# Baltic Sailing Camp 2014

# Kiel, 10 – 11 September 2014

Cities that use their position at the Baltic Sea strategically will be the winners in the global challenge.

We invite you to the Baltic Sailing Camp 2014, a unique seminar on the connection of water sports, location marketing, tourist attraction and investment promotion. You will be inspired by international case presentations and exchange of experiences among the participants from the Baltic Sea Region and beyond. You have the opportunity to present your own project. The Baltic Sailing Camp 2014 gives you a profound understanding on how to exploit the site potential of the sea. Participation is free of charge.

The seminar takes place in Kiel, Germany from 10 to 11 September 2014. Kiel is home of the Kieler Woche, the world’s largest annual sailing event and the largest summer festival in northern Europe. Venue of the Baltic Sailing Camp is the Camp 24/7. Established in 2002 and run by Kiel-Marketing and the City of Kiel, supported by more than 90 sponsors it offers everyone the free opportunity to get to know the water sports. The vision is clear: every Kiel child is a sailor.

**Agenda** **Wednesday, 10 September 2014**

14:00 **Get together and light lunch**

15:15 **Welcome**

Dr. Ulf Kämpfer, Mayor of Kiel

Jørgen Kristiansen, Deputy Mayor of Kristiansand (tbc)

Wolfgang Schmidt, Chairman UBC Business & Tourism Commission

15:30 – 16:30 **Watersports & Marketing I Tourist Attraction I Investment Promotion**

Marketing

Tim Holborn, Head of Economic Affairs, City of Kiel

Tourist Attraction

TBC

Investment Promotion

NN, Baltic Development Forum

16:30 **Break**

17:00 – 18:00 **Cases**

Camp 24/7

Aarhus International Sailing Centre

Tall Ships Races Kristiansand 2015 (tbc)

18:30 **Practise sailing**

20:00  **Welcome Barbecue**

**Agenda** **Thursday, 11 September 2014**

09:30 – 11:30 **Cases**

City 1

City 2

City 3

City 4

12:00 **EU Funding for Baltic Sea Region**

NN, Investitionsbank Schleswig-Holstein

12:15 **Project Idea: Baltic Sailing Camp**

13:00 **Outlook**

14:00 **End**

Union of the Baltic Cities

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 & Tourism 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.

Wolfgang Schmidt

Chairman UBC Business & Tourism Commission

City of Kiel

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Kiel-Marketing

Kiel-Marketing is the marketing and tourism agency of the City of Kiel. The legal company is responsible for the brand KIEL.SAILING CITY, tourism and business location promotion, events and city management, international sailing and maritime events.

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## Registration form

# Name Mr/Mrs/Ms

**Position**

**City:**

**Address**

**Phone**

**E-mail**

**Arrival date**       **time**

**Departure date**       **time**

**I want to present a project title**

**I want to sail yes**       **no**

# Date and name

**Please send this registration form by e-mail to Jonathan Hartmann**

**jonathan.hartmann@kiel.de**

**Registration deadline: 30 August 2014.**

**Please note that we have a limited contingent for the conference.**

**Principal of booking: First come, first served!**

**This is not the hotel booking! Please make your booking with the attached booking form.**