

**The EU Strategy for the Baltic Sea
Building partnership for
Entrepreneurship, Innovation and Competitiveness**

Conference organised jointly by
demosEUROPA – Centre for European Strategy
Swedish Embassy in Poland
Office of the Committee for European Integration
Scandinavian – Polish Chamber of Commerce
Baltic Development Forum
3 June 2009
Hotel Radisson SAS Warsaw

8.15 – 8.45 Registration and Welcome Coffee

8.45 – 9.00 Welcome and Introduction

Piotr Serafin, Under Secretary of State, Office of the Committee for European Integration

9.00 – 9.45 Opening speech

Per Westerberg, Speaker of the Riksdag

Michał Boni, Member of the Council of Ministers, The Chancellery of the Prime Minister

Jan Krzysztof Bielecki, CEO Peka SA

9.45 – 10.30

Hot Chair Session I

The pursuit of growth through innovation. Delivering on the Fifth Community freedom.

Chair: Hans Brask, Director Baltic Development Forum

Special Guest: Mikael Lindholm, Partner Lindholm & Co, expert on strategy, innovation and communication, engaged with Danish most esteemed publications such as the magazine Mandag Morgen and Denmark's largest business paper Børsen, author of several publications devoted to innovation such as *Release the Innovation – Denmark as a creative superpower*

10.30 – 11.15

Hot Chair Session II

What is at stake in the Baltic Sea Strategy?

Chair: Adam Jasser, Director of Programmes demosEUROPA – Centre for European Strategy

Special Guest: Uffe Ellemann-Jensen, former Minister for Foreign Affairs of Denmark, Chairman Baltic Development Forum

11.15 – 11.45

Coffee Break

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11.45 – 12.30 Discussion Panel I

Priority I: Facing the short-term challenges. Eliminating barriers to trade and competitiveness.

This panel will discuss key barriers to trade and burdens to an effective collaboration between key stakeholders within an entire region. It will present the scope of tools and policy measures included in the Baltic Sea Strategy aimed at removing obvious trade barriers and upgrading the business environment to stimulate development of local enterprises and attract foreign investors. It will explore the priorities focused on strengthening general conditions to growth, more effective support for entrepreneurship, SME development and cooperation between business support institutions.

Chair: Dag Hartelius, Ambassador of Sweden

Anders Lindholm, European Commission DG Regio

Mec. Andrzej Tokaj, Managing Partner Magnusson Kancelaria Prawnicza

12.30 – 13.30 Discussion Panel II

Priority II: Laying the foundations for long-term growth. Exploiting the macro region's full business potential through innovation, knowledge and skills.

This panel will explore ways of harnessing the potential provided by the first EU macro regional framework of cooperation. It will discuss the opportunities offered by the Baltic Sea Strategy to develop business and policy environment that enables to boost the spirit of entrepreneurship, foster linkages between top knowledge institutions, private investors and related business services as well as exploit the full potential of innovation of the region in its contribution to economic growth. It will assess the opportunities posed by transnational cooperation aimed at achieving better intraregional mobility, higher coherence and eventually laying the foundations for long term sustainable growth.

Chair: Peter Tærø Nielsen, Chairman Scandinavian-Polish Chamber of Commerce

Professor Witold Orłowski, Chief Economist PricewaterhouseCoopers

Włodzimierz Kiciński, President Nordea Bank Polska

Sven Gunnar Edlund, Director of Innovation Actors Division, VINNOVA

13.30 – 14.15

Priority III: Funding and Finance. Finding optimal sources and channels to harness business opportunities within the Baltic Sea Region.

This panel will provide an overview of the scope of EU and regional financial opportunities, measures and tools offered within the Baltic Sea Region aimed at underpinning the envisaged EU Baltic Sea strategy. It will discuss opportunities of a secure access to capital in the region and proposed schemes aimed at exploiting economies of scale and scope in investing and lending. The participants will be offered an opportunity to address the speakers directly with related questions to the theme.

Chair: Paweł Świeboda, President demosEUROPA – Centre for European Strategy

Johnny Åkerholm, President & CEO Nordic Investment Bank

Agnieszka Jankowska, Director of Managing Department for Competitiveness and Innovation Programmes, Ministry of Regional Development

14.15 Conclusions

14.30 Lunch

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