



SUOMEN ITÄMERI-INSTITUUTTI  
THE BALTIC INSTITUTE OF FINLAND



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## BSR InnoReg Transnational Training Module 4

# Innovation Support Tools & Networking

22–23 March 2011, Rostock, Germany

Monday, 21 March 2011

Arrival of participants in Rostock	
20.00	Get-together Hotel Steigenberger Hotel Sonne (reception)

Tuesday, 22 March 2011

Venue: City Hall – Conference room 1A and 1 B, Neuer Markt 1, 18055 Rostock Chairman: Dr. Manfred Grigo (ITC Bentwisch); Christine Blume (HIE-RO)	
9.00–9.15	Welcoming words <i>Karina Jens (President of the City Council)</i>
9.15–9.35	Greetings from the BSR InnoReg project <i>Prof. Dr. Gerald Braun (HIE-RO, Executive Director); Johanna Vannes (The Baltic Institute of Finland, Project Manager)</i>
9.35–10.00	The role of communication within a network <i>Frank Passon, Marian Hoffmann (Department of Communication Science, University of Rostock)</i>
10.00–10.15	Coffee break
WORK SESSION I – How to make a region attractive and competitive? <i>Moderator: Kerstin Rönick (ITC Bentwisch)</i>	
10.15–11.00	Experiences in attracting foreign investors Regional experiences from Mecklenburg-Western Pomerania <i>Henner Willnow (Invest in MV)</i> Experiences from regional entrepreneur Regional experiences from Mecklenburg-Western Pomerania <i>Dr. Harro Kuraschewski (Marine Soft, Managing Director)</i> Experiences as regional investor abroad Regional experiences from Mecklenburg-Western Pomerania <i>Uwe Stieblich (Stahlbau Stieblich, owner of firm)</i>



11.00–11.30	Group work
11.30–12.30	Presentation of the main findings of the group work
12.30–14.00	Lunch
WORK SESSION II – What are the requirements of a network? (2 cases) <i>Moderator: Kerstin Rönick (ITC Bentwisch)</i>	
14.00–15.00	Galileo ( <a href="http://www.sea-gate.de">www.sea-gate.de</a> ) <i>Dr. Harro Kuraschewski (Marine Soft, Managing Director)</i> Case example and discussion
15.00–15.30	Coffee break
15.30–16.30	E-Mobility <i>Pawel Warszycki (HIE-RO, Executive Co-Director)</i> Case example and discussion
16.30–17.00	Summary of discussions
18.30	Bus trip to Warnemünde with working dinner

## Wednesday, 23 March 2011

Venue: City Hall – Conference room 1A and 1 B, Neuer Markt 1, 18055 Rostock Chairman: Dr. Manfred Grigo (ITC Bentwisch); Christine Blume (HIE-RO)	
WORK SESSION III – Models for Know-How transfer / examples for knowledge maps (3 cases) <i>Moderator: Kerstin Rönick (ITC Bentwisch)</i>	
9.00–9.30	Kraft-model <i>Mia Swärdh (Internationell kompetens AB, Strategic Project Manager), Kicki Stridh (Internationell kompetens AB, Strategic Project Manager)</i>
9.30–9.55	Deep integration of technology centre and university <i>Prof. Dr. Janis Vucans (Ventspils University College, former rector)</i>
9.55–10.20	University of Rostock and ITC Bentwisch <i>Prof. Dr. Lienhard Pagel (University of Rostock), Dr. Manfred Grigo (ITC Bentwisch)</i>
10.20–10.45	Discussion
10.45–11.00	Coffee break
11.00–12.30	Summary of all TTMs (Seinäjoki, Tartu, Riga, Rostock) "Double Team Method" <i>Pia Kattelus (Ruralia Institute)</i> Closing and next steps <i>Johanna Vannes (The Baltic Institute of Finland, Project Manager)</i>
12.30–13.30	Lunch
13.30	End of the TTM