



UBC BUSINESS COMMISSION

ACTIVITY REPORT OCTOBER 2011 – SEPTEMBER 2013

1. Commission's meetings 2012

1st meeting in Kolding (Denmark), April 2012

The first meeting of the UBC Business Commission in 2012 concentrated on Science Parks, Creativity and Business Support.

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The meeting of the UBC Business Commission was based on ideas and input from the last meeting in Liepaja in October 2011. The goal was to find out, how Science Parks, Creativity and Business Support can bring economic success to the cities. The 20 participants came from Estonia, Latvia, Sweden, Poland, Norway, Germany and Denmark.

Wednesday, 18 April was dedicated to the opening ceremony of the Nordic Synergy Park. Business Kolding, the business development agency of Kolding started this new park project called Nordic Synergy Park. The concept is the result of collaboration between the Municipality of Kolding, Scion DTU and Sophia Antipolis in France, as well as the Region of Southern Denmark and Business Kolding. Upon completion is planned to cover a surface of 15 square kilometer and should generate some 25,000 jobs in the coming 25 years. The Science Park shows a strong commitment to business, people and nature – clearly integrating the landscape of the development area and aiming at a place which isn't only a work area but also a place for people to live and enjoy recreational and cultural activities.

At the following workshop Luis Sanz, Director General of International Association of Science Parks (IASP) together with presentations from Inge Schröder from Wissenschaftszentrum Kiel (D), Anita Orlund from Kunnskapsbyen Lillestrøm (N) and Steen Donner from Scion DTU, Kgs.Lyngby (DK) gave starting ideas on the theme of the workshop: "How Science Parks, Creativity and Business Support can bring economic success to your city". In group discussions the participants on the workshop took up questions as:

- How do we create values for companies in Sciences Parks?
- How do we attract international companies?
- How do we create a global network to benefit the companies?

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On Thursday 19th of April the meeting continued with presentations of the 2 incubators in Kolding; House of Design and House of Innovation.

House of Innovation – the natural place to start. A stimulating and innovative environment with energy and synergy through networking and interaction with high class reception, meeting facilities, canteen and flexible renting of open and closed offices. House of Design is Kolding's professional center of development for design. The house offers office space, studio, meeting and innovation environment in Kolding's cultural center – the Nicolai-complex. New established companies get counseling, mentoring and become a part of a professional network.

Last stop on the agenda was focusing on City Branding and paid a visit to the town of Christiansfeld and the Christiansfeld Centre.

2nd meeting in Copenhagen (Denmark), June 2012

The second meeting of the UBC Business Commission in 2012 concentrated on Business Promotion, City Branding and Matchmaking of companies. The 11 participants came from Denmark, Estonia, Germany, Latvia, Norway and Sweden.

After the President of the UBC, Per Bødker Andersen, had opened the meeting the participants had the chance to inform about business promotion and city branding of Copenhagen Region. Also a very interesting presentation of Cruise Baltic was given.

Jørgen Jessen, Business Development Manager at Copenhagen Capacity informed about the Danish Capital Region's official inward investment agency. Its mission is to promote the region internationally with the aim of attracting and maintaining foreign companies. The services are open to all foreign-owned companies and are free of charge. The services include business information, access to an extensive network of consultants, authorities and businesses. Their strategies and concepts were presented and discussed.

Thomas Meier Lorenzen, Head of Event Management at Wonderful Copenhagen gave a presentation on the official convention, event and tourism organisation for the capital region of Denmark. Wonderful Copenhagen is a public-private partnership, drawing half of its funds from public actors and the other half from private actors. To reach its goals, to strengthen and extend knowledge of the city's international networks and identity, WoCo manages various networks, such as the Wonderful Copenhagen Alliance, the Wonderful Copenhagen Cruise Network, Wonderful Copenhagen Meeting place and Wonderful Copenhagen Meeting Centre. Their concepts and the new common tourism strategy for Greater Femern Region were presented and discussed.

Bo Larsen, Director of Cruise Baltic informed about this cooperation of cruise destinations. The countries of the Baltic Sea Region have joined forces in order to create a cruise option with fully integrated operations between ports and cities. The Baltic Sea offers an unseen variety of destinations, sights and adventures for everyone.

For the first time, the meeting of the UBC Business Commission was held in cooperation with the Baltic Development Forum (BDF) and back to back with the 14th Baltic Development Forum Summit. This large-scale event, brought together more than 800 stakeholders from government, political parties, business, academia and civil society.

With the Baltic Business Arena, the Business Commission also gave companies of our member cities the chance to expand their international network. They had the chance to explore new ideas and develop business- and project opportunities by participating in highly stimulating pre-booked business meetings. The opportunity to book in advance face-to-face meetings with companies, research, innovation and financial institutions in a specially designed meeting arena was given.

3rd meeting in Kiel (Germany), June 2012

From 8 to 9 October, 2012 the Science Park Meeting 2012 brought together nearly thirty managers from Science and Technology Parks, companies and business development agencies in the City of Kiel. The participants came from Denmark, Finland, Germany, Norway and Sweden.

Report 8 October 2012

Monday, 8 October started by welcome speeches from representatives of the City of Kiel, Kiel Science Park, the International Association of Science Parks (IASP) and the Chairman of the UBC Business Commission. Subsequently the representatives of the Science Parks had the chance to present their projects. The presentations concentrated on the following questions:

- In hindsight, would you have done something different in the development of your Science Park?
- What are the challenges you are facing at the moment?
- How do you overcome those difficulties?

The intensive discussion has revealed important clues for the successful management of Science Parks and was rated as very helpful for the day to day business.

Before lunch and a guided tour through Kiel Science Park, the business development agencies of land Schleswig-Holstein and Kiel Region informed about their activities and business opportunities in northern Germany.

One of the goals of the meeting was to lay the foundations for EU-funded cooperation projects between Science Parks. In order to succeed the participants were asked in forefront of the meeting to prepare key notes on possible projects. Those ideas were presented and discussed. The framework of the EU funding period 2014 – 2020 was given by representatives of Investitionsbank Schleswig-Holstein as managing authority for the Baltic Sea Region Programme and the Enterprise Europe Network.

In the afternoon the attendees visited two companies in Kiel Science Park. One was a start up software company, dealing with appropriate communications solutions. The second one was Caterpillar Power Generation Systems, a center for research and development for large diesel and gas engines manufactured under the Cat trademark.

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On Tuesday, 9 October, the day started with a visit of Kiel Center of Innovation and Technology (KITZ). Every company starts with an idea, followed by critical questions such as:

- Where?
- How large?
- What do I need?

Answers are now needed in order to shape the future positively – irrespective of whether it is a new company or an existing company is being expanded. This is where KITZ comes into play. It offers suitable premises in the right location, a wide range of services and a competent team providing support with consultation and experience gained from more than 180 company foundings.

A meeting with the management of the media company Raytrix followed. The founding of the German company Raytrix was motivated by the vision to develop and introduce innovative visual media technologies to the industry-, scientific-, and entertainment-market. They develop and manufacture innovative 4D lightfield cameras and image processing software with incredibly high resolution.

The last stop on the agenda before the farewell lunch was focusing on design and the creative industries. The members of the UBC Business Commission had a discussion with the president of the Muthesius Academy of Fine Arts and Design in Kiel. The foundation of the Muthesius Academy of Fine Arts and Design (Muthesius) in Kiel goes back to 1907. It is Germany's northernmost school of higher education devoted to the study of art and design. Muthesius features a diverse programme in the fields of art, spatial strategies and design.

2. Commission's meetings 2013

1st meeting in Berlin (Germany), May 2013

The first meeting of the UBC Business Commission in 2013 in Berlin (Germany) concentrated on Science Parks, Creative Industries and City Branding.

Science Park Berlin Adlershof

Discussion with the General Management of Science Park Berlin Adlershof. Adlershof is Germany's leading science and technology park and the capital's # 1 location for business and media. Eleven non-university research facilities, six institutes of Humboldt University, over 900 companies in a modern technology and entrepreneurial center.

Aufbau Haus Berlin

Breakfast talk with the owner and founder of Aufbau Haus Berlin and discovering of this European role model for support for entrepreneurs from the creative industries. Aufbau Haus Berlin is an extraordinary synergy between contemporary artistic and creative industries. It is an innovative new presence on Berlin's creative and cultural landscape.

Berlin Partner

Information about the business development strategies and the world known "be Berlin" campaign in Germany's capital. Berlin Partner is Berlin's corporation for economic development and location marketing. Its business promotion divisions assist investors who wish to start businesses in the city while supporting Berlin companies in their efforts to expand, internationalize and secure their economic futures in Berlin. Berlin Partner markets the city's strengths and potential, regionally, nationally and internationally, and uses the "be Berlin" campaign to promote the capital as a strong brand.

UBC BUSINESS COMMISSION

ACTION PLAN 2014 –2015

1. Framework

The Baltic Sea Region (BSR) is one of the leading growth and trading centres in the world. It comprises 11 nations 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 co-operation 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 the light of the global financial crisis, 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, cooperation is the key to secure sustainable competitiveness of the cities in the BSR and must be based on cooperation among cities and regions.

UBC Business 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 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.

2. Priorities 2014 - 2015

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

- Knowledge Society
- Marketing
- Talent Attraction
- Smart Cities

3. Initiatives

In 2014 - 2015 we will organize a number of commission meetings and win more cooperation partners from the BSR Region and beyond. Through the active use of the new UBC Communication and Marketing Strategy, we want to become even more popular and effective. We will try to expand our services for the UBC member cities. For this purpose we will strive to acquire additional external funding where appropriate. All meetings are open to politicians, experts and entrepreneurs from UBC Cities.

4. Cooperation projects

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 organizations, 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.

Already in 2012 the UBC Business Commission has organized a meeting in connection with the annual BDF Summit and was partner to the Baltic Business Arena, a matchmaking event for enterprises. BDF has expressed the interest in long term cooperation with the UBC Business Commission. Possible fields of concrete cooperation projects are actually discussed, such as joint meetings, EU Funding Projects etc.

International Association of Science Parks

The International Association of Science Parks (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. In 2012 the IASP was partner to a meeting of the Business Commission on Science Parks. A cooperation treaty with the IASP shall be sought to increase the strength of Science Parks, which are also members of the IASP. Together with the IASP the UBC business commission is supporting a project on the development and refinement of science parks. The project consortium assembled essentially due to business commissions (networking) activities.

Sophia Antipolis Science Parks

One of the topical issues of the UBC Business Commission is the implementation and management of Science Parks. Sophia Antipolis, situated at the French Riviera, 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. A meeting of the Business Commission was held in 2011. The fruitful cooperation with Sophia Antipolis over the last years shall be continued and brought into a cooperation agreement. A joint meeting of the UBC Executive Board and the Business Commission in cooperation with the City of Nice in spring 2014 shall be discussed.

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 centres, research institutes and development agencies. The Business Commission has cooperated with the Enterprise Europe Network in organizing the Baltic Business Arena 2012, the meeting of the Business Commission in June 2012 in Kiel and some cases of business requests of companies from UBC member cities.

4 SEPTEMBER, 2013

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Chairman

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City of Kristiansand
Vice Chairman

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