

See Beyond the Sea

Baltic Sea Region Maritime Sector in the Global Competition

LOGOMO, Turku, Finland

1st DAY PROGRAMME – 26.11.2013

Chairman of the day: Mr Veiko Spolitis, Parliamentary Secretary, Ministry of Defence of the Republic of Latvia

09:30-10:00 Registration and coffee

10:00-10:15 Chairman's Opening Remarks

10:15-11:30 **Global Maritime Market & Business Innovation Environment**

From Shipbuilding to Experience Economy

Professor Pasi Malinen, University of Turku, Business and Innovation Development BID

Summary of SmartComp National Consultation Days

- Finland – Ms Sari Nyroos, University of Turku / Centre for Maritime Studies
- Estonia – Ms Eva Branten, Tallinn University & Tallinn University of Technology
- Latvia – Mr Maris Katranzi, Latvian Maritime Academy & Riga International School of Economics and Business Administration

11:30-12:30 Lunch

12:30-14:30 **International Business Experiences – Company Cases**

Case: Almaco – Growth in Offshore Business, Mr Mikael Liljeström, Deputy General Manager

Case: Small Craft Competence Centre, Mr Jüri Sakkeus, Strategy and investment advisor to the Saaremaa Development Centre

Case: Latvia

Case: ESL Shipping – Possibilities and Challenges in the Arctic Sea Routes, Mr Mikki Koskinen, Managing Director

14:30-15:00 Networking and coffee

15:00-16:00 **Maritime Clusters as Markets – Two Perspectives**

Practices from other Local Maritime Clusters: North Atlantic Marine Cluster

Mr Haukur M. Gestsson, Project Manager, Iceland Ocean Cluster

The Business Potential of the Baltic Maritime Cluster - Global Perspectives

Ms Kristiina Helenius, C.E.O. AmCham Finland

16:00-16:30 Comments & Discussion, Conclusions

17:00 **Reception at the Turku City Hall**

See Beyond the Sea

Baltic Sea Region Maritime Sector in the Global Competition

LOGOMO, Turku, Finland

2nd DAY PROGRAMME – 27.11.2013

Chairman of the day: Professor Kari Liuhto, Director of Centrum Balticum

09:00-09:30 Registration and coffee

09:30-09:45 Opening speech by Mr Pekka Sundman, Director, City of Turku

09:45-10:15 **1 Keynote: Responding to New Challenges in Facilitating Co-operation in Baltic Sea Region**
Mr Bogdan Oldakowski, Secretary General, Baltic Ports Organization

10:15-10:45 **2 Keynote: Contemporary Global Issues in the Shipping Industry**
Professor Olof Linden, Director of Research and Doctoral Program, World Maritime University,
International Maritime Organization

10:45-11:15 **3 Keynote: Baltic Sea Region Marine Industries in Global Competition**
Mr Ole Johansson

11:15-12:20 Lunch

Presenting SmartComp key results and achievements

12:20-13:00 **The Central Baltic Region Maritime Clusters in the Face of New Challenges**
Ms Eini Laaksonen & Ms Hanna Mäkinen, Project Researchers, Pan-European Institute, Turku School
of Economics, University of Turku

Comment speech and discussion led by Ms Ulla Lainio, Leading Sales Consultant, Finpro

13:00-13:50 **Position of Stakeholders and Policy Making in the Central Baltic Sea Region Countries:
Comparisons and Policy Suggestions**
Professor Alari Purju & Ms Eva Branten, Researcher, Tallinn University of Technology

Comment speech and discussion led by Professor Gunnar Prause, Wismar University

13:50-14:20 Networking and coffee

14:20-15:10 **Challenges and Future of Central Baltic Region Maritime Cluster Branding**
Professor Kaja Tampere, Tallinn University, Institute of Communication

Comment speech and discussion led by Professor Emeritus Jaakko Lehtonen, Jyväskylä University

15:10-15:30 Conclusions by Mr Björn Grönholm, Head of Secretariat, Union of the Baltic Cities, Commission on
Environment