



Hanseatic Parliament Hanseatic Parliament

Future Program 2007 – 2013 Innovation and Qualification

Max Hogeforster

Copenhagen, 23rd of June 2006





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‘To strengthen competitiveness of the Baltic Sea Region, its territorial cohesion and sustainability of its development by connecting potentials over the administrative borders’



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- Preparation started in November 2005
- Joint Programming Committee, two Drafting Teams (on contents and implementation) and the Partnership Dialogue Network (pan-Baltic organisations)
- First draft to be released in late June 2006 for public consultations
- The agreed document to be submitted to COM in October
- Approx. similar financial size as the present programme
- Thematic scope and implementation features of the programme following the experience of Interreg IIC and IIIB programmes in the BSR with some modifications (lessons learned) and adjustment to Lisbon and Gothenburg strategies



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- Finland, Sweden, Denmark, Estonia, Latvia, Lithuania and Poland: the whole of the countries
- Germany: Mecklenburg-Vorpommern, Schleswig-Holstein, Brandenburg, Luneburg, Berlin, Hamburg, Bremen
- Russia: Murmansk Oblast, Republic of Karelia, St Petersburg, Leningrad, Pskov and Kalningrad Oblasts. For the Barents region also: Archangelsk Oblast, Nenets Okrug and Republic of Komi
- Belarus: Vitebsk, Grodno, Brest and Minsk Oblasts

Transnational cooperation areas 2007-2013 Baltic Sea



-  EU27 cooperation areas
-  Other cooperation areas
-  Baltic Sea 2004-2006



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Workshops for the Future BSR Programme 2007 - 2013

- 6. – 7. April 2006 in Warsaw
- 16. – 17. May 2006 in Stockholm
- 13 – 14. June 2006 in Riga



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Support of SME's in the Baltic Sea Region :



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Mercedes-Benz



Microsoft





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Mercedes-Benz

Major Enterprises

Board

Human Res

Marketing

Development

Research





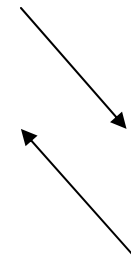
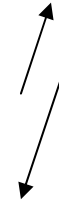
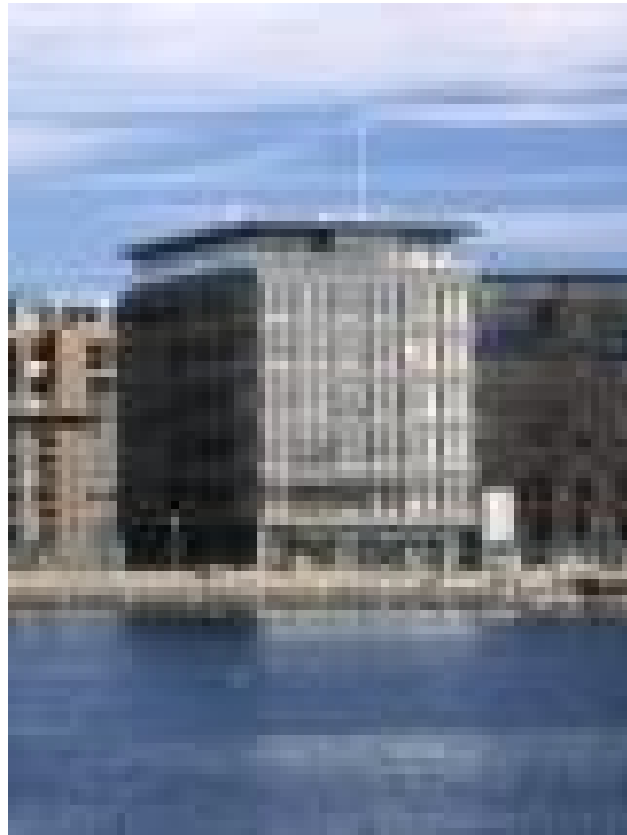
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Service Centers for SME's :

- Small and medium sized enterprises lack the resources to have their own marketing, R&D Center etc. but need the same services
- To be competitive, they need a local network organisation to provide them with the essential services
- These organisations are regional or national intermediaries, chambers of crafts / commerce or other associations



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Chambers = service centers for SME's



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A regional chamber provides SME's with the best possible support :

- Chambers = private self-administration, representing the economy and contact for local authorities
- Economic consulting, technical consulting
- research and development, transfer of technology
- Vocational training, further education, legal matters
- These organisations work best = offer the best services to their member companies, when they are a part of public private partnerships



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Gdansk:

SME's



Academia

- University of Gdansk
- Centre for educational Training

Public Administration

- Voivodship of Gdansk
- city of Gdansk
- regional development agency



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Hamburg:

Academia



SME's

&



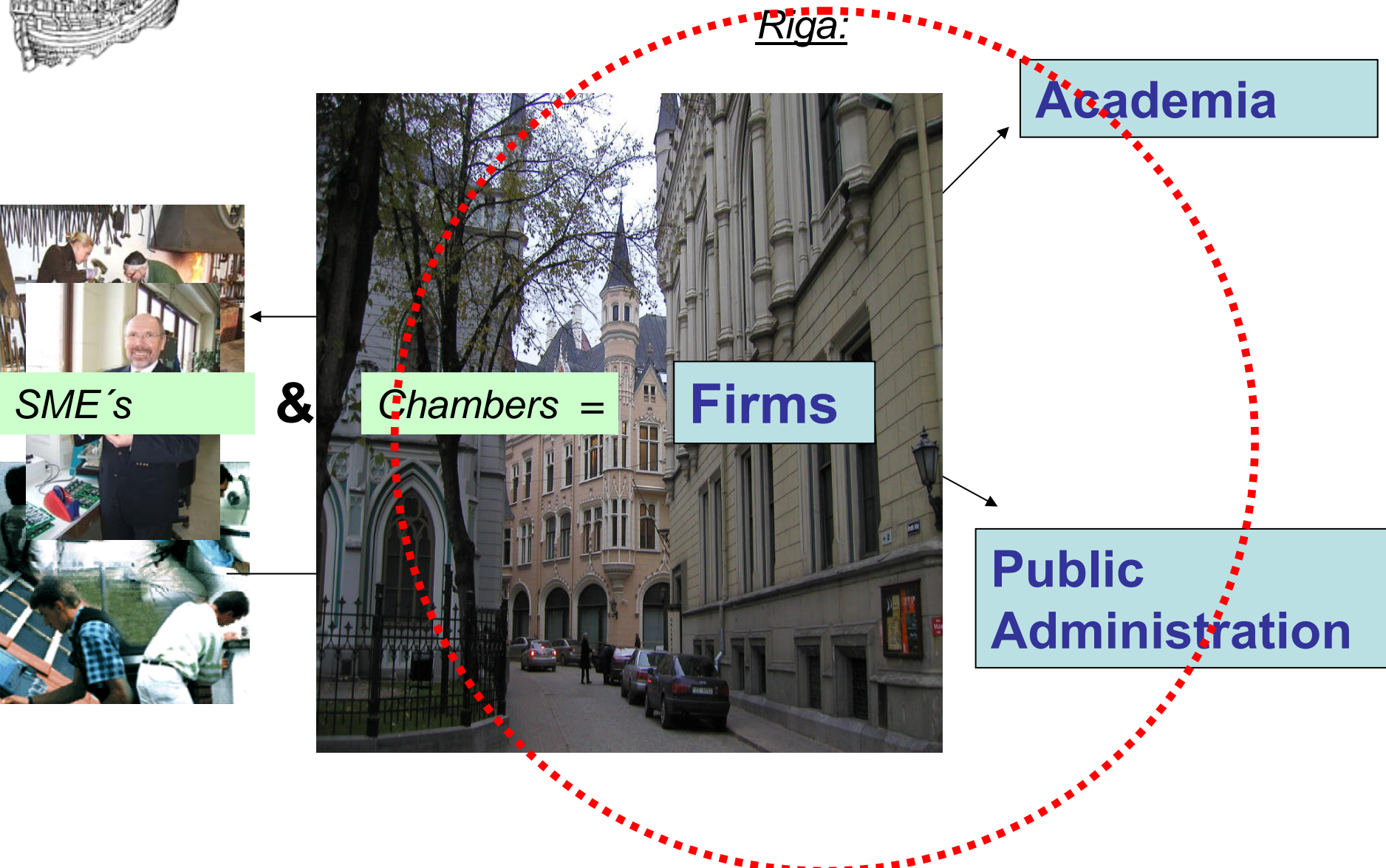
Chambers =

Firms

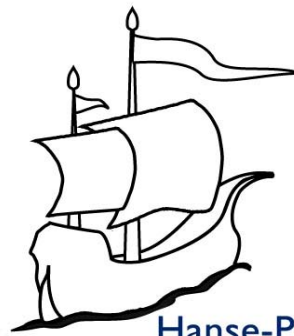
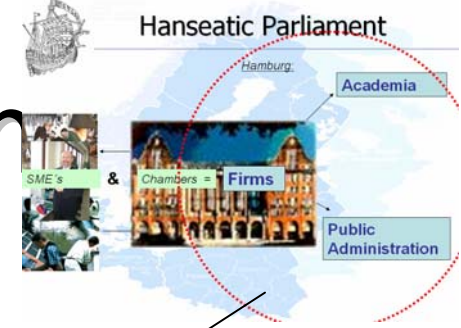
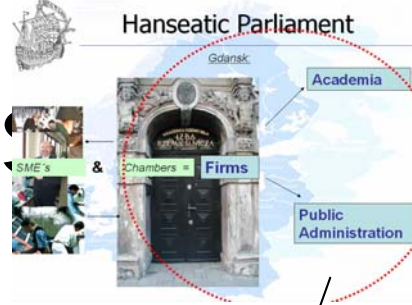
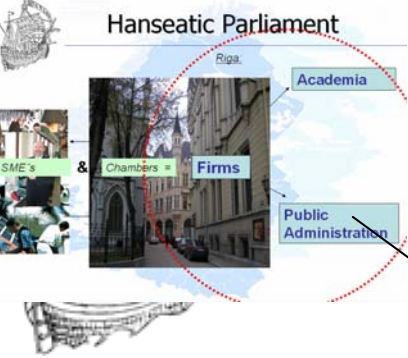
Public Administration



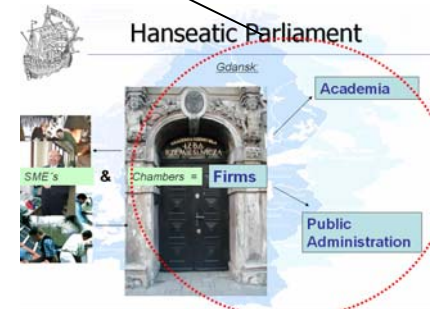
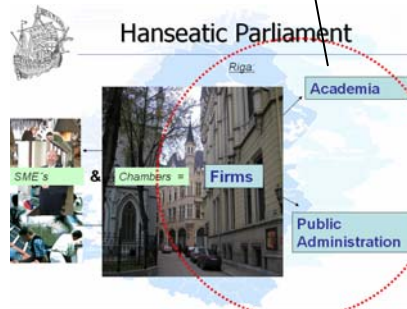
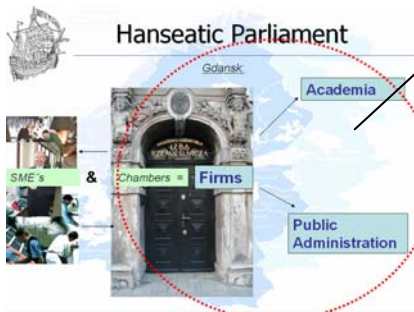
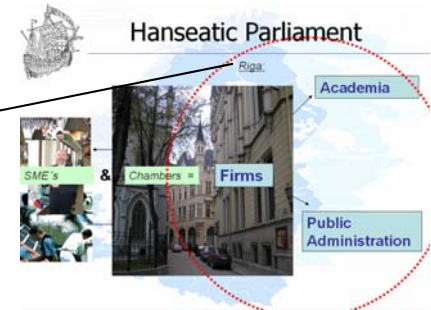
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B - SME **Hanse-Parlament**
Baltic Spatial Development Measures for Enterprises





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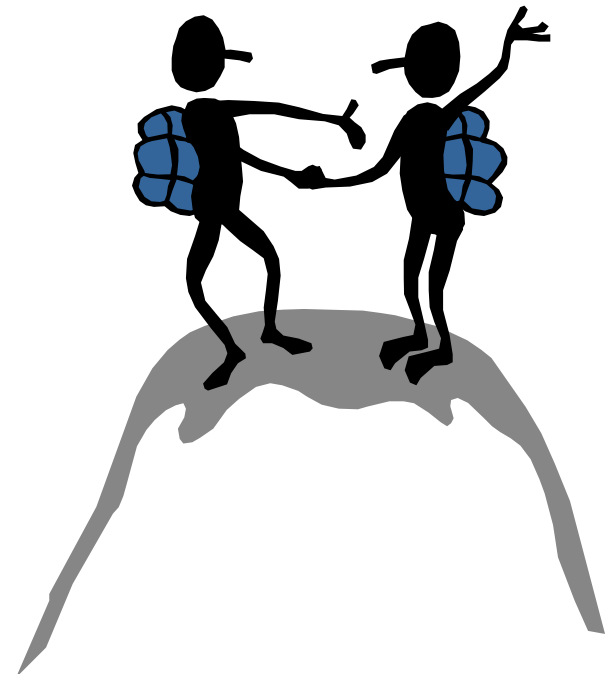
Network of regional Networks in the BSR for the promotion of SME's

- Network of and for Chambers
- Think Tank for SME Development
- Driving Force for SME promotion in the BSR
- Promotion of transnational activity of SME's in the BSR, export and cooperation through national chambers
- Know-how transfer between regional networks of chambers



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Factors that facilitate formation and functioning of these type of partnerships





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- Common interest.
- A PPP is a long-term relationship; the selection of the right partner is central for a successful partnership. A candidate's experience in the specific area of partnerships being considered is an important factor in identifying the right partner.
- „Win-win situation” = real partnership, with shared burdens and shared rewards for both the public and private participants. Everyone has to be aware of his effect, his responsibilities and his benefits.
- For the establishment of a PPP the financial support can be crucial.



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- Keep it simple for the private-sector by minimizing the bureaucratic procedures that can cripple a project
- A well developed plan will substantially increase the probability of success of the partnership
- A good running partnership results from a commitment from "the top". The most senior public officials must be willing to be actively involved in supporting the
- A high-performance management, to coordinate the PPP centrally; motivate partners, remind them of their duties if necessary etc.



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**Higher economic growth and
competitiveness in the Baltic
Sea Region**





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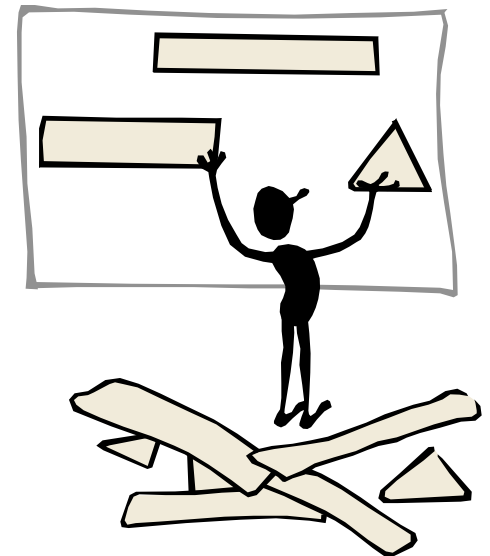
- to improve the competitiveness and the economic growth of the BSR, the small and medium sized enterprises need more attention
- More than 98 % of economies in the BSR are SME's, more than 70 % of all jobs are created by SME's
- the export of SME's in the BSR is about 2 % and studies show a potential for transnational export in the BSR of 20 %
- Only SME's secure a **sustainable** economic growth. Major companies and industries are not bound locally, but invest in the countries with lowest wages, taxes etc.



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New tasks regarding the promotion of SME's in
the Baltic Sea Region, 2007 – 2013

„Innovation and Qualification“





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INNOVATION is defined as a process, where new ideas and technologies from scientific, technical, social, culture or other spheres are transformed into a competitive product or service demanded by the market

National Programme on Innovation

*Research is making knowledge out of money, but
INNOVATION is making money out of knowledge*



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Innovation ≠ Innovation



“Wal-Mart” innovation

- Market Leader
- Increasing profits
- Competition among suppliers
- Low wages
- Cutting Costs
- Sector’s higher profit margins
- Lowering costs in value chain

“Toyota” innovation

- Market Leader
- Quality
- Growing with suppliers
- High wages
- Value-added
- Sector’s higher profit margins
- Learning in value-added chain
- Sector’s most rapid product development!



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A. Promotion of Innovation

I. Product and Process Innovation

- Formation of region specific Clusters in the BSR that involve at least 70 % of the SME sections & companies;
- Better Use of regional clusters; instead of setting up completely new clusters, examine which cluster is strong in which region in the BSR and create a network of these strong regional clusters



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- Development of centers of competence „Innovation“, at least one center for each cluster; these centers of competence will be organised as Public-Private Partnerships for highest efficiency.
- Centers of Competence will be set up within project partners (Chambers, Associations for SMEs etc)
- Central Coordination of centers of competence, transfer of technology, information exchange etc.



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INTERREG Drafting Team 2007 – 2013 , Paper dated 19th of June

- Clusters are often used in respect of seemingly new technologies, bio-technologies, mech-tronic etc. These innovative companies are only very few in the BSR and their potential is limited. In addition, one should not concentrate on “industrial clusters” in terms of big industrial companies. These are relocating themselves very easily.
- It should be paid more attention to the classic SMEs of craftsmen etc. This will assure sustainable economic growth.
- *Chambers are moving towards acting as Service Centres*
- Enhancement of the economic-cultural identity in the BSR.
- *Networks of SMEs to join together for projects*



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II. Organisational Innovation

- Development and realisation of new organisation structures for SMEs networks; involvement of creative potential of every employer
- Central developed by coordination office, realised decentral by national partner



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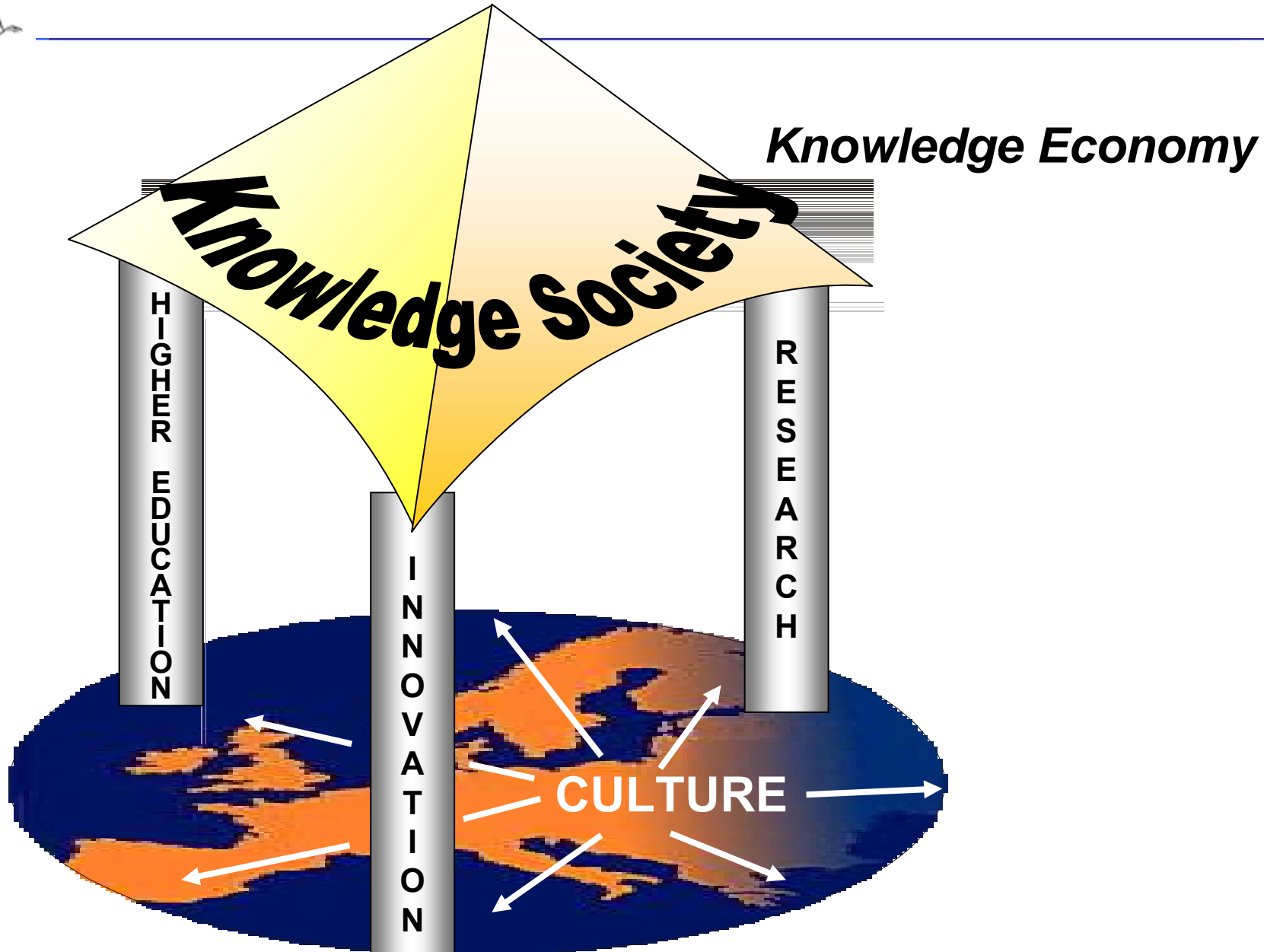
Knowledge Society

“[...]As the world rapidly shifts from an economy based on labor and industry to one driven by knowledge and innovation, Europe’s education systems aren’t keeping pace.” Especially the vocational training systems need to be discussed.

Newsweek dated 12th of June 2006



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B. Qualification

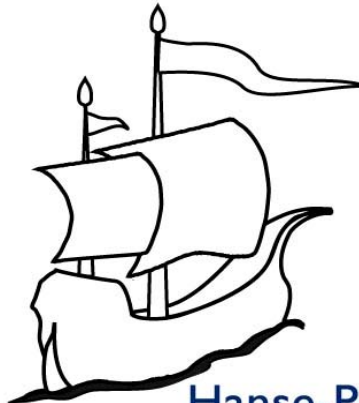
- Improved vocational training and further education of SME executives and employers
- Better distinction of education possibilities corresponding to proficiency level
- Improve educational services / vocational training for chambers to offer
- Promotion of international degrees for SME's according to the process of Bologna



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Future Objectives for B-SME Project

2008 – 2013



B - S M E Hanse-Parlament
Baltic Spatial Development Measures for Enterprises



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- **NETWORK**: further expansion of the network for SMEs in the BSR with development of new services; improved measures to promote small and medium sized economy; regional clusters connected by competence centers
- **QUALIFICATION** :expansion of dual bachelor studies, more study places; foundation of an umbrella organisation „Baltic Sea Academy for SME´s“ ; start with special research and development measures at the involved universities for the benefit of SME´s
- **SME Promotion**: intensify the measures for SME promotion :
 - Consulting/support for transnational cooperation's after the initial contact
 - promote the SME's of the Baltic Sea Region worldwide



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THANK YOU FOR YOUR ATTENTION

www.hanse-parlament.de

Hanse-Parlament - Microsoft Internet Explorer

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Google Suche 790 blockiert Rechtschreibprüfung Optionen



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BON COURAGE

Business Opportunities through Networking and Communication about Enlargement

EU with 25 Member States comprises a market of almost 450 mio people. In order to en-courage small and medium sized enterprises in Europe to identify and seize the opportunities this internal market holds the "Bon Courage" project has been set up. With financial support from the European Commission, DG Enterprise, 28 partners are implementing this project between June 1st, 2005 and May 31st, 2006. The project will be implemented through four pillars:

Communication

- to inform SMEs about the situation of the skilled craft sector in the enlarged Europe (market opportunities, legal aspects, contacts)
- to provide more detailed information on specific sectors in participating countries

Coaching

- to support SMEs who participate in co-operation events before, during and after the event

Cooperation

Internet

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