

Invitation

Turku School of Economics, Lead Partner of the Interreg III B project LogOn Baltic “Developing Regions through Spatial Planning and Logistics & ICT Competence” cordially invites you to a seminar on the theme of:

“Developing regions through logistics and ICT competence”

Tuesday, October 16th 2007 at 9.30 a.m.

Hotel Silken Berlaymont Brussels,
11-19 Boulevard Charlemagne, B-1000 Brussels

LogOn Baltic proposes solutions to develop efficient ICT and logistics uses as well as related infrastructure that better serves the interests of regions as well as small and medium sized enterprises and other firms to increase their competitiveness.

The seminar will highlight the following themes:

- Key findings across 9 Baltic Sea regions of two surveys on the level, costs and needs of **Logistics and ICT usage with 1,100+ respondents in each.**
- The impact of concrete LogOn Baltic initiatives launched e.g. on
 - Putting logistics on the regional political agenda
 - Regional airport development
 - ICT development of small and medium sized enterprises

The findings are highly useful for regions throughout Europe and beyond:

- Powerful benchmarks for regional development
- Approaches on how to effectively organise regional development entities

R.S.V.P. before October 11th, 2007 by returning the enclosed reply card to TURKU-Southwest Finland European Office, Avenue des Arts 58, B-1000 Brussels by fax (+32 2 287 1209) or by e-mail (turku.assistant2@skynet.be).

May we kindly inform you that the number of participants is restricted due to the limited number of places. Therefore, the registration of participants will be based on first come - first served principle.

Seminar programme

Moderator, Mr. Staffan Eklind, Transportcentrum Ltd. Sweden

- 9.30 Registration
- 10:00 Welcome and Project Introduction
Mr. Lauri Ojala, Professor, Turku School of Economics, Finland
- 10:10 Word of welcome from a Project Partner
Mr. Tõnu Karu, Representative of Tallinn at the European Union

LOGON BALTIC SURVEY FINDINGS (1,100+ responses in each)

- 10.15 Status and needs of logistics users and providers in the Baltic Sea region
Mr. Wolfgang Kersten, President and Professor, HSL Hamburg School of Logistics, Germany
Mr. Jürgen Glaser, Manager cluster development, Growth Initiative Süderelbe AG, Germany
- 10.40 Level of ICT usage and needs in the Baltic Sea region
Mr. Eric Kron, Wismar University, Germany

11.00 Coffee break

EXAMPLES OF LOGON BALTIC'S IMPACT ON REGIONS

- 11.30 NN
- 11:50 Tartu airport development
Ms. Margit Hämarik, Project Manager, Tartu Science Park, Estonia
- 12.10 Enterprise ICT
Mr. Mikko Pirilä, CEO, Opapoint Ltd., Finland

OUTLOOK

- 12:25 Developing regions through logistics and ICT competence
Mr. Tero Hirvilammi, Vice-Mayor City of Turku, Finland
- 12:40 Regional Development Programmes: Project funding in the Programme Period 2007-2013
Ms. Ann-Kerstin Myleus, Deputy Head of Territorial Co-operation Unit
DG Regional Policy - European Commission (tbc)
- 12.55 Closing of the event
Mr. Staffan Eklind, Transportcentrum Ltd.

A sandwich buffet will be served after the seminar at 13.00.

Project Partners

Lead Partner: Turku School of Economics, Lead Partner, WP 4 Leader; **Project Partners in alphabetical order by country:** **Denmark:** • FDT Association of Danish Transport Centres **Estonia:** • Estonian Logistics Union • Tallinn City Government • Tartu Science Park **Finland:** • Development Centre of Salo Region • ICT Turku Ltd • Loimaa Regional Development Centre • Pilot Turku Ltd • Regional Council of Southwest Finland • TEDIM Telematics, Education, Development and Information Management • Turku Region Development Centre • University of Turku, Department of Geography **Germany:** • Business Association of Wismar • Federal Association of SME's (Section for Northern Germany) • HSL Hamburg School of Logistics gGmbH • Ministry for Labour, Building and Regional Development Mecklenburg-Vorpommern • Wismar University • Growth Initiative Süderelbe AG (subcontracted partner) **Latvia:** • Logistics and Customs Brokers Association • Riga City Council, City Development department • Transport and Telecommunication Institute **Lithuania:** • Vilnius Gediminas Technical University **Poland:** • City of Pruszcz Gdański • Polish Logistics Association **Russia:** • Saint-Petersburg Government Committee of Transport-Transit Policy • North Western Russia Logistics Development and Information Centre • Non-profit training and research center for adult education "Protey" **Sweden:** • Linköping University, Linköping School of Management, Logistics Management • Östsam Regional Development Council • Transportcentrum AB

This seminar has been arranged in cooperation with the project partners and Turku-Southwest Finland European Office.

Should you need any further information concerning this seminar, please do not hesitate to contact LogOn Baltic Project Office (Turku School of Economics) Rehtorinpellonkatu 3, FI-20500 Turku, Tel: +358 2 481 481, www.logonbaltic.info, E-mail: info@logonbaltic.info