

Geschäftsstelle Rostock

Wilhelm-Külz-Platz 4
18055 Rostock

Tel.: (0381) 2 42 58 - 0
Fax: (0381) 2 42 58 - 18
eMail: uv.info@unternehmerverband-rostock.de
www.unternehmerverband-rostock.de

Rostock, August 2006

Protocol of the SEBco Kick-off meeting – 09th – 11th August 2006 in Rostock (Germany)

The Kick-off meeting as part of the SEBco Project was carried out in Rostock from 9th August to the 11th August 2006 in Rostock / Germany. It followed the previous event in Greifswald / German (30.01. and 31.01.2006). It was focussed mainly on workpackage 4 of the project: "SMEs as motors of internationalisation. Further workpackage 5 "Networks of knowledge" was "preliminary discussed.

1. Generalities and organisation

- a. chairman of the meeting:** Dr Seidel, Employers Association Rostock
b. place and time: Rostock - 09th – 11th August 2006
c. participants:

aa. Marshal Office of the Warminsko-Maazurskie Voivodship (Olsztyn / Polen)

- Anna Bula
- Lidia Wojtowicz

bb. Foundation „Support and Promotion of Enterprise in Warmia and Mazury“ (Olsztyn / Polen)

- Piotr Durski
- Elzbieta Starzyk

cc. Agentur West Pomeranian Regional Development Agency (Szczecin / Polen)

- Konrad Frontczak

dd. Pomeranian Regional Development Agency /Gdansk / Polen)

- Marcin Dejna

ee. Marshal Office of the Pomorskie Voivodship (Gdansk / Polen)

- Monika Cholewczynska

ff. Project Management TACIS

- Frau Schultz – Zehden

gg. Employers Association Rostock:

- Dr Ulrich Seidel
- Meike Stelter
- Erik Marschner

The following participants were excused:

- Schwerin – Leadpartner (Landesarbeitsministerium Schwerin (Secretary of Employment of the state MV in Schwerin) / Germany respectively Landgesellschaft MV mbH),
- Kaliningrad (Kaliningrad Oblast Administration bzw. Immanuel Kant State University of Russia – Russland),
- Taurage (Governor Administration of Taurage County / Litauen),
- Jelgava (Zemgale Development Agency / Lettland)

2. Bases and objects of the meeting

a. The following documents were issued by the Employers Association Rostock to all other participants:

- list of addresses
- report on activities in relation to WP 4 milestone 1 with corresponding attachments handed out by the Employers Association Rostock
- presentation of ten German enterprises interested in transnational cooperations
- information about the Baltic Business Forum
- overview about fairs taking place in the Baltic Sea area
- information about Employers Association Rostock

All participants not attending the event will get all relevant materials. It was determined that an update of all addresses including e-mail addresses is necessary. Further the Employers Association Rostock will provide an english summary of the Baltic Business Forum attended by all participants.

b. The kick-off meeting followed the first event in Greifswald within this project and especially the introducing speech given by Dr Seidel. All activities within planned milestone 1 of this project (between March and June 2006) were evaluated. Secondly the participants discussed the further approach in relation to this project. All necessary activities, the objects and the content in detail were specified, especially for the milestone of workpackage 4 (ms 2 July – December 2006).

The host - Employers Association Rostock – presented an activity report for milestone 1. All participants agreed. It was determined that every partner has to fix its relevant project taken part. For the current project it seems to be useful to implement all aquired experiences and knowledge. Following a specialist discussion (see therefor No. 3) the participants debated all the milestones of the project in detail. For further details in this context look at No. 4.

3. Programme of selective measures and coordination

a. Cooperation

The Employers Association Rostock informed that the Association had already communicated with different companies from its hinterland. So they were able to introduce ten different companies which have the intention to cooperate with partner abroad. All these SMEs have in common that they are all highly innovative and technology oriented. Its branches are: automation, renewable energy sector, electrical engineering, laser beam technology, measuring technique or data management.

This presentation was followed by a discussion among the participants. It was determined that it is useful to specify the branches. The focus lies on innovate and technology oriented enterprises. But at the moment no branches should be excluded. Every single partner shall name three or four different branches under that point. These wishes or branches with preference will be communicated to the Employers Association Rostock until the 15th September 2006. After that all participants will get a common list with all the different branches in different regions so they will be able to determine possible cooperations. To use a common form of questionnaires our partner from Poland (esp. from Szczecin and Gdansk) will provide a uniform application of questionnaires in concrete terms in the english language. The partner from Poland will also inform the Employers Association Rostock about the results of their questioning and potential partners. All partner do have their own data bases. Our leadpartner – the Secretary of Employment of the state Mecklenburg - Vorpommern in Schwerin – will create a SEBco website. The best and easiest way to provide a common database is a linking to all national websites and databases. So it is possible to figure out all relevant information mutually. The detailed approach shall be arranged with the leadpartner by every single partner of the project.

b. Franchise

All partners discussed possibilities to analyse and use transnational franchise applications in principle. The objective should be working out of franchise proposals and the integration of that that ideas in our project. Is it possible to establish transnational cooperation on that base? The Employers Association Rostock will provide all partners with a handout about a market-oriented analysis of existing franchise-ideas. This handout will also contain a general legal and economically introduction to franchise contracts. Further the partners will get informations about the German experiences and relevance in that context, especially for entrepreneurs and SMEs as supporting leg. The goal is to exchange and evaluate the necessary knowledgment and the xposing of described transnational cooperations or relevant possibilities. The polish participants will examine correspondent applications in Poland.

After that the Employers Association Rostock will prepare a relevant workshop together with its polish partner The concrete details shall be discussed later. The workshop will inform about various franchise models / proposals, ideas, experiences and information sources.

c. Fairs

Fairs are an appropriate and important tool to find products and to initiate cooperations between SMEs on a transnational stage. Apart from classical fairs it is also possible to use virtual fairs. Within the Baltic Business Forum under the topic: "Fair region Baltic Sea – stock and visions" all participants were illustrated various possibilities to use use fairs for marketing and sales. It was also shown that fairs play a significant role in the development of the local business. It was pointed out that the classical fairs are propably the better approach at the moment and for this project so the emphasis lies on a specific implementation and utilisation of classical fairs. The Employers Association Rostock submits the following offer: During the Baltic Sea Fair in February 2007 all partners respectively the corresponding enterprises can use a booth without payng any booth fee. The costs of the journey and accomodation will not be paid by the Employers Association Rostock. All other partners will inform each other about possibilities to use their domestical fairs. The given information will be evaluated.

d. Networks (WP5)

All partners agreed that it is necessary and meaningful – also in relation to workpackage 5 – to use and combine the existing networking structures of the partners to universities, other regions, administrative institutions or relevant business facilities. Lately the existing connections shall be used by all other participants in order to facilitate or improve polish enterprices the access to the German market (evaluation of market entry chances), to

create cooperations, to exchange experiences and knowledge or to promote mutually. The Employers Association Rostock offers all partners a promotion at all legal and financial questions and also at sales and marketing of their services and products. That means that it is possible together with the existing networks to evaluate the chances of market entry for 3 – 5 companies interested in. All the other partners try to find out if they can also provide such an assistance.

e. Universities

It was spoken about the question how to include institutions of research and development. A cross-border exchange between scientific institutions as well as between science and business is essential in order to secure the competitive and future positions. Many enterprises need to be sensitized to use and strengthen their own innovations. To prepare another application for subsidies it is necessary to figure out at which relevant subjects or areas the universities or other appropriate institutions are doing their research. In parallel with this innovative enterprises shall be asked to innovate ideas. This approach seems to be useful to find out what kind of cooperations are possible (Business meets science). The concrete transposition will be discussed after it.

English translation:

MS1:March–June2006

1. Result analysis previous IR 3 B projects and national projects (e. g. Equal, Baltic Balance ...)
2. Ideas analysis in the field of existing franchising for transnational after using
3. Preparation the fair promoters in the Baltic Sea room and fair contents, establishing a fair calender
4. Work out basics for using virtual fairs with cost overview for SME
 - Notes: virtual fairs are not the key or main task. The focus is on normal conservative fairs.
5. Searching for selected firms and participation them in transnational cooperation
6. Evaluation market entry chances for participating firms or branches in the project partners countries
7. Work out a compendium with product ideas, patent offers, licence offers, franchise ideas – exchange of worked out documentations in may 2006
 - **Notes:** This number was cancelled.
8. Kick-off meeting for the SME's and coordinated tasks
9. "Baltic Business Forum" with the theme "Information and fair activities in the Baltic Sea room" at 10.08.2006 in Rostock (eve of Hanse Sail), Contact fair organisation

MS2:July–December 2006

1. Provide a coordinated task
2. Evaluation the capacities of the participating SME's (about 25 – 30) by detailed questionnaires
3. 3 – 5 market analyses for selected firms
4. Establishing management tools for cooperation management and transnational cooperation
5. Modification a open internet data base for cooperation and entering the firms
6. Fixing the goals for firms in relation to:
 - product development
 - market enlargement
 - cooperation partners
 - using further ideas
 - franchise for 2nd business
7. Organisation a “Baltic-Business-Forum” with the theme: “Information and fair activities in the Baltic Sea room” at 10.08.2006 in Rostock (eve of Hanse Sail)
8. Organisation the event “Business meets science”, November 2006, location has to fixe,
main intention is the exchange of innovative ideas and implementation of development tasks:
 - target specification
 - standards
 - research them, overview
 - **Notes:** This point / event is combined with WP 4 MS 3 No. 5.

MS3:January-June2007

1. Partners participation in 2 selected fairs in the Baltic Sea room.
 1. proposal: February 2007 “Baltic sea fair Rostock”
 2. proposal: open
2. Analysis of national and international programs for working out common tasks with participation SME's
Target are 2 applications together with universities
3. Working out franchise offers and to integrate this ideas in participating firms

4. Working out management tools in cooperation with chambers and associations
5. - Symposium "Product development in SME's" and organisation of the event "Business meets science",
main intention is the exchange of innovative ideas and implementation of development tasks:
 - target specification
 - standards
 - research themes, overview

may 2007, location: open

Notes: This point / event is combined with WP 4 MS 2 No. 8.
6. Organisation of regional cooperation markets with partners participation

MS4:July–December2007

1. Result analysis in the SME's and concretising for further cooperation
2. Implementation the chambers and associations for carry on the networks promotion
3. Transfer the data base and management tools for further care
4. Work out a consulting catalogue for the municipalities and countries:
 - Finding realisable ideas for business promoting transnational cooperation
 - Proposals for using and distribution of subsidies and infrastructural capital
 - Building up and using transnational networks
 - Cooperation with universities (international student exchange, common research projects)
 - Transferring the recommendations by participation in public regional and administrative boards, committees and so on
5. Finish report and finishing meeting
 - **Notes:** Two further event are planned. The next one will be in Rostock (February 2007 - Baltic Sea Fair) Both, the time and place of that last event need to be specified.
6. 1 or 2 applications for transnational projects in future

5. Fixed dates

1. Conclusion of the presentations „Baltic Business Forum“ provided by Employers Association Rostock (look at No. 2a) – Time limit: 15.09.2006
2. Update of addresses and email – contacts (look at No. 2a) – Time limit: 15.09.2006
3. Declaration and specification of the branches (look at No. 3a) - Time limit: 15.09.2006

4. Specification and standardisation of the questionnaire provided by the polish participants (look at No. 3a) - Time limit: 15.09.2006
5. Designation of projects participated in the past (look at No. 2b) – Time limit: 30.09.2006
6. Exchange of information in relation to domestic fairs or similar events / overview about fairs provided by all participants (look at No. 3c) – Time limit: 30.09.2006
7. Evaluation of possible and mutual support for this project, especially for networking, financing, matters of law, market research and analysis etc. (look at No. 3d) – Time limit: 30.09.2006
8. Creation of a handout about various franchise aspects and ideas provided by the Employers Association Rostock and discussion between the partners about a concrete preparation of a related workshop – Time limit: 30.09.2006
9. Consultation with our lead partner regarding networking of our databases (look at No. 3a) – Time limit: 30.09.2006
10. Information about the outcome of the questioning (look at No. 3a)– Time limit: 15.12.2006
11. Evaluation and declaration of relevant fields of research at the universities or other institutes for scientific research (relevant point of views: „business meets science“ und „science meets science“) – (look at No. 3c) – Time limit: 30.12.2006
12. Consultation of scientific or scientific-oriented enterprises with regard to possibilities of cooperations under the point of view „business meets science“ (look at No. 3e) – Time limit: 30.12.2006