



SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND



Part-financed by the European Union
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BSR InnoReg

Second Joint Partner Meeting

Programme

Wednesday, 25 November 2009

Arrival of the participants, check-in	
Get-Together	
Venue: <i>Rostock University of Music and Theatre, Beim St.-Katharinenstift 8, 18055 Rostock</i>	
17.00–17.15	Registration and opening of the BSR InnoReg 2 nd JPM <i>Birka Heine, Rostock Chamber of Commerce</i>
17.15–17.20	Introduction to the University of Music and Theatre <i>Prof. Peter Manfred Wolf</i>
17.20–17.30	Welcome to the Rostock region <i>Dr. Andreas Schubert, Office for urban planning and development</i>
17.30–17.45	Innovation – opportunities and boundaries of a university <i>Prof. Dr. Stefan Göbel, Vice-Rector for study, teaching and evaluation at the University of Rostock</i>
17.45–18.00	„BDO-Models of SME-Promotion – Lessons from personnel experience – “ <i>Prof. Dr. Gerald Braun, Hanseatic Institute for Entrepreneurship and Regional Development at the Rostock University</i>
18.00	Introduction of participants <i>Birka Heine & Johanna Leino</i>
18.30–	Music & Buffet



Thursday, 26 November 2009

WP 4 – moderated by Marja-Riitta Mattila-Nurmi (PP2) & Johanna Leino (LP)	
Venue: <i>Chamber of Commerce, Ernst-Barlach-Str. 1-3, 18055 Rostock (Room Rostock)</i>	
8.45–8.55	Information from the Lead Partner Introduction to the WP4 workshop <i>Johanna Leino, the Baltic Institute of Finland</i>
8.55–10.45	WP4 work plans
	Case examples of WP4 detailed work plans <i>Tampere, ZAB Brandenburg, Latvia (8 min. each)</i>
	WP4 detailed work plans of other regions <i>Tartu, Kaunas, Rostock, Havelland-Fläming, Seinäjoki, Podlaskie (3 min. each)</i>
	Discussion on key questions and challenges / exchange of experiences from regional workshops
10.45–11.00	Coffee break
11.00–11.30	Regional analysis & BDOs' survey
	Outlook and discussion on BDOs' survey and regional analysis status and next steps <i>Anne Marie de Beaufort, HIE-RO</i>
11.30–12.30	Transnational Training Modules
	Experiences and conclusions from Seinäjoki TTM <i>Johanna Leino, the Baltic Institute of Finland</i>
	Group discussion on possible themes/methods for Tartu and other TTMs
12.30–13.30	Lunch at <i>Steigenberger Hotel Sonne, Neuer Markt 2, 18055 Rostock</i>
13.30–14.00	Transnational Training Modules
	Guidelines for future TTMs <i>Marja K. Kurkela, Ruralia Institute</i>
	Next TTM in Tartu, March 2010: draft programme and agreement on the date <i>Kaili Ojamets, Tartu City Government</i>



WP 2 – moderated by Johanna Leino	
Venue: <i>Chamber of Commerce, Ernst-Barlach-Str. 1-3, 18055 Rostock (Room Rostock)</i>	
14.00–15.00	Project communication
	Approved project communication plan, indicators <i>Johanna Leino, the Baltic Institute of Finland</i>
	Partners tell and show their experiences (brochures, press releases etc.)
	Discussion on future communication in the project (LinkedIn, Skype etc.)
15.00–15.30	Coffee break

WP 3 – moderated by Johanna Leino	
Venue: <i>Chamber of Commerce, Ernst-Barlach-Str. 1-3, 18055 Rostock (Room Rostock)</i>	
15.30–17.00	BSR InnoReg Forum in Riga (20 April 2009)
	Current state of Forum preparations, preliminary programme <i>Johanna Leino, the Baltic Institute of Finland</i> EU BSR Strategy flagship: “BSR Programme for Innovation, Clusters and SME-Networks” <i>Esa Kokkonen, the Baltic Institute of Finland</i>
	Group discussion: Ideas for the Forum programme/speakers/marketing
17.00	End of the first day

Get-Together	
Venue: <i>Steigenberger Hotel Sonne, Neuer Markt 2, 18055 Rostock</i>	
18.00–19.30	Christmas Market
20.00–	Dinner at <i>Zur Kogge, Wokreuter Str. 27, 18055 Rostock</i>



Friday, 27 November 2009

WP 5 – moderated by PP5, PP3, PP17	
08.30	
Venue: <i>Chamber of Commerce, Ernst-Barlach-Str. 1-3, 18055 Rostock (Room Rostock)</i>	
08.45–10.15	
Parallel workshops in Action Fields – Part I	
Workshop Action Field 1 – Innovative enterprises and user-driven innovation (Room Güstrow) <i>moderated by Sanna Kankaanpää, Seinäjoki Technology Centre</i>	
Workshop Action Field 2 – Financing instruments and start-up support (Room Teterow) <i>moderated by Pekka Jussila, Hermia Business Development</i>	
Workshop Action Field 3 – Creative culture development (Room Grimmen) <i>moderated by Martin Buenning, ZAB Brandenburg Economic Development Board</i>	
10.15–10.30	
Coffee break	
10.30–12.00	
Parallel workshops in AF – Part II (<u>at the same time: Project Steering Group meeting</u>)	
Workshop Action Field 1 continues	
Workshop Action Field 2 continues	
Workshop Action Field 3 continues	
12.00–13.00	
Lunch	
13.00–13.45	
Presentation of planned activities, current state and next steps (Room Rostock)	
Action Field 1 – Sanna Kankaanpää	
Action Field 2 – Pekka Jussila	
Action Field 3 – Martin Buenning	
13.45–14.30	
General issues for all WP5 partners	
Handbook, seminar on start-up support in Riga, LinkedIn etc. <i>Johanna Leino, the Baltic Institute of Finland</i>	
14.30	
End of the joint partner meeting	
Project Steering Committee Meeting	
Venue: <i>Chamber of Commerce, Ernst-Barlach-Str. 1-3, 18055 Rostock (Room Rostock)</i>	
10.30–12.00	
Project Steering Committee Meeting	