

KLAIPĖDA REGION

A rising economic hub with wind in its sails

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Association Klaipeda region, ERB secretariat in Lithuania





About the Region

Klaipėda region – the right location

- Klaipėda region is located on Western coast of Lithuania
- Klaipėda city, the region's capital is home to the EU's most northerly ice-free port, providing unparalleled links between Scandinavia, the CEE and China.
- Klaipėda region is the 3rd largest region in Lithuania, and one of the country's fastest growing regions — currently accounting for 12% of country's GDP.

What you need to know about **Klaipėda region**

317^K

Klaipėda region
population and 3rd
biggest county

1,11^{bn}

EUR FDI of
Klaipėda region

150^K

Klaipėda city population

74,4%

of regional FDI
based in Klaipėda city

2nd

Klaipėda's residents youngest
city in Lithuania

48%

share of export of
Lithuanian origin
products

With 47% of population is less than 40 years old

No 1

Klaipėda city for quality of
life in Lithuania

The best

public inter-regional
transport system in
country

Lithuanian Municipality index, 2017

CONNECTIVITY MAP



- REGULAR AIRLINE ROUTES
- SEASONAL AIRLINE ROUTES
- FERRIES



KLAIPĖDA REGION



BUS STATION



TRAIN STATION



EUROVELO BICYCLE
ROUTE



INTERNATIONAL
FERRY STATION



LOCAL FERRY STATION



AIRPORT



DISTANCES FROM KLAIPĖDA
REGION TOWNS TO THE
REGION CENTER

Klaipėda – Gargždai 18 km

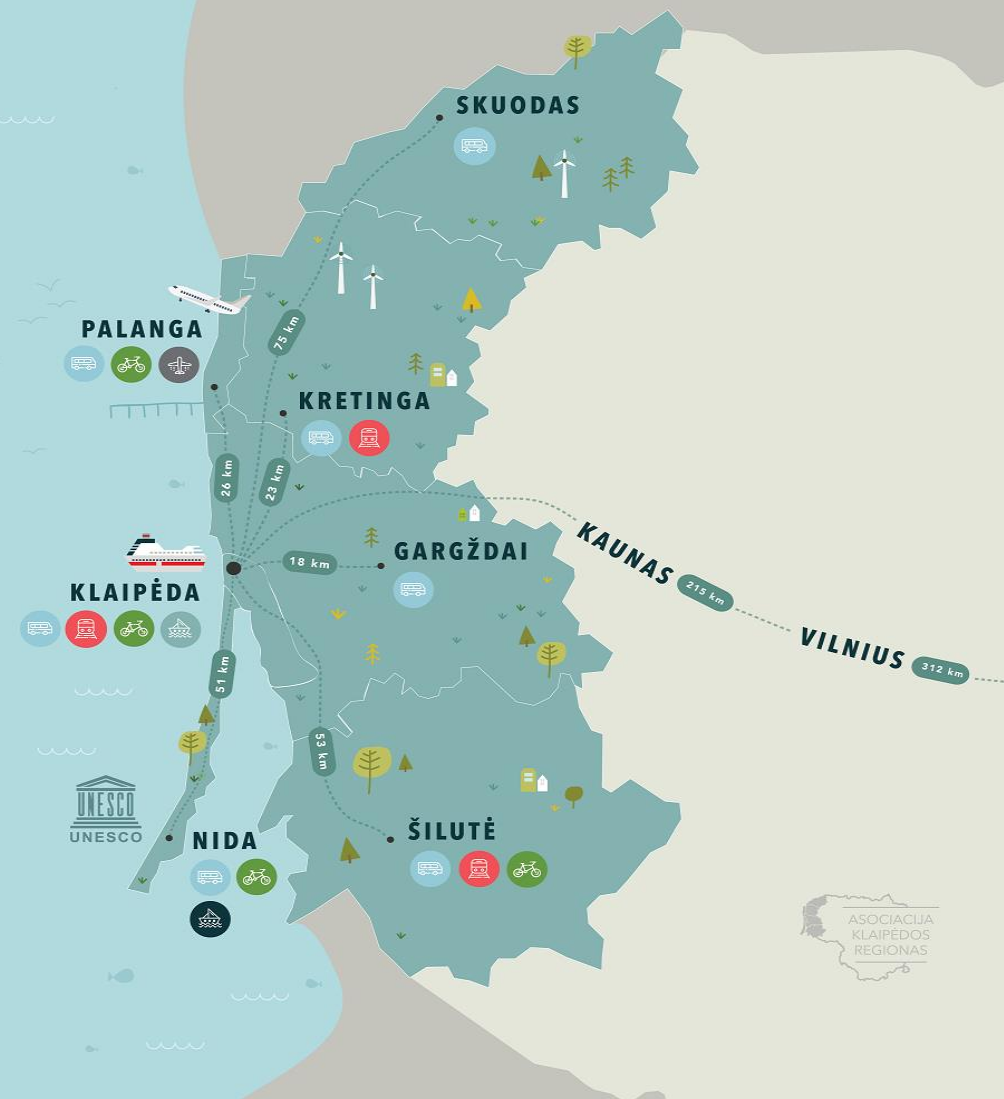
Klaipėda – Kretinga 23 km

Klaipėda – Šilutė 53 km

Klaipėda – Skuodas 75 km

Klaipėda – Nida 51 km

Klaipėda – Palanga 26 km





Klaipėda 2030

ranked among the best city FDI promotion strategies at the Emerged Europe awards



**Standing at an
intersection
between East and
West, Klaipėda offers
a great entry point
for businesses.**

Klaipėda is the first city among the three Baltic States
where the FEZ was established in 2002



A city with strong **maritime** industry traditions

>270

companies in
marine section

>11⁷⁰⁰

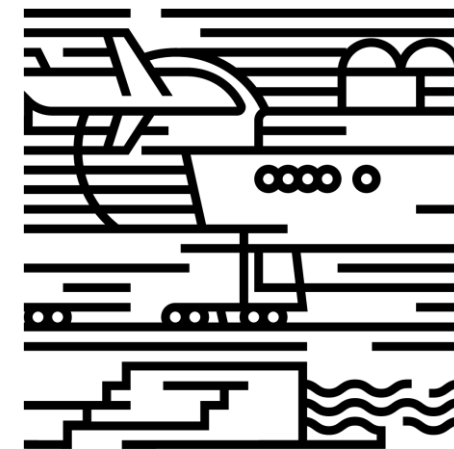
people working in these
maritime companies

>58⁰⁰⁰

people working in companies
related to maritime industry
in Lithuania

>20⁰⁰⁰

people working in logistics and
transport management



Maritime

Academy and Klaipėda
University drive these
competencies

These leading companies are in **Klaipėda**

Engineering & manufacturing



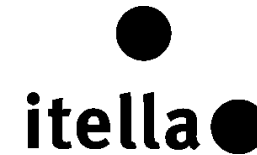
Maritime:



Logistics:



Unparallaled logistics links



1500

companies in logistics and transport
in Klaipėda region

A scenic photograph of a beach at sunset. The sky is filled with dramatic, orange and blue clouds. A green kite is visible in the upper left, and a person is kite surfing on the water in the lower right. The text "Tourism industry is a rising star in region's economy" is overlaid in white.

**Tourism industry is a
rising star in region's
economy**



Sea, sand and jaw-dropping nature places located **here**

Tourism industry is a **rising** star in region's economy

+10%

GDP growth in Tourism

Blue flag & QualityCoast nominated beaches

2 out of 4 Lithuania's Resorts are located in the region with numbers of high standards SPA centers & hotels

3 Regional parks

1 UNESCO World Heritage Site

The Curonian Spit National Park



Lonely Planet has included the Curonian Spit into its Best Beaches of Europe and the Best European seaside escapes

<200km

length of bicycle paths and
half of it by the coastline of
Lithuania

EUROVELO No. 10, 13



Regional tourism in numbers

2nd

place in number of
accommodated tourists

+44 % growth in the period of 2013 – 2017

+32%

productivity growth
in tourism sector

Klaipėda region

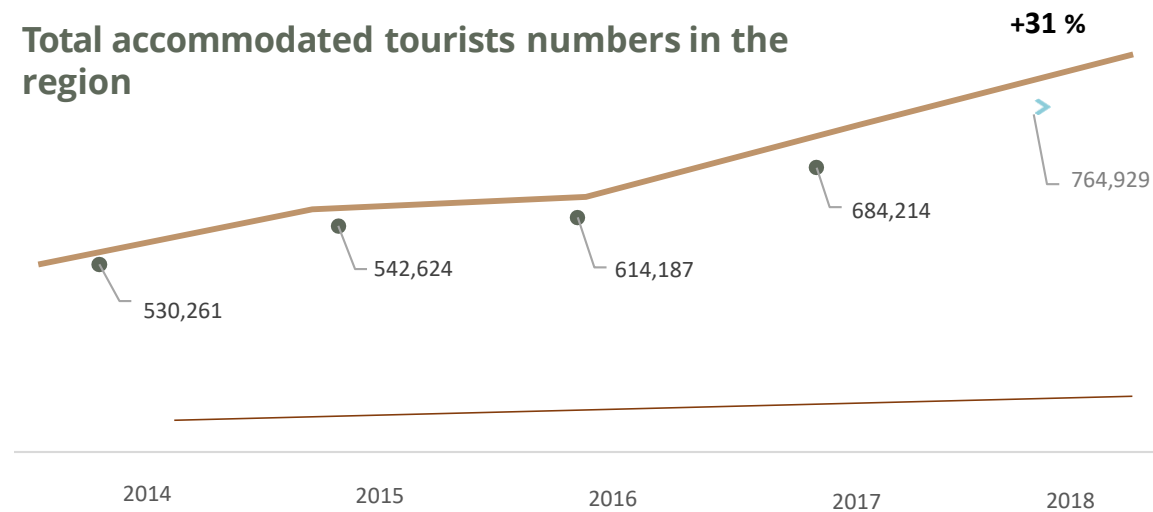
Significant growth of Cruise Tourism in the
region



+ 10^K annual tourists growth
52 cruise ships calls
70^K tourists

Klaipėda port data, 2019

Total accommodated tourists numbers in the
region



Klaipėda city together with **Neringa**
and **Palanga** resorts attract more than
90 % foreign tourists in the region

TIC DATA

A trendy coastal culture
for balanced lifestyle and
exceptional new
experiences



about association

ASSOCIATION KLAIPEDA REGION

an official non-governmental organization uniting and representing seven local municipalities of Klaipėda Region since 2012.




➤ **Key areas** of AKR activity

- **Promotion and strengthening of international and regional cooperation;**
- **Participation in international projects, programs and activities of interregional cooperation organizations;**
- **Coordination of development of the economic specialization of the region;**
- **Development and coordination of the accessibility and awareness program of the region;**
- **Strengthening of the regional tourism policy.**


AKR TEAM

TEAM




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From September 2 new employers:
administrator and the second project manager (Regional processes manager)

ERB BOARD

Klaipeda city Mayor **Vytautas Grubliauskas** – ERB President, the main member of ERB
Deputy – Palanga city mayor, **AKR president Šarūnas Vaitkus**

ERB CORE GROUPS

youth representative (volunteer) – Simona Skuodaite
WCG – no members

international cooperation

A fact is ... that



ERB – is the only one an official approved international / inter-regional platform of Klaipeda region

We work closely with:

BSSSC, Southern baltic Parliamentary forum

And contribute within:

EU BSRS, CMPR BSC, UBC, INTERREG (LAT-LIT/SOUTH BALTIC)

And the challenges are / AKR faces on :

- HR working with international affairs
- Politician activity & interest (we don't have regional leaders)
- Language barrier
- not efficient budget for inter. affairs (and this area is with low „reputation“)
- **Localizing ideas from international /inter-regional level to local municipalities or how to deliver results we work on?**

...>



Regional challenge in coming years:

Lithuania's National Regional Reform

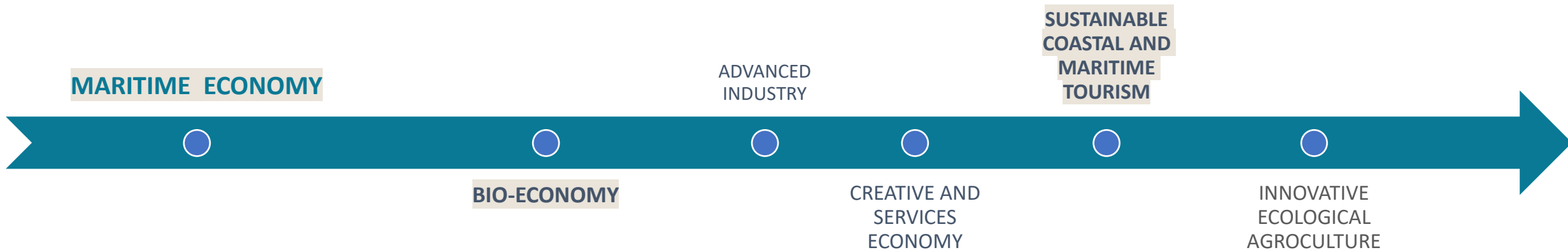


regional specialization

KLAIPĖDA REGION : A REGION OF BLUE GROWTH



A smart and integral seaside region that is a center of sustainable economic growth, innovation and tourism and provides balanced living environment for creative people.



Challenges for Blue Growth in Klaipeda region

Ensure innovation and new business model development



Support knowledge and competence development

Ensure infrastructural development

SDG'S...

The problem is **localization** 😊 , but ...

[https://am.lrv.lt/uploads/am/documents/files/ES ir tarptautinis_bendradarbiavimas/Darnaus%20vystymosi%20tikslai/DV%20ataskaita/ataskaita%20EN.pdf](https://am.lrv.lt/uploads/am/documents/files/ES_ir_tarptautinis_bendradarbiavimas/Darnaus%20vystymosi%20tikslai/DV%20ataskaita/ataskaita%20EN.pdf)

Neringa be
vienkartinio
plastiko



NERINGA | THE CURONIAN SPIT SAYS **NO** FOR PLASTICS



Core areas for cooperation within ERB

DOESNT NOT MATTER WITHIN WHICH FUND WE
SHOULD WORK IN TOGETHER – **THE MOST
IMPORTANT IS**

TO **MATCH CORE AREAS** WE COULD FACE SOCIAL &
ECONOMIC CHALLENGES AND BE COMPETITIVE IN
THE FUTURE

TO FIND **TRUSTFUL PARTNERS** OR **..TO BUILD THEM**
WITHIN ERB? 😊

TO FIND CO-FUNDING INTERNALLY

But we see cooperation within: ERB 2030 😊

- ‚People to people‘ projects by building strong and trustful inter-municipalities for future challenges
- Connectivity in BSR by all means of the transport
- SDG's activities
- Talents attraction
- Common market(ing) & positioning
- Using ERB as a strong political platform for lobbying key priorities

More about us:
www.klaipedaregion.lt