

# SmartComp national Consultation Days in Estonia

SMARTCOMP  
SMART COMPETITIVENESS FOR THE CENTRAL BALTIC REGION

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# SmartComp Consultation Days

- Aim of the Consultation Days: to facilitate discussing and sharing ideas and experiences, and forming new partnerships.
- 2 international Consultation Days and 2 national Consultation Days in each of the countries – Estonia, Finland, Latvia.

# Two national Consultation Days in Estonia

- The first national Consultation Day 13.04.2013
- The second national Consultation Day 9.10.2013

## The first national Consultation Day: *Prosperous Life around the Baltic Sea*

- Together with Junior Chamber International (JCI) Estonia
- 45 participants
  - Represented were maritime sector related associations, companies, governmental agencies, universities.
- Venue: Laulasmaa Spa

# The first national Consultation Day: *Prosperous Life around the Baltic Sea*

## SmartComp Session

- “Different forms of smart entrepreneurship and adjustment to new regulations in the Baltic Maritime Cluster – SmartComp project” by Alari Purju (Tallinn University of Technology)
- “The Strategies and Adjustment to New Challenges of Estonia’s Marine Sector Key Companies” by Erik Terk and Silja Lassur (Tallinn University, Estonian Institute for Futures Studies)
- “The coast of the Baltic Sea as a valuable living area” by Mihkel Kangur (Tallinn University, Institute of Ecology)

# The first national Consultation Day: *Prosperous Life around the Baltic Sea*

- Panel discussion:
  - “Planes versus ships”
  - Moderator: Illimar Paul, Estonian Logistics Cluster
  - Discussants
    - Alari Purju (Tallinn University of Technology, SmartComp)
    - Erik Terk (Tallinn University, Estonian Institute for Futures Studies)
    - Juha Kivinen (Baltic Sea Centre and Ruori Oy)
    - Rauno Parras (Estonian Air)



## The first national Consultation Day: *Prosperous Life around the Baltic Sea*



## The first national Consultation Day: *Prosperous Life around the Baltic Sea*





# The second national Consultation Day

- 59 participants
  - Represented were all triple helix sectors (business, academic, public sector).
- Venue: Innovation and Business Center MEKTORY  
*(Modern Estonian Knowledge Transfer Organization for You)*, Tallinn University of Technology

# The second national Consultation Day

- The Consultation Day concentrated on topics of new challenges and opportunities of the Estonian maritime sector in the context of the Baltic Sea maritime sector.
- On the basis of the presentations and fruitful discussions of the Consultation Day, the following ideas were pointed out:

## **About challenges and opportunities of the maritime sector:**

- On the global level, the major trends which characterize the maritime sector are consolidation and orientation to the economies of scale. Important key words are also geographic regionalisation and the impact of green policies.
  - To enhance the competitiveness in new circumstances, specialization could be one way.

# The second national Consultation Day

## **About the cooperation and cooperation networks:**

- The cooperation between different actors of Estonian maritime sector is increasing and becoming more elaborated and comprehensive.
- Important cooperation networks in the Estonian maritime sector are business associations (for example in the field of common marketing). International organisations and associations create networking opportunities, too.
- The cooperation between business sector and academic institutions can create benefits to both sides and when innovating new solutions, interdisciplinary approach can give advantage.

# The second national Consultation Day

- Chairmain of the Consultation Day: Alari Purju (Tallinn University of Technology, SmartComp)
- **The presentations of the Consultation Day:**
  - “Development plans of MEKTORY” by Tea Varrak
  - “Estonia’s Geographic Positions and New Economic Challenges” by Raivo Vare
  - “Stakeholders and Policy Making in Estonia’s Maritime Sector” by Alari Purju
  - “Cooperation of the Baltic Sea Ports as a Factor of Competitiveness” by Riina Palu
  - “Maritime Cluster in the Central Baltic Sea Region: Aims and Challenges” by Esta Kaal

## The second national Consultation Day





## The second national Consultation Day



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## To sum up

- The Consultation Days clarified the positions of different stakeholders of Estonian maritime sector as well as cooperation possibilities.
- The Consultation Days provided favourable networking opportunity for companies as well as other actors of the maritime sector.
- Also: The Consultation Days offered valuable input for the SmatComp project.



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