



DRAFT AGENDA

SOUTH COAST BALTIC

Kick-off Conference & 2nd All-partner Meeting at Sea Resort Bansin / DE, 16-18 May 2017

Venue

Seetelhotel Kaiserstrand

Strandpromenade 21

17429 Bansin

Germany

Monday, 15 May 2017: Arrival of participants & networking

Time	Topic	Responsible
	<i>Individual travelling to Bansin</i>	<i>Participants</i>
From 19:30	Informal get-together & networking at lobby bar of Seetelhotel Kaiserstrand	

Tuesday, 16 May 2017: Kick-off Conference (open for external participants)

Time	Topic	Speaker
08:30	<i>Registration</i>	
Welcome & introduction		
09:00	Welcome by the host	Lars Petersen (tbc) <i>Mayor, Municipality Ostseebad Heringsdorf</i>
09:15	SOUTH COAST BALTIC: Continuing the successful boating tourism cooperation launched within the MARRIAGE project	Rolf Kammann <i>Managing Director, Economic Development Corporation Vorpommern, Lead Partner of the SOUTH COAST BALTIC project</i>
Keynote addresses		
09:30	The importance of boating tourism for Vorpommern region and the expectations on the SOUTH COAST BALTIC project	Dr. Stefan Rudolph (tbc) <i>State Secretary, Ministry of Economics, Employment and Health of Mecklenburg-Vorpommern</i>
09:45	Boating tourism as opportunity to further develop tourism on the mainland and the islands of Vorpommern region	Jörg Hasselmann (tbc) <i>Deputy of the County Governor, Vorpommern-Greifswald County</i>
10:00	The contribution of SOUTH COAST BALTIC to tourism development in the Baltic Sea Region	Gerd Lange (tbc) <i>Policy Area Coordinator for Tourism of the EU Strategy for the Baltic Sea Region</i>
10:15	The view of the Interreg South Baltic Programme on the SOUTH COAST BALTIC project	Iuliia Kauk <i>Joint Secretariat of Interreg South Baltic Programme</i>
10:30	<i>Coffee break</i>	

Tuesday, 16 May 2017: Kick-off Conference (open for external participants, cont.)

Time	Topic	Speaker
From MARRIAGE to SOUTH COAST BALTIC: Short look back & actions ahead		
11:00	Taking further steps for promoting & developing the SOUTH COAST BALTIC boating region: - What has been achieved by MARRIAGE? - What will be done within SOUTH COAST BALTIC?	SOUTH COAST BALTIC project management
11:30	Panel discussion: Challenges & opportunities for the SOUTH COAST BALTIC boating region Participants: - Fanny Holzhüter, Tourism Association Vorpommern / DE - Falk Morgenstern, Marina Network Association - Jakob Jensen, Bornholm Reg. Municipality / DK - Zbigniew Jagniałkowski, Westpomeranian Sailing Route / PL - Michał Górski, Pętla Żuławska Network / PL - Raimonda Kucinskaite, Klaipeda District Municipality / LT - Aleksei Ignatiev, Kaliningrad Regional Development Agency / RU	<i>Representatives of SOUTH COAST BALTIC partner institutions from the sub-regions Vorpommern / DE, Island of Bornholm / DK, Zachnodiopomorskie / PL, Pomorskie / PL, Kaliningrad region / RU, Klaipėda region / LT</i>
	Q & A / discussions / conclusions	Plenary
12:30	<i>Joint lunch</i>	
Inspirations for SOUTH COAST BALTIC from other regions		
13:30	Building up a cross-border boating region between Germany & Denmark: Lessons learnt within the "Baltic Sailing" cooperation	Manfred Wohnrade <i>Chairman of "Baltic Sailing Association" / DE & DK</i>
	Q & A / discussions / conclusions	Plenary
14:00	Why is the Adriatic so successful?	Tihomir Lukovic <i>Professor for Nautical Tourism, University of Dubrovnik / CR</i>
	Q & A / discussions / conclusions	Plenary
14:30	Are we Swedes different? - Some hints from a native that may help to attract more Scandinavian boaters to the SOUTH COAST BALTIC	Anders Svedberg <i>Former boating marketing expert of West Sweden Tourism Board / SE</i>
	Q & A / discussions / conclusions	Plenary
15:00	<i>Coffee break</i>	

Tuesday, 16 May 2017: Kick-off Conference (open for external participants, cont.)

Time	Topic	Speaker
World Café workshop: How can SOUTH COAST BALTIC support marina operators, charter companies and other boating tourism actors?		
15:30	Discussion & brainstorming on the following topics: <ul style="list-style-type: none"> - Connecting boating with on-shore tourism offers: <i>What can be improved? What kind of support could tourism associations give marina operators & charter companies?</i> - Further improving the harbour infrastructure: <i>What are current challenges? Concerning which topics would international exchange of experience be interesting and helpful?</i> - Collecting data on guest boaters: <i>What data would be valuable for marketing? How could it be collected without disturbing marina operations?</i> - Service preferences of guest boaters: <i>Are boaters just boaters? Or do service preferences differ from country to country?</i> 	<i>The participants will be divided into small groups that consecutively discuss each of the four topics</i>
17:00	Summary of results	Plenary
Outlook & announcements		
17:15	Upcoming events and offers of the SOUTH COAST BALTIC project for marina operators, charter companies & boating tourism actors, e.g. <ul style="list-style-type: none"> - Further workshops for boating tourism actors - Free-of-charge harbour guides & boating materials for distribution to customers 	Romy Sommer <i>Project manager, Economic Development Corporation Vorpommern</i>
17:30	<i>End of conference session</i>	
19:00	<i>Joint dinner</i>	

Wednesday, 17 May 2017: Internal partner meeting (for project partners only)

Time	Topic	Responsible / Particip.
Internal partner meeting		
09:00	Working session <i>The subjects of the session will be determined in more detail later on</i>	Plenary
12:30	Joint lunch	
Excursion		
13:30	Site visit at Peenemünde Trip from Peenemünde to Marina Kröslin and site visit at the marina / Baltic Sea Resort	
ca. 19:30	Joint dinner	

Thursday, 18 May 2017: Internal partner meeting (for project partners only)

Time	Topic	Responsible / Particip.
Internal partner meeting		
09:00	Working session <i>The subjects of the session will be determined in more detail later on</i>	Plenary
12:30	Joint lunch	
Internal partner meeting		
13:30	Working session <i>The subjects of the session will be determined in more detail later on</i>	Plenary
18:00	End of partner meeting	