30 May 2013

# UBC Business Commission

# Berlin Meeting 21-22 May 2013

## Report

## Science Parks – Creative Industries – City Branding

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.

The first meeting of the UBC Business Commission in 2013 in Berlin (Germany) concentrated on Science Parks, Creative Industries and City Branding.

**Science Park Berlin Adlershof**

Discussion with the General Management of Science Park Berlin Adlershof. Adlershof is Germany's leading [science](http://www.adlershof.de/wissenschaft/?L=2) and technology park and the capital's # 1 location for [business](http://www.adlershof.de/wista-management-gmbh/?L=2) and [media](http://www.adlershof.de/medien/?L=2). Eleven [non-university research facilities](http://www.adlershof.de/igafa/?L=2), six institutes of [Humboldt University](http://www.adlershof.de/hu/?L=2), over [900 companies](http://www.adlershof.de/firmendatenbank/?no_cache=1&L=2) in a modern technology and enterpreneurial center.

[www.adlershof.de/en/willkommen/](http://www.adlershof.de/en/willkommen/)

**Aufbau Haus Berlin**

Breakfast talk with the owner and founder of Aufbau Haus Berlin and discovering of this European role model for support for entrepreneurs from the creative industries. Aufbau Haus Berlin is an extraordinary synergy between contemporary artistic and creative industries. It is an innovative new presence on Berlin’s creative and cultural landscape.

[www.aufbauhaus.de/aufbau-haus-english-summary](http://www.aufbauhaus.de/aufbau-haus-english-summary)

**Berlin Partner**

Information about the business development strategies and the world known “be Berlin” campaign in Germany’s capital. Berlin Partner is Berlin’s corporation for economic development and location marketing. Its business promotion divisions assist investors who wish to start businesses in the city while supporting Berlin companies in their efforts to expand, internationalize and secure their economic futures in Berlin. Berlin Partner markets the city’s strengths and potential, regionally, nationally and internationally, and uses the “be Berlin” campaign to promote the capital as a strong brand.

[www.berlin-partner.de/?id=1243&L=1](http://www.berlin-partner.de/?id=1243&L=1)

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## Agenda

**Tuesday, 21 May 2013**

**Arrival to Berlin**

14:00 **Shuttle Hotel to Science Park Berlin Adlershof**

15:00 **Science Park Berlin Adlershof**

18:00 **Shuttle to Hotel**

19:30 **Dinner**

**Wednesday, 22 May 2013**

09:00 **Shuttle Hotel to Aufbau Haus Berlin**

09:30 **Aufbau Haus Berlin**

11:00 **Shuttle to Berlin Partner**

11:30 **Berlin Partner**

13:00 **Shuttle to Hotel**

13:30 **End**

## Participants

1. Mr. Lukas Georg Wedemeyer, Advisor for international and economic development, Kristiansand (Norway)
2. Mr. Ricardas Zulcas, Investment and Strategy Department Director, Klaipeda (Lithuania)
3. Mrs. Elona Jurkeviciene, Head of Project Division of Investment and Strategy Department, Klaipeda (Lithuania)
4. Mr. Simonas Gentvilas, Advisor of the Mayor, Klaipeda (Lithuania)
5. Mr. Wolfgang Schmidt, Chairman UBC Business Commission, Kiel (Germany)
6. Mr. Jesper Vestergaard Hansen, Head of Trade and Industry Business Kolding, Kolding (Denmark)
7. Mrs. Katarzyna Bierut, Facility Supervisor Science & Technology Park Gdansk, Gdansk (Poland)