



SEE BEYOND THE SEA

Baltic Sea Region Maritime Sector in the Global Competition

26-27 November

LOGOMO, Köydenpunojankatu 14, Turku, Finland

The final conference of the SmartComp project will provide knowledge on how to enhance competitiveness and cooperation between maritime actors by improving business operations, branding and policy making. The event discusses the topics from both regional and international perspectives.

The conference is suitable for participants from private and political spheres, as well as representatives from public administration, academia and NGOs.

Please [register here](#). The event is free of charge. UBC EnvCom is the lead partner in the SmartComp project.

For further information please contact:

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CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
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1st Day – 26.11.

PROGRAMME DRAFT

09:30-10:00 Registration and coffee

10:00-10:15 Opening speech

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

- Estonia – Tallinn University & Tallinn University of Technology
- Finland – University of Turku / Centre for Maritime Studies
- Latvia – Latvian Maritime Academy & Riga International School of Economics and Business Administration

11.30-12.30 Lunch

12.30-14.30 **International Business Experiences from a Central Baltic Sea Region Perspective**

Company Cases

14.30-15.00 Networking and coffee

15.00-15.30 **Practices from other Local Maritime Clusters: North Atlantic Marine Cluster**

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

15.30-16.00 **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**

2nd Day – 27.11.

Chairman of the day
Professor Kari Liuhto
Director of Centrum Balticum

PROGRAMME DRAFT

09:00-09:30 Registration and coffee

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

09:45-10:15 1 Keynote: **Responding to new challenges in facilitating co-operation in BSR**
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 CBR 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 CBR 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