

The Strategies and Adjustment to New Challenges of Estonia's Marine Sector Key Companies

SMARTCOMP
SMART COMPETITIVENESS FOR THE CENTRAL BALTIC REGION

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The project:

SmartComp – Smart Competitiveness for the
Central Baltic region

Qualitative study:

Interviews with the Estonian marine sector's key
companies' leaders

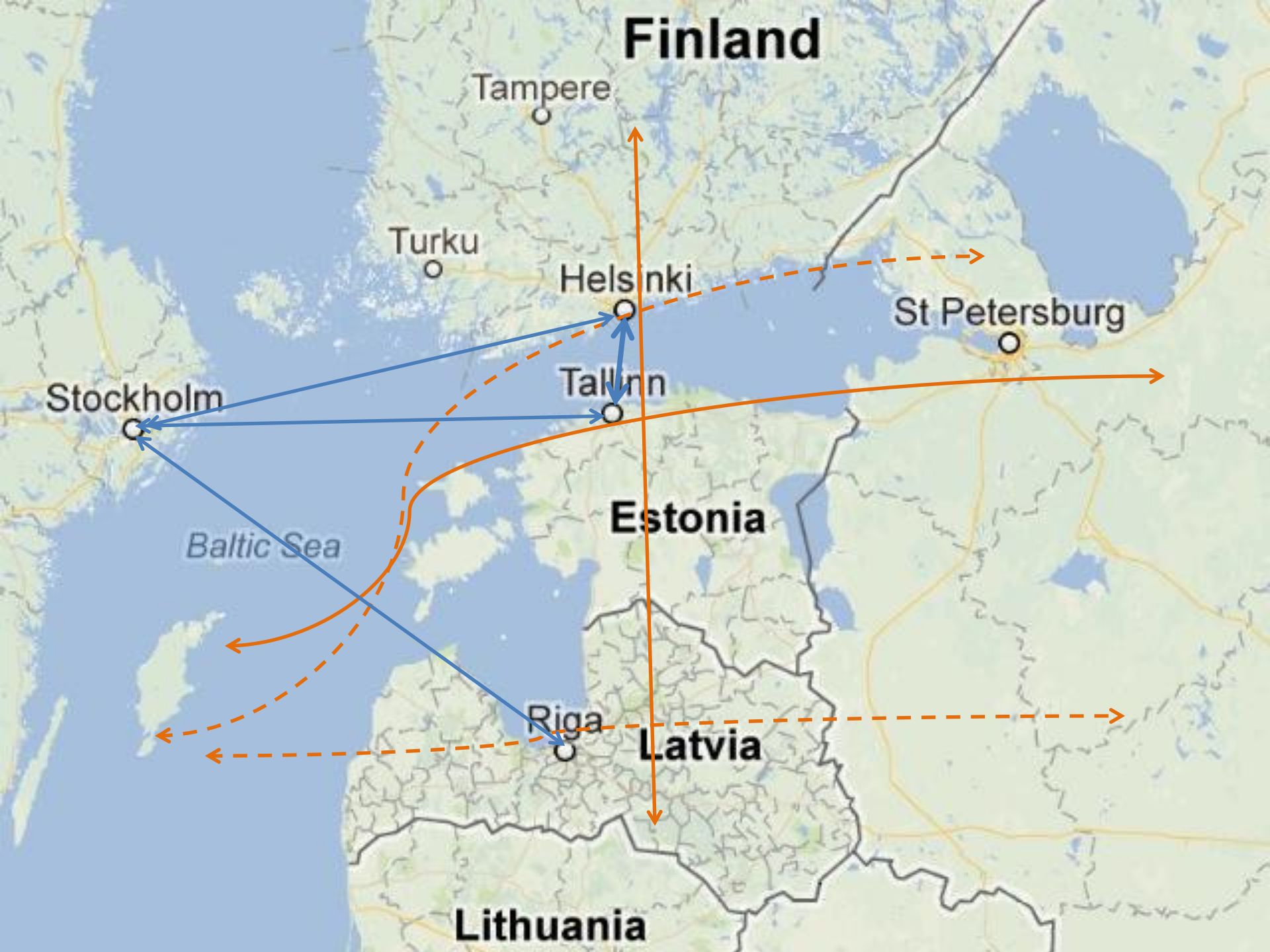
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The main topics:

- Actors
- Situation on competition
- Challenges
- Strategies

Actors:

- Shipping lines: long distance/short distance (feeder)
- Ports
- Port terminal operators
- Forwarders
- Ship agents
- Bunkering service providers
- Tugboat service providers
- Ship-repair services
- Pilot operators, ice-breakers, lighthouses
- Actors in passenger related business (e.g. tourism companies)



Finland

Tampere

Turku

Helsinki

St Petersburg

Stockholm

Tallinn

Baltic Sea

Estonia

Riga

Latvia

Lithuania

Challenges:

- Business competition
- Politics and states' policy
- EU policy and regulations

Strategies:

- Quick adjustment
- Internationalisation
- Specialisation
- Cooperation

Cooperation:

- East-West: limited perspectives
- West-East: some perspectives
 - Cooperation with Latvian partners – feeder tariffs
 - Cooperation between ports and terminals – to bring large ships from far-East (China) to the region.
- North-South and South-North: YES
 - Mainly related to the developments of Rail Baltics.

Cooperation:

- Passenger traffic: GOOD PERSPECTIVES especially in cruise shipping business, e.g. *“Turnaround”* idea for Asian tourists, etc.
- Common negotiating position with the EU regulations: DEFINITELY
- Promoting of common maritime transport corridor: POSSIBLE

Cooperation:

- Maritime technology development
 - Maritime and port related technology (e.g. environmental)
 - Navigation systems
 - ICT systems
- Maritime education
- Environmental protection

Thank you!

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