## **UBC Business Commission**

## **Meeting 8-9 October, 2012 in Kiel (Germany)**

## **Science Park Meeting 2012**

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 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.

From 8 to 9 October, 2012 the Science Park Meeting 2012 brought together nearly thirty managers from Science and Technology Parks, companies and business development agencies in the City of Kiel. The participants came from Denmark, Finland, Germany, Norway and Sweden.

## **Report 8 October 2012**

Monday, 8 October started by welcome speeches from representatives of the City of Kiel, Kiel Science Park, the International Association of Science Parks (IASP) and the Chairman of the UBC Business Commission. Subsequently the representatives of the Science Parks had the chance to present their projects. The presentations concentrated on the following questions:

* In hindsight, would you have done something different in the development of your Science Park?
* What are the challenges you are facing at the moment?
* How do you overcome those difficulties?

The intensive discussion has revealed important clues for the successful management of Science Parks and was rated as very helpful for the day to day business.

Before lunch and a guided tour through Kiel Science Park, the business development agencies of land Schleswig-Holstein and Kiel Region informed about their activities and business opportunities in northern Germany.

One of the goals of the meeting was to lay the foundations for EU-funded cooperation projects between Science Parks. In order to succeed the participants were asked in forefront of the meeting to prepare key notes on possible projects. Those ideas were presented and discussed. The framework of the EU funding period 2014 – 2020 was given by representatives of Investitionsbank Schleswig-Holstein as managing authority for the Baltic Sea Region Programme and the Enterprise Europe Network.

In the afternoon the attendees visited two companies in Kiel Science Park. One was a start up software company, dealing with appropriate communications solutions. The second one was Caterpillar Power Generation Systems, a center for research and development for large diesel and gas engines manufactured under the Cat trademark.

## **Report 9 October 212**

On Tuesday, 9 October, the day started with a visit of Kiel Center of Innovation and Technology (KITZ). Every company starts with an idea, followed by critical questions such as:

* Where?
* How large?
* What do I need?

Answers are now needed in order to shape the future positively – irrespective of whether it is a new company or an existing company is being expanded. This is where KITZ comes into play. It offers suitable premises in the right location, a wide range of services and a competent team providing support with consultation and experience gained from more than 180 company foundings.

A meeting with the management of the media company Raytrix followed. The founding of the German company Raytrix was motivated by the vision to develop and introduce innovative visual media technologies to the industry-, scientific-, and entertainment-market. They develop and manufactur innovative 4D lightfield cameras and image processing software with incredibly high resolution.

The last stop on the agenda before the farewell lunch was focusing on design and the creative industries. The members of the UBC Business Commission had a discussion with the president of the Muthesius Academy of Fine Arts and Design in Kiel. The foundation of the Muthesius Academy of Fine Arts and Design (Muthesius) in Kiel goes back to 1907. It is Germany's northernmost school of higher education devoted to the study of art and design. Muthesius features a diverse programme in the fields of art, spatial strategies and design.

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