



UBC Business Commission

Meeting 18 June, 2012 in Copenhagen (Denmark)

Report

Business Promotion – City Branding – Matchmaking

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. The UBC is a founding member of Europe's largest city network – CECICN.

The UBC Business Commission links professionals from across the Baltic Sea Region and provides services that drive growth and effectiveness for their members through innovation, entrepreneurship and the transfer of knowledge and technology.

Meeting UBC Business Commission

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.



And with the region's exciting history, rich traditions and spectacular nature, Cruise Baltic invites to a cruise experience out of the ordinary where you can visit 10 countries on a string and experience oceans of adventures.

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.

Useful links

www.ubc.net
www.bdforum.org
www.copcap.com
www.visitcopenhagen.com
www.cruisebaltic.com

Outlook November 2012

The third meeting of the UBC Business Commission in 2012 will concentrate on Business Promotion, Tourism and Science Parks. It will be held in cooperation with the City of Nice, France and the world known Sophia Antipolis Science Park. **Save the date: 21 – 23 November, 2012.** We will come up with detailed information right after the summer break.

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