

Central Baltic – to create an Economically Competitive and Innovative Region

Presentation at the Central Baltic
Launch event, May 29 2008

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Stockholm University School of Business

CONGRATULATIONS!



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013

SAFE AND HEALTHY ENVIRONMENT
ECONOMICALLY COMPETITIVE AND INNOVATIVE REGION
ATTRACTIVE AND DYNAMIC SOCIETIES



- The Central Baltic INTERREG IV A Programme 2007-2013 is a new cross-border co-operation programme under the European Territorial Cooperation Objective covering regions from Estonia, Finland including the Åland Islands, Latvia and Sweden
- The programme is aiming at cross-border cooperation with a focus on:
 - Environment (Safe and healthy environment)
 - Economic growth (Economically competitive and innovative region)
 - Attractive and dynamic societies.

The vision of the Central Baltic Program is to create a globally recognized, dynamic, sustainable and competitive region that is attractive to business and visitors and where people want to live, work and invest.....

by:

- Unlocking potentials for making the program area a global centre for growth and innovation
- Working together for a better environment
- Optimizing internal and external accessibility
- Investing in resident´s overall wellbeing, capacity and security
- Adressing new socioeconomic challenges
- Facilitating cultural co-operation and strengthening the program areas common identity

You are in good company.....



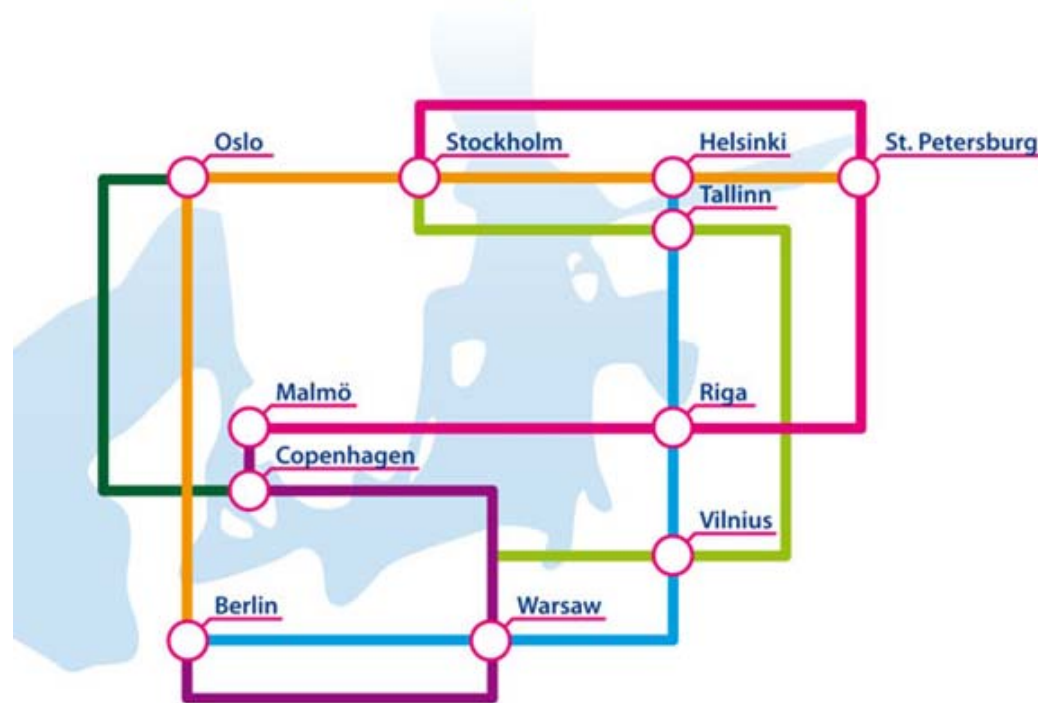
UBC shall be a spokesman for its members in Baltic Sea Region issues and promote the Region in Europe and in the World.



As the leading high-level and agenda-setting networking organisation in Northern Europe we facilitate and develop new initiatives, partnerships and international contacts to stimulate growth, innovation and competitiveness in the Baltic Sea Region and its 11 dynamic countries. *We seek to develop the Baltic Sea Region as a global centre of excellence and establish the Region internationally as a strong and attractive place brand.*

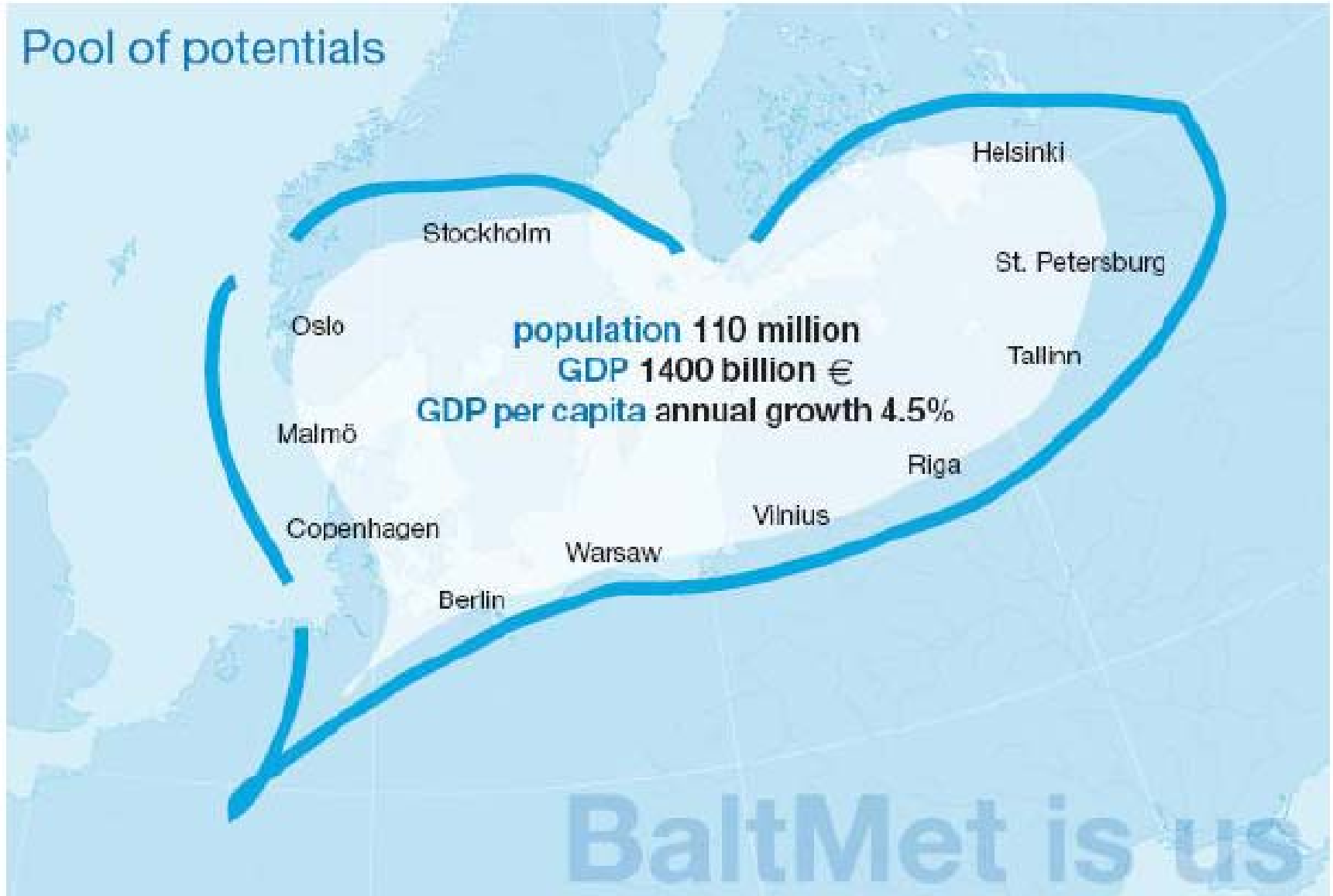
Being the preferred platform for decision makers from business, politics and academia Baltic Development Forum is a unique platform for innovative thinking, informal cross-sector/cross-border/cross-level encounters and concrete new business opportunities with a global perspective.

The Baltic Sea Archipelago of Innovation BaltMet Inno – Final Report



The mission of the Baltic Metropolises Innovation Strategy (BaltMet Inno) project was to strengthen the competitiveness of the Baltic metropolises by increased strategic and practical level cooperation in innovation policies for the benefit of the participating metropolitan regions, the countries represented by the metropolises and the Baltic Sea region as a whole.

Pool of potentials



The future Baltic Sea region

Possible paths of development in the light of the emerging EU-strategy for the region

Framtidens Östersjöregion

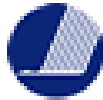
Möjliga utvecklingsvägar i ljuset av den kommande EU-strategin för regionen

The meeting will focus on the parts of the Baltic Sea strategy that aim to **deepen integration and increase the global competitiveness of the region** – and thus of the European Union as a whole. At the centre of discussion will be what is needed to:

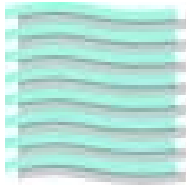
- Enhance factor mobility in the Baltic Sea region, be it goods, services, capital or labour.
- Further the regulatory harmonisation in the region, e.g. through the elimination of obstacles to factor mobility deriving from local practices with regard to company law and social security regulations.
- Strengthen, rationalise and make more transparent governance and coordination of joint activities and initiatives in the region.
- Promote a more widespread knowledge about and thus a more efficient utilisation of financial funds available for joint and regional projects.
- Solve problems related to infrastructure in general and, more specifically, find solutions to transport problems.



Welcome to Euroregion Baltic 



norden



Baltic Sea Trade Union Network

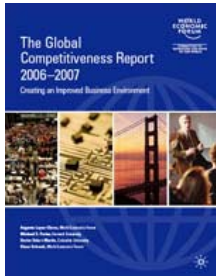
Some strategic questions related to the vision of Central Baltic?

- **Why** this interest in competitiveness?
- **Who** are we?
- **Where** are we?
- **For what** are we competing?
- **How** are we going to become competitive?

Some strategic questions related to the vision of Central Baltic?

- **Why** this interest in competitiveness?

OECD Global Competitiveness Report 2006-2007



Switzerland, Finland and **Sweden** are the world's most competitive economies according to *The Global Competitiveness Report 2006-2007*, released by the World Economic Forum on 26 September 2006. **Denmark**, Singapore, the United States, Japan, **Germany**, the Netherlands and the United Kingdom complete the top ten list.

European Innovation Scoreboard 2006



Sweden, Switzerland, **Finland**, **Denmark**, Japan and **Germany** are the *innovation leaders*, with SII scores well above that of the EU25 and the other countries.

European Competitiveness Index 2006



Brussels moves up two places to surpass the **Greater Helsinki region** of Uusimaa (now ranked 2nd) as Europe's most competitiveness region. The wider Paris region of Ile de France is ranked 3rd (4th in 2004) and **Stockholm** 4th (2nd in 2004)



WORLD KNOWLEDGE COMPETITIVENESS INDEX 2003-2004

Benchmarking the Globe's Leading Knowledge Economy Regions

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World Knowledge Competitiveness Index

Benchmarking the Globe's Leading Knowledge Economy Regions

The World Knowledge Competitiveness Index 2003 - 2004 is the most up-to-date measure of the knowledge-based development taking place across the world's leading regions. This new report represents the second annual publication of the World Knowledge Competitiveness Index, the first composite and relative measure of the knowledge capacity, capability and sustainability of each region, and the extent to which this knowledge is translated into economic value, and transferred into the wealth of the citizens of each region.



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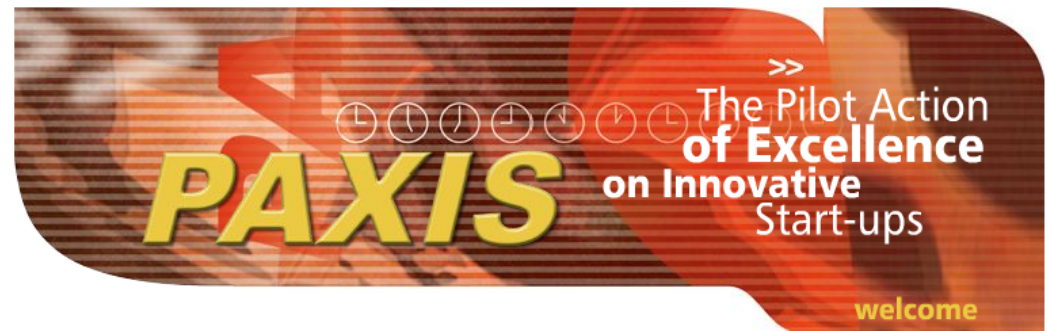
Key Features

Human Capital Components

- Economic Activity Rate
- Number of Managers per 1,000 inhabitants
- Employment in IT and Computer Manufacturing per 1,000 inhabitants
- Employment in Biotechnology and Chemicals per 1,000 inhabitants
- Employment in Automotive and Mechanical Engineering per 1,000 inhabitants
- Employment in Instrumentation and Electrical Machinery per 1,000 inhabitants
- Employment in High-Tech Services per 1,000

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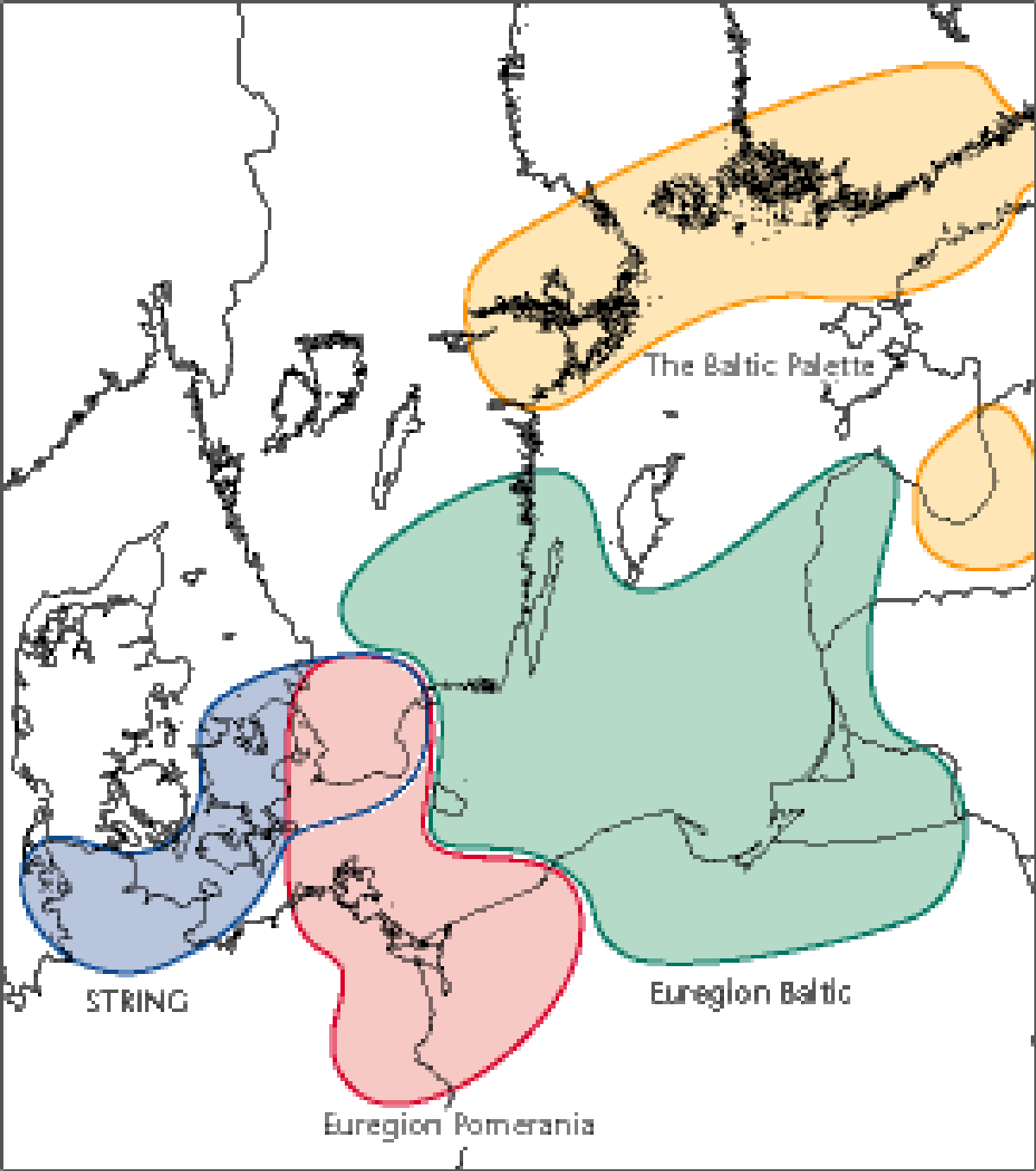
The Award of Excellence
for Innovative Regions
by the European Commission

Some strategic questions related to the vision of Central Baltic?

- Why this interest in competitiveness?
- **Who** are we?

Some strategic questions related to the vision of Central Baltic?

- Why this interest in competitiveness?
- Who are we?
- **Where** are we?



The Northern Dimension geographical area





Some strategic questions related to the vision of Central Baltic?

- Why this interest in competitiveness?
- Who are we?
- Where are we?
- For **what** are we competing?

For **what** are we competing

Competing for regional roles

Competing for investments

Competing for competence

Competing for visibility

Competing for belongingness

Competing for partnerships

Helcom

Taking all that into account we recommend to

“brand” Baltic Sea Co-operation, make the Baltic Sea Region a Player in the Global network and by that -as the case may be- even increase the role of the Baltic Sea Region in the world.



Handelsgillet i Helsingfors rf
150-års Jubileumseminarium 8.2.2007
Svenska handelshögskolan

Helsingfors
som
Östersjö-
metropol

Arrangör	Handelsgillet i Helsingfors rf
Datum	Torsdagen den 8 februari 2007
Tid	Klockan 13.00–18.40 (kaffeplats 15.00–15.30 Luleå k. 17.40–18.40)
Plas	Svenska Handelshögskolan i Helsingfors, ingång Runcbergsgatan 10
Seminariets språk	Svenska, utomnordiska förälsare engelska
Anmälan	Senast den 15 januari 2007 (se lista sidan)
Medarrangör	Svenska handelshögskolan



Copenhagen – Human Capital of Scandinavia

Nordic Forum discusses branding of the Baltic Sea Region

Baltisk Stormagt eller Randstat?

Konferens om Danmarks rolle i det 21. århundrede
arrangerad i København 1997 av Utrikesministeriet
och Mandag Morgen

Baltic Development Forum
Creating a Global Competitive Identity for the Baltic Sea Region



Competence Clusters

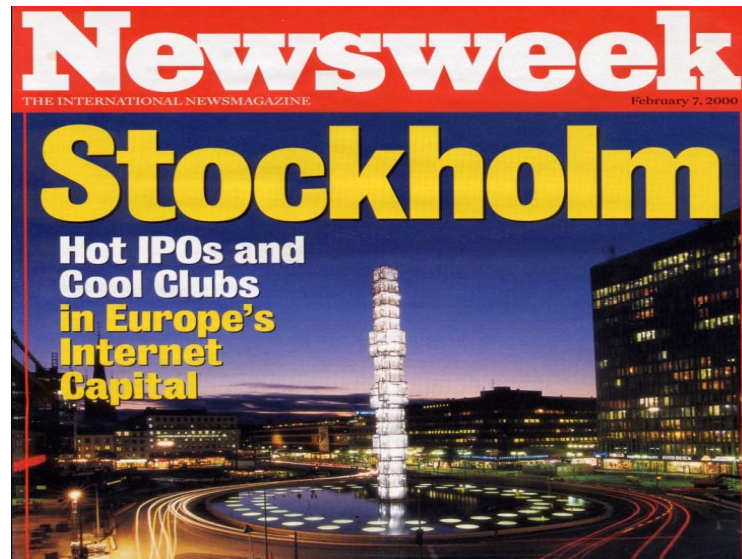


Centres of Excellence



Hot-Spots

Learning Regions



Growth - poles

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The Strategy of Co-opetition

To increase innovativity and gain strategic advantage by means of a judicious mixture of simultaneous competition and cooperation.

Brandenburger & Nalebuff 1996.