

## **Welcome to the UBC Business Commission Meeting**

## **18 June, 2012 in Copenhagen, Denmark**

## **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.

The second meeting of the UBC Business Commission in 2012 concentrates on Business Promotion, City Branding and Matchmaking of companies.

## **Meeting UBC Business Commission**

The management of Copenhagen Capacity (business promotion) and Wonderful Copenhagen (city branding) is ready to present its strategies and concepts exclusively to the UBC Business Commission. Take this unique opportunity to come into the discussion with European top experts and colleagues from the Baltic Sea Region.

Please register with the attached form.

## **BDF Summit 2012**

For the first time, the meeting of the UBC Business Commission will be held in cooperation with the Baltic Development Forum (BDF) and back to back with the 14th Baltic Development Forum Summit. This large-scale event, bringing together more than 800 stakeholders, provides a unique platform for leaders from government, political parties, business, academia and civil society. As a UBC Business Commission participant, you have full access to this major event.

Information and registration: [www.bsr2012.eu](http://www.bsr2012.eu)

## **Baltic Business Arena**

Expand your International network – explore new ideas and develop business- and project opportunities by participating in highly stimulating pre-booked business meetings. In the Baltic Business Arena the UBC Business Commission offers you and your local companies the opportunity to book in advance face-to-face meetings with companies, research, innovation and financial institutions in a specially designed meeting arena.

Information and registration: [www.b2match.eu/balticbusiness2012](http://www.b2match.eu/balticbusiness2012)

## **Programme**

## **Monday 18 June 2012**

Venue The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation

Philip de Langes Allé 10, Copenhagen

08:00 Registration

09:00-09:45 State of the Region Report

Christian Ketels, Principal Associate, Harvard Business School

09:45-10:00 Official Opening

H.R.H. Crown Prince Frederik of Denmark

10:00-10:30 Key-note speeches

Hans Skov Christensen, Chairman, Baltic Development Forum

Helle Thorning-Schmidt, Prime Minister, Denmark

Johannes Hahn, Commissioner for Regional Policy, European Commission

10:45-12:00 Plenary Session 1: Ministers’ Session

EU Strategy for the Baltic Sea Region and the Future Cohesion Policy -

How to Boost Economic Growth and Competitiveness in the Baltic Sea Region

Nicolai Wammen, Minister for European Affairs, Denmark

Commented by:

Johannes Hahn, Commissioner for Regional Policy, European Commission

Jukka Pertola, CEO, Siemens, Denmark (tbc)

12:00-17:00 Meeting UBC Business Commission

##  Auditorium A3

12:00 Welcome

Wolfgang Schmidt, Chairman UBC Business Commission

Hans Skov, Christensen, Chairman Baltic Development Forum

12:15 Lunch

13:00 Departure to Copenhagen Capacity

13:30 Copenhagen Capacity

Copenhagen Capacity is 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. Topics to be discussed: Strategies and concepts.

15:00 Wonderful Copenhagen

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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. Topics to be discussed: Cruise Baltic ([www.cruisebaltic.com](http://www.cruisebaltic.com)) and the new common tourims strategy for Greater Femern Region.

19:00 Gala Dinner

## **Contact Persons**

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Norway

## In cooperation with

## **Welcome to the UBC Business Commission Meeting**

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## **Registration**

Please register by 11 June, 2012 at the latest.

Your registration to the BDF Summit 2012 is mandatory and free of charge. [www.bsr2012.eu](http://www.bsr2012.eu)

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## **I will attend**

|  |  |
| --- | --- |
| □ | Meeting of the UBC Business Commission on 18 June 2012 |
| □ | Yes, I have registered for the BDF Summit 2012 on 17-19 June 2012 |
| □ | Baltic Business Arena 18-19 June 2012  |
|  |  |
| □ | I can’t attend. Please send me the documentation. |

## **Proposals for the meeting**

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## **Contact**

Name ………………………………………………………………………………………………………………………

Institution ………………………………………………………………………………………………………………………

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