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## LOCAL BUSINESS SEMINARS

- Kolobrzeg, 12<sup>th</sup> April 2013
- Darlowo, 15<sup>th</sup> April 2013
- Ustka, 16<sup>th</sup> April 2013
- Nexø, 19<sup>th</sup> April 2013
  
- Aneta Gozdan-Møller
- Niels Chresten Andersen



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# AGENDA

1. Welcome and presentation round
2. INTERFACE PLUS project, short introduction
3. Business situation on Bornholm
4. B2B cooperation, perspectives and interests
  - Maritime and local focus
5. Further process, B2B study visits etc.



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# INTERFACE PLUS

Innovative investments for improved public passenger transport in the South Baltic Area – an upgrade of the INTERFACE project

Lead partner:  
Public Transport Association Warnow,  
Germany



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# INTERFACE PLUS

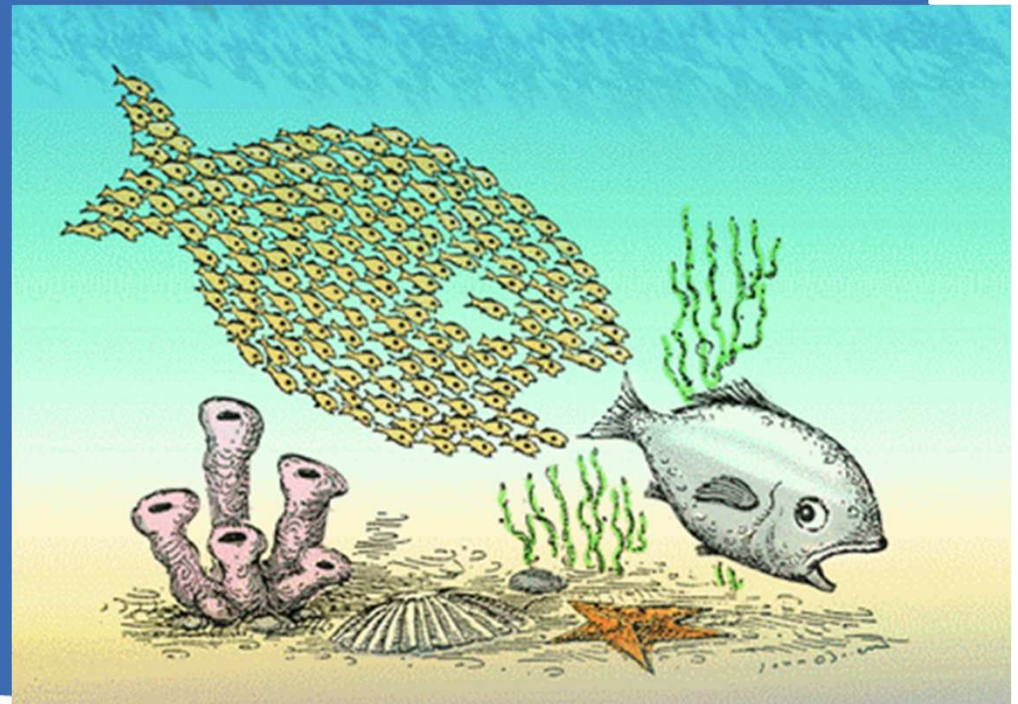
## Component 4:

Improved (passenger) transport connections between Northern Poland and Bornholm

- Market analysis
- Upgraded passenger facilities
- Improved information and promotion
- Improved business-to-business cooperation / maritime clusters

## B2B – WHY?

- Use of market potential in EU single market
- To reach new and bigger markets, export
- To develop the company: products, staff and production/sale methods etc.
- To attract more tourists





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## B2B – HOW?

Identification of concrete potential and  
interest for a closer B2B cooperation  
-> by business companies/representatives

B2B study visits

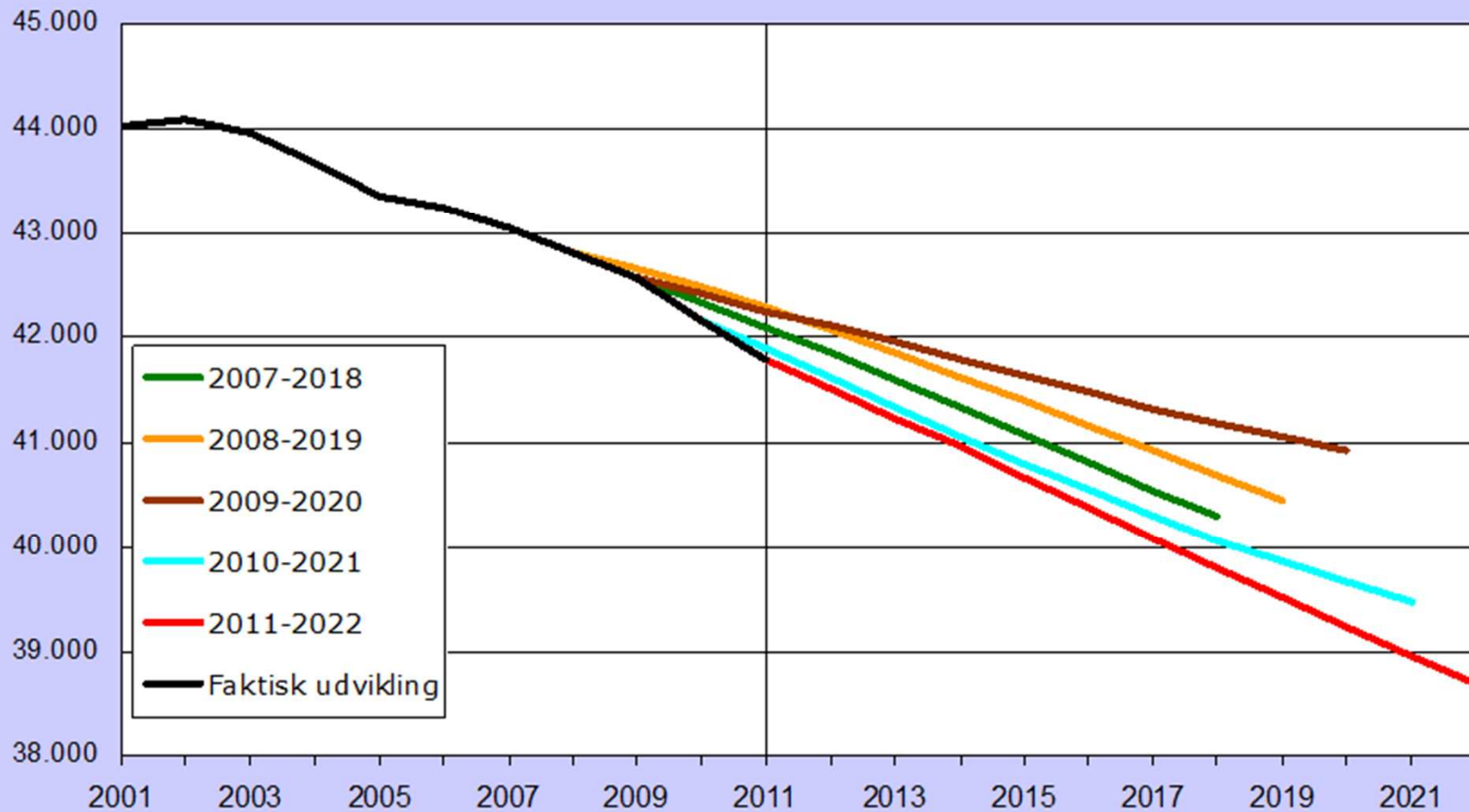
Joint B2B platform / maritime cluster

## B2B – WHO?

- Local business chambers
- Seaport related companies: authorities, fishermen, fishing industry, ship service/equipment etc.
- Tourism and retail sectors, including local events, maritime museums etc.
- Other businesses, who might benefit of a closer B2B cooperation, such as export oriented companies, aquaculture and knowledge institutions

# BORNHOLM - POPULATION

## Seneste fem års prognoser







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# BORNHOLM

Home market getting smaller due to  
depopulation and tourists staying shorter

- > more jobs
- > more export
- > more internationalisation of businesses
- > more knowledge-based innovation to be  
competitive at the global markets
- > more qualified labour force
- > more tourists and/or tourists staying  
longer on Bornholm



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# Business development strategy 2011-2014

Vision: Bright Green Island  
Bornholm – a green growth island

Goals:

- Increasing the supply of jobs
- Increasing value creation
- Increasing innovation
- Improving qualifications

# Strategic priority areas

- Bornholm: a business island
- Bornholm: an education island
- Bornholm: a green test island
- Bornholm: an experience island

Framework conditions: Transport  
accessibility – education environment –  
high-speed broadband – business  
development

# Business Clusters

## **Bornholm – A Green Technology and Test Lab**

Bright Green Test Island:  
Cleantech, renewable  
energy, building &  
construction

## **Bornholm – A Food Island**

Gourmet Bornholm/ food  
producers, farmers,  
restaurants, chefs, canteens,  
wholesalers, distributors,  
retailers

## **Bornholm – A Tourism Island**

Bornholm.info,  
Enjoybornholm.dk  
nature, wellness, arts & craft,  
medieval history and culture,  
music & sports events



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# Business Clusters

The cluster members provide resources (time and money) to the cluster cooperation.

Business Link Greater Copenhagen (Bornholm branch office) facilitate and support them with:

Sales and marketing

Education and competency development

Innovation and product development

Creating new business together

Project management and funding



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# Business Center Bornholm



B O R N H O L M



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## BUSINESS GROUP EAST

Around 150 enterprises within retail, tourism, building, service, fishery and other maritime businesses such as the Sea Port

Located in Nexø and the eastern part of Bornholm



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# Nexø Seaport







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# Bright Park Bornholm





# Trio Nexø



• • • MASKINFABRIKKEN

**TRIO NEXØ** A/S



# INTERSOFT NEXØ





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# JL Teknik





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## B2B cooperation?

The ferry connection, support measures  
Tourism promotion, packages/offers  
Sea cruises, sailing events, trolling  
Fishing, fishing industry, aqua culture  
Sea port facilities, infrastructure  
Ship/boat service, equipment  
Joint initiatives like cooperation on specific  
products, services, marketing, labour and  
competence development



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# Further process

B2B study visits in May-June

Joint business platform, ultimo August



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Thank you for your time and contribution!

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