic Culinary Route will 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. 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. We want to use the membership of UBC in the Conference of European Cross-border and interregional City Networks (CECICN) profitably. We will strive to acquire additional external funding where appropriate.

4. 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.

Three commission's forums will be organized usually in one of the UBC member cities, each dealing with one of our thematic strands. All forums 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.

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.

Malmö Knowledge Society Forum (October)

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

Nice Tourism and Marketing Forum (November)

For the third 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.

5. Projects

Enjoy South Baltic

The project Enjoy South Baltic (ESB) aims to develop joint actions promoting the South Baltic area as a tourist destination. 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.

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.

6. 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. 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.

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.

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.

Kiel 19 February 2014

Wolfgang Schmidt

Chairman UBC Business & Tourism Commission

City of Kiel

Phone + 49-431 / 901-2473

wolfgang.schmidt@kiel.de