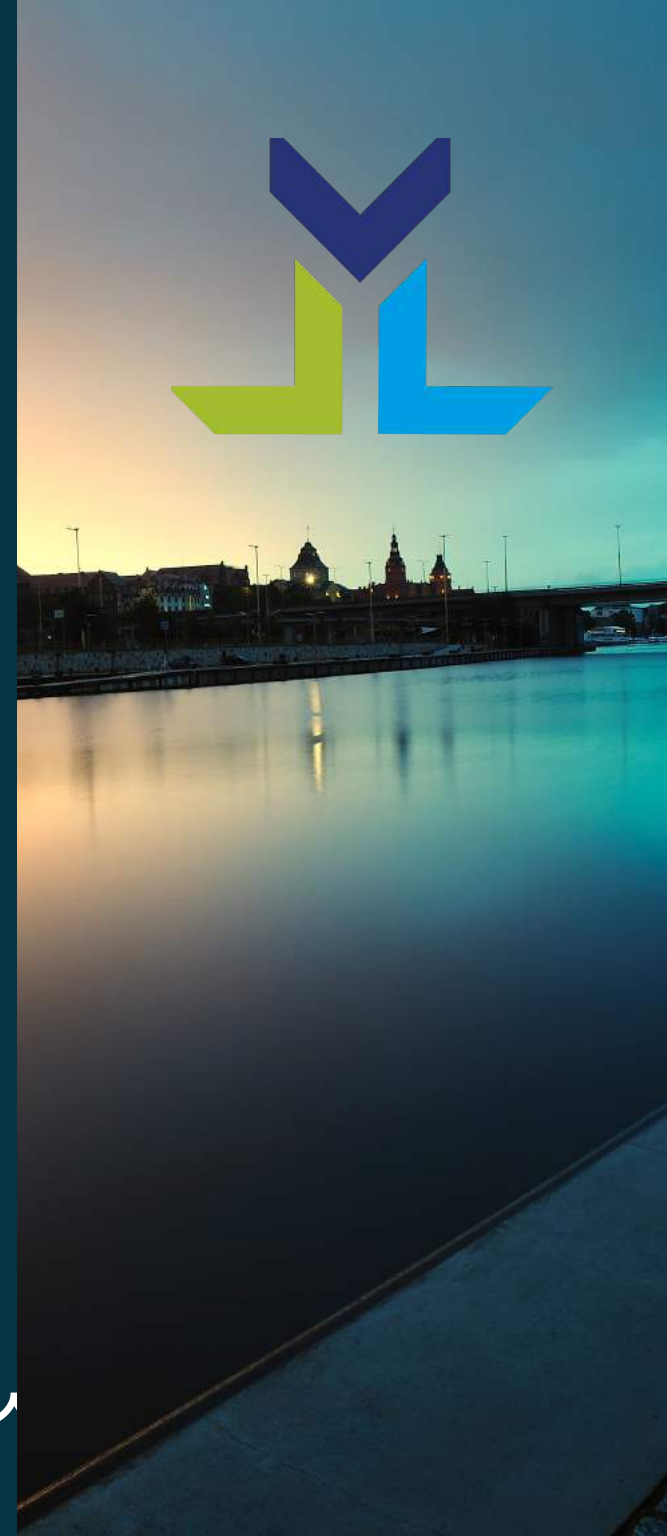


BUSINESS MARITIME EVENT





LADIES AND GENTLEMEN

Being aware of the development potential of the maritime and inland navigation economy of the Westpomeranian Region, and pursuing the vision in which the Region has a strong and established economic position domestically, Agencja Rozwoju Metropolii Szczecińskiej Sp. z o.o., as an institution whose core aim is to promote the development of the Region, wishes to present you with a proposition of organising the second edition of the Business Maritime Event.



Bringing together representatives of local governments and maritime businesses, this event would provide an opportunity to draw attention to the companies whose strategies serve as perfect examples of how the industry's current and future needs could be met in both macro- and microeconomic terms. In addition, this would be a perfect setting for sharing experiences and good business practices





ABOUT

The idea of the Business Maritime Event came about in response to the needs and expectations of microenterprises and SMEs, based on Szczecin's capabilities and development potential. This event will take the form of a trade show combined with brand sales and face-to-face meetings with potential regional, domestic and foreign business partners and clients. The event will also be supported by an extensive conference programme with an industry focus.



This programme will provide participants with new insights, experiences and solutions to help maritime businesses improve. In addition, it could help to sustain positive business relations with existing partners while providing an opportunity to establish new contacts.

At the heart of this economic event will be the free networking zone called Marine Business Mix, in which exhibitors will be showcasing their products and services. A dedicated space around the building will be set up for businesses that use large fixed assets in their operations (i.e. means of inland and maritime transport, simulators, etc.).

A business show area will be created to exhibit objects intended to improve the maritime economy. This space will be dedicated to the companies that contribute substantially to the improvement of the maritime economy domestically as well as internationally. This will highlight the general idea behind the event, whose objective will be to create an opportunity for having an honest discussion, establishing new business contacts, getting to know potential competitors and sharing industry experiences.



THE PLANNED CONFERENCE PROGRAMME WILL ADDRESS THE FOLLOWING SUBJECTS:

- The investment potential of the Region – Szczecin as a perfect place to develop your own business
- Prospects for co-funding investment projects of microenterprises and SMEs – a SWOT analysis based on industry experience
- Technology and solutions as the key drivers of maritime and logistics industries
- Customs facilitation as an effective driver of entrepreneurship in the Region
- Efficient partner relations as a key to success – sharing practices and experience for efficient business relations.



The conference will comprise two discussion blocks preceded by an official opening. An acclaimed journalist specialising in business will provide an introduction to the subject and present brief profiles of local government representatives. The journalist will provide an overview of the economic situation of our city, focusing on the maritime, inland navigation and logistics industries.

The closing feature of the event will be the “Business” Cruise. Despite being a meeting for businesspeople, it is not meant to have a “strictly business” format. The cruise will be designed as a laid-back get-together which will hopefully help everyone loosen up. The beautiful setting amidst the flora and fauna along the River Oder, combined with the pleasant company of businesspeople, will create an atmosphere for “no-strings-attached” cooperation. At the same time, participants will have a chance to take a look at the industrial port sites intended for development and learn about the growing possibilities of using water bodies and water courses for sailing sports.



EVENT PROGRAMME

09.00. – 10.00.



Registration, brunch

10.00. – 11.00.



The official opening of the “Business
Maritime Event” Conference
„Digital Maritime Windows”

11.00. – 12.30.



Discussion Block 1 – Investment
Potential of the Region

12.30. – 13.30.



Coffee Break

13.00. – 14.30.



Discussion Block 2 – Experience-
Sharing Forum

11.00. – 15.00.



Free networking zone

15.00. – 17.00.



The “Business” River Oder Cruise –
Going Tieless Down the Investor Path
– Lunch



PARTICIPATION

Event participants will be classified into two groups – exhibitors and visitors who are looking for innovative solutions, capabilities, contacts, etc. (all interested entrepreneurs from Poland and abroad). Exhibitors will be grouped according to pre-defined thematic groups, which will be highlighted according to the core operations of individual businesses. All sections, however, will have one global guiding theme, which is to enhance the appeal of the coastline of the Szczecin Municipality and its bodies of water. Underlying this idea is the plan to attract the largest possible number of exhibitors and visitors who are active in the maritime, inland navigation and logistics industries.

CONCLUSION

The event, if carried out as planned, will create long-term impacts on the social and economic development of the region, give a boost to the economy of the Westpomeranian Region and open up new opportunities for exports of maritime services and products. Moreover, the support for, and implementation of, new solutions will bolster the position of the Western Pomerania macroregion, as well as fostering its economic development domestically and in Europe. Last year's edition enjoyed great interest, showing that there is a need for this type of events in the region.



Agencja Rozwoju
Metropolii
Szczecińskiej
sp. z o.o.

THANK YOU

WE ARE HOPING FOR YOUR
COOPERATION.



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