



Baltic Institute of Marketing, Transport and Tourism at the University of Rostock
invites to the international conference

CRUISE AND FERRY PASSENGER SHIPPING ON THE BALTIC SEA

New opportunities and challenges

03 - 04 May 2011
Rostock, Germany

First Announcement

CONFERENCE IDEA:

Bring together people and institutions in cruise and ferry shipping in the Baltic Sea Region for discussion of market trends and prospects, growing requirements of protection of environment, port development and prospects for smaller ports. Main aspects to be debated:



- **Market prospects for cruise shipping and ferry passenger shipping in the Baltic in the years to come.**

What are new tendencies and opportunities after the recession?

- **Protection of the Baltic Sea environment.**

What are the challenges and which are the innovative reactions of cruise operators, ferry companies and ports?

- **New cruise projects in Baltic main ports.**

What are the market expectations, aims and concept of capacity extensions and new cruise terminals in leading Baltic ports?

- **Prospects for small Baltic ports.**

What are driving forces and potential markets for smaller ports, which kinds of networking are successful?



Conference Programme*

- Outline -

Tuesday, 3 May 2011

13.30

Opening and Welcome

Prof. Dr. Karl-Heinz Breitzmann, Conference Chairman, Managing Director Baltic Institute of Marketing, Transport and Tourism at the University of Rostock

Roland Methling, Mayor of the Hanseatic City of Rostock

Session 1

Global and Baltic cruise shipping after the recession

4 speakers representing a leading cruise operator, consultancy, ferry cruise company, shipyard

Session 2

Protection of environment and climate change – growing challenges for cruise operators, ferry companies and ports in the Baltic

4 speakers representing HELCOM, a cruise operator, ferry company and a leading port

Session 3 – Panel discussion

Protection of Baltic environment and market development – contradiction or opportunity?

5 leading specialists representing cruise and ferry companies, ports, international organizations and research

19.30 - Evening reception (Hotel Neptun – Sky Bar)

Wednesday, 4 May 2011

09.00

Session 4

Ferry passenger shipping on the Baltic Sea – new prospects after the recession?

3 speakers from leading ferry companies

Session 5

Ports preparing for future growth - new cruise terminals in Baltic main ports

4 speakers from leading Baltic cruise ports

Session 6

Prospects for small Baltic cruise ports – views of cruise operators, ports and shore excursion organizers

4 speakers representing cruise operators, ports and shore excursion organizers

14.00 - Conclusions and farewell

Post-Conference Programme

(optional)

Thursday, 5 May 2011

09.00, Start in Warnemünde

1. Visit to Cruise Centre Warnemünde and presentation of extension plans by Port of Rostock Development Company (HERO)
2. Visit to headquarters of Scandlines AG in Rostock-Warnemünde with presentation of the company and its activities in the Baltic Sea
3. Vessel tour from Warnemünde to Rostock with a visit to the port of Rostock
4. Visit to headquarters of AIDA Cruises at Rostock City Port with presentation of the company and its field of activities

14.00

Back in Hotel Neptun in Rostock-Warnemünde

* The final programme containing the speakers and moderators will be available until end of February 2011

Organisation

Date: May 03 – 04, 2011

Locality: Rostock/Germany
Hotel Neptun in Rostock-Warnemünde
Seestraße 19
D – 18119 Rostock – Warnemünde
Amber Hall

Post-conference tour: May 05, 2011

Conference Report: Participants will get the conference report containing the presentations (CD)

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Source: Rostock Port / nordlicht

Hotel Information

Hotel Neptun (conference hotel, 5 star)

Rate single room: Euros 115

double room: Euros 200

Keyword: Cruise Conference

Address: Seestraße 19, D – 18119 Rostock-Warnemünde

Tel.: +49 381 777-0; Fax: +49 381 54023

e-mail: concierge@hotel-neptun.de

Internet: www.hotel-neptun.de

Hotel Am Alten Strom (10 minutes walk to the conference)

Rate single room: Euros 70

double room: Euros 85

Keyword: Cruise Conference

Address: Am Strom 60/61, D – 18119 Rostock-Warnemünde

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