



Unternehmer-  
verband  
Rostock und  
Umgebung  
e.V.

UV

## Project SEBco:

**City-Hinterland Kooperation as motor for regional development in the South East Baltic Room**

**Work session WP 4 „SME as motor of internationalising“**

20th of april 2007, 9 o'clock  
Gdynia, Hotel „Nadmorski“,

### Protocoll

#### Participants:

- Dr. Ulrich Seidel, management director of Entrepreneurs Association Rostock and area;
- Meike Stelter of Entrepreneurs Association Rostock and area;
- Mrs. Elzbieta Starzyk, Foundation "Support and promotion of Enterprise in Warmia and Mazury";
- Mr. Pjotr Durski, Foundation "Support and promotion of Enterprise in Warmia and Mazury"
- Mr. Marcin Dejna, Pomerania Development Agency;
- Mr. Marcin Piatkowski, Pomerania Development Agency;
- Mrs. Silke Alsen, Baltic Sea Solutions;
- Mrs. Nijole Slefendoraitė, Administration of Taurage County;
- Mrs. Linda Sarke, Zemgale Development Agency
- Mr. Juris Asars, Zenabils town council;
- Mrs. Anna Polyotkina, Immanuel Kant University of Russia;
- Mr. Jens Masuch, Landgesellschaft MV

1. Dr. Seidel summarised the status of currently activities. Thereby he explored the actually situation in relation to the particular project activities.
2. Cooperations:  
He refers to the choice of 10 businesses, which has to deliver from the several project partners. They have to be involved into the creation of direct cooperations. The project partners from Gdansk, Lithuania and Latvia has to concretise these 10 businesses from their region.  
Es wurde übereinstimmend als Termin für die Erledigung Mitte Mai festgelegt.  
**responsible: project partner Gdansk, Lithuania, Latvia**  
**deadline: 15th of may 2007**

3. The partners from Lithuania and Latvia needs more information about cooperations. The relevant information the Entrepreneurs Association Rostock will send the next days.  
**responsible: Entrepreneurs Association Rostock**  
**deadline: directly**
  
4. International Cooperation data base:  
Dr. Seidel announces the transfer of informations about editing businesses within the data base. It was made for supporting the particular businesses in the process of presenting their firms.  
**responsible: Entrepreneurs Association Rostock**  
**deadline: end of april**
  
5. Management tools  
In opinion of all partners the previous tools are sufficient. The work on this task will be closed after completing and finishing through the Entrepreneurs Association Rostock. If necessary the Association is asking for contributions for particular partners  
**responsible: Entrepreneurs Association Rostock**  
**deadline: end of may**
  
6. Fairs  
The lead partner will check possibilities for participation of SME's in the next fair in Szczecin. Accordingly to the model in participation in Baltic Sea Fair in Rostock in February the partners can offer the SME's in their regions a participation in the common stand for free. If there are interested businesses the partners give the information about the firms to the Entrepreneurs Association Rostock..  
**responsible: Entrepreneurs Association Rostock**  
**deadline: 15th of may**
  
7. Franchising  
Dr. Seidel points out the function of the CD with 800 Franchise-models, distributed to all partners. It was involved for giving the partners a possibility to consult the SME's in the regions which are surching the way of internationalising. The project partner from Latvia need more information about that. The WP4-Lead-Partner will summarise the franchise informations for the tasks in WP 4 in the next weeks.  
**responsible: Entrepreneurs Association Rostock**  
**deadline: end of april**
  
8. Cooperation university – SME's  
Dr. Seidel proposes a symposia with participation of all partners with that theme in September in Rostock. Mr. Marcin Dejna thinks about the costs, in Pommern region some projects are existing yet. The agency will informate the partners about that in the next time. Thereupon the proposal was laid down.  
**responsible: Entrepreneurs Association Rostock**  
**deadline: end of may**

During the course of discussion the partners agree to find out the transfer points „science – business“ at the universities in their region, if existing. The contact points information the partners send to the WP4-lead-partner. He is distributing the summurised information to all partners.

**responsible: Entrepreneurs Association Rostock, all partners**  
**deadline: end of may**

9. Seminar in Taurage in may

The project partners from Taurage report about a planned meeting of businesses from the region Taurage with Kaliningrad authorities in may. The Russian and the Lithuanian embassy are invited too. The partner will brief the Entrepreneurs Association Rostock about the participating SME's. If there it is possible, german businesses will take part.

**responsible: Entrepreneurs Association Rostock**

**deadline: end of april**

10. Building and reconstruction conference

Dr. Seidel briefs about the building and reconstruction conference in october in Kaliningrad. The partners should use this event for involving the regional SME's. Detailed informations the partners receive in due time.

**responsible: Entrepreneurs Association Rostock**

Rostock, 23th of april 2007

Dr. Ulrich Seidel  
Management director  
Entrepreneurs Association Rostock

Meike Stelter  
Syndic  
Entrepreneurs Association Rostock

Attachment: list of participants