

13 November 2019 | Brussels/Belgium

12th Baltic Sea Tourism Forum

SHARE | INSPIRE | CREATE

Programme

Baltic Sea Tourism Forum

In 2008 the then Ministry for Economy, Employment and Tourism and the Tourist Board of the German state of Mecklenburg-Vorpommern initiated the first Baltic Sea Tourism Forum (Summit) which took place in Rostock / Germany. Core aims of this touristic rapprochement process were to develop forms of collaboration, which complement the countries', and regions' own tourism strategies in a meaningful way and give the Baltic Sea as a tourism destination a better place on the market.

Major aims are:

- Support a sustainable and balanced development of tourism and voice the interest of the tourism economy in the Baltic Sea region.
- Strengthen the sustainable and responsible cooperation of all Baltic Sea region countries and exploit the existing international development potentials more efficiently.
- Provide and secure a permanent platform for information and know-how exchange with the Baltic Sea Tourism Forum at its core for continuous collaboration on the basis of a multilevel process.
- Position the Baltic Sea as a coherent travel destination on the global tourism market and promote the area as an attractive, safe and natural destination for international travellers.

Since 2012, the annual forum is closely linked to the implementation process of Policy Area Tourism in the EU Strategy for the Baltic Sea Region. It contributes strongly to the aims of the macro-regional strategy, the revised action plan and defined actions adopted by the European Commission in 2015.

Objectives of the 12th Baltic Sea Tourism Forum

For the first time in the history of the annual tourism conference, the venue is located outside the Baltic Sea region - and for a good reason. With the participation of the European Union, this year's forum aims to bring together stakeholders from the Baltic Sea region with institutions and representatives in Brussels. In the context of international cooperation successful examples from the Baltic Sea Region will be presented, suggestions for strategic and innovative approaches will be given and insights with regard to the Multiannual Financial Framework 2021-2027 provided. Inspiring keynotes on sustainability and the future of tourism will complement the agenda.

Under the motto **SHARE | INSPIRE | CREATE** the forum underlines the reasons for cooperation beyond national borders in a macro-regional context.

SHARE achievements, as the first session of the day, concentrates on the potentials and challenges of cross-border work by focusing on the overarching macro-regional strategies as well as on examples of interregional project initiatives. The exchange on experiences and future needs aims at helping to clarify commonalities as well as emphasising the advantages of sustainable cooperation at macro-regional level.

A more detailed insight on innovative approaches will be given in the session **INSPIRE** partners. BSR tourism market data & trends and international product & service development can mean long-term benefits for the tourism sector in the BSR and should be considered as an imperative when positioning the tourism industry on international level.

In terms of the new multiannual financial framework of the EU for the period 2021-2027 the third session is dedicated to **CREATE** perspectives. The new EU funding period will not just affect the international cooperation, as it influences the funds available in programmes such as Interreg, but will also define thematic priorities of EU policy. A comprehensive outlook will provide a better understanding of how conditions need to be adjusted for the future of BSR tourism cooperation.

In order to meet the expectations of the forum as a platform for transnational exchange, it will be possible to connect in the framework of a **B2B Café**, which will be organised in addition to the plenum. Funding programmes, project initiatives and interested organizations will have the possibility to present themselves with a stand during the conference day. Together with a new designed **BSTF Web App**, specifically developed for smart matchmaking, the B2B Café allows all participants to easily interact and meet up for interesting conversations.

Target audience

The Baltic Sea Tourism Forum addresses tourism stakeholders that show a common interest in international cooperation and that are convinced of the added value of transnational collaboration in the Baltic Sea macro-region - in particular:

- representatives of Baltic Sea tourism organizations and institutions,
- officials of Baltic Sea national and regional as well as local public authorities,
- lead- and project partners of Baltic Sea tourism related EU projects,
- private tourism operators and experts of the sector,
- educators and universities related to Baltic Sea tourism industries,
- representatives of European institutions and organisations.

Date and Venue

Renaissance Brussels Hotel // Rue du Parnasse 19, 1050 Brussels, Belgium

www.marriott.com/hotels/travel/brubr-renaissance-brussels-hotel

Contact point of the BSTF

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Programme

08:00 **Registration & welcome coffee**

Opening of the 12th Baltic Sea Tourism Forum

- 09:00 **Mr Bodo Bahr**, Secretary General of the Baltic Sea Parliamentary Conference
Mr Michael Cramer, Former Member of the European Parliament and Chair of the Committee on Transport and Tourism
Ms Åsa Bjerling, Executive Secretary of the Baltic Sea Commission
- 09:30 **Keynote: Flourishing Beyond Sustainability: Towards a Regenerative Tourism**
Ms Anna Pollock, Conscious Travel
- 10:15 **Enterprise Europe Network (EEN): supporting stronger cooperation of SMEs**
Mr Janos Schmied, Programme Officer of DG Grow and EEN, European Commission
- 10:35 **Cultural heritage in European Union policies: policies, strategies, funding, link with tourism**
Mr Maciej Hofman, Policy Officer of DG EAC, European Commission
- 11:00 **Coffee break**

SESSION 1 - SHARE achievements

- 11:30 **Legacy of EU Strategy for the Adriatic & Ionian Region**
Ms Blanka Belosovic, Representative of the EUSAIR
- 11:45 **Panel: Success stories of international tourism cooperation in the Baltic Sea Region**
Introductory statement and moderation by
Ms Magda Leszczyna-Rzucidło, Head of International Permanent Secretariat, Euroregion Baltic

Interventions and discussion by

Mr Tomasz Naprawski, BalticMuseums Love IT!, Interreg South Baltic Programme

Ms Ira Lahovuo, Archipelago Access, Interreg Central Baltic Programme

Mr Niclas Fjellström, Baltic Sea Food, Interreg Baltic Sea Region

Ms Constanze Metzger, Routes4U, Council of Europe

13:00 **Business Lunch, B2B Café**

SESSION 2 - INSPIRE partners

14:00 **BSTC Tourism Market Monitor & Trend Radar: Seeing what is now and seeing what is next.**

Interactive presentation by

Prof. Bjoern Jacobsen, International Management, University of Applied Sciences Stralsund

Mr Tjark Schlegel, Student, University of Applied Sciences Stralsund

Mr Christopher Blanck, Student, University of Applied Sciences Stralsund

14:45 **Smart tools for international product & service development**

Interactive presentation by

Ms Karin Melbye Holm, Danish Tourism Innovation

15:30 **Coffee break and B2B Café**

SESSION 3 - CREATE perspectives

16:00 **Multiannual financial framework 2021-2027 and its impact on international tourism cooperation**

Joint intervention by

Ms Ramune Genzbigelyte-Venturi, Policy Officer Tourism Unit, DG Grow, European Commission

Ms Joanna Mouliou, Programme Manager, DG Regio, European Commission

- 16:30 **The future of Policy Area Tourism in the EU Strategy for the Baltic Sea Region**
Intervention by
Ms Andrea Krabbe, Policy Area Coordinator Tourism, EU Strategy for the Baltic Sea Region
- 17:00 **Keynote: Five things you need to know about the future of tourism**
Mr Stefan Hyttfors, Global speaker, Author and Change agent
- 17:45 **Invitation to the 13th Baltic Sea Tourism Forum**
Ms Lidija Bajarūnienė, Ministry of the Economy and Innovation of the Republic of Lithuania
Dinner and B2B Café
- 19:30 **End of Forum**

Let's meet in Brussels

Together with Policy Area Tourism of the EU Strategy for the Baltic Sea Region, the Baltic Sea Tourism Center warmly welcomes interested participants to the 12th Baltic Sea Tourism Forum in Brussels. Further information about the BSTF and BSTC can be explored at: www.bstc.eu