

ONE BSR Newsletter 1/2013

Welcome to read the very first newsletter of the "One Baltic Sea Region" project! We aim to boost the competitiveness of the Baltic Sea Region by using its inspiring diversity in the marketing of the Region – both for foreign investors, tourists, talents and locals alike. Come and join us!

The ONE BSR newsletter is published every six months to keep you updated on our achievements and events. Highlights of the first issue are:

- Ten nations, thousands of stories – See the first ONE BSR film
- NewsWave – A new BSR news spot has already thousands of followers
- Promoting BSR as one tourism destination for the Japanese
- Cultural identity of the Baltic Sea Region is not only about the sea
- How to attract Chinese investments to the region?
- Keeping the talents: Overcoming the language barrier
- Bloggers share daily lives around the region
- Krumkake, zyguntówka or vatrushka – Baltic Sea Region on one plate

Read the newsletter below or online on the ONE BSR website www.onebsr.eu

Follow us in Social media!

www.facebook.com/pages/One-Baltic-Sea-Region/396238183791125

www.twitter.com/one_bsr

www.vimeo.com/onebsr

To subscribe / unsubscribe the newsletter, send an email to onebsr@hel.fi

BERLIN

COPENHAGEN

GDANSK

HAMBURG

HELSINKI

MALMÖ

OSLO

RIGA

STOCKHOLM

ST PETERSBURG

TALLINN

VILNIUS

WARSAW

Ten nations, thousands of stories – See the first ONE BSR film

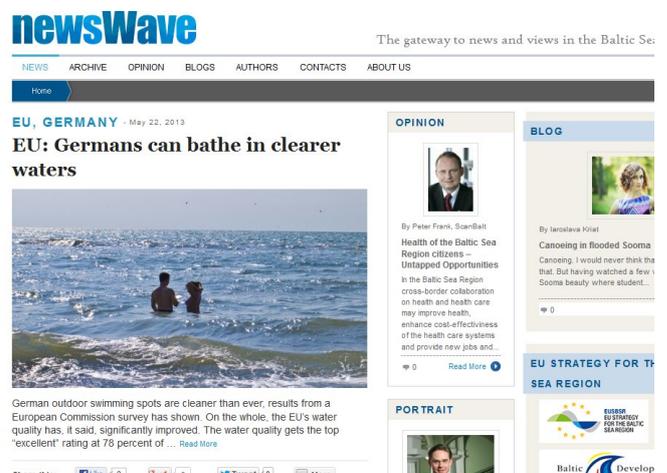
Baltic Sea Region is the second most popular cruise destination in the world, right after the Caribbean. It may become even more popular if branded and promoted as one unity. The first ONE BSR film suggests some features for a common image of the Region.

Read more: www.onebsr.eu/2013/03/26/searching-for-the-identity-of-baltic-sea-region-the-first-one-bsr-film-is-now-online/

NewsWave – A new BSR news spot has already thousands of followers

Under the umbrella of ONE BSR, Baltic Development Forum has launched a new website, which collects in one place news from around region. Its objective is to improve information exchange between the countries and thus help in developing some sort of a regional identity. Besides news, also opinions, comments, portraits and blog posts are published in NewsWave. News gathering and blogs are partly in the hands of young talents, recruited from all countries around the Baltic Sea. NewsWave was launched in February 2013. During its first months, it has had over 3 000 visitors each month, coming from all over the world.

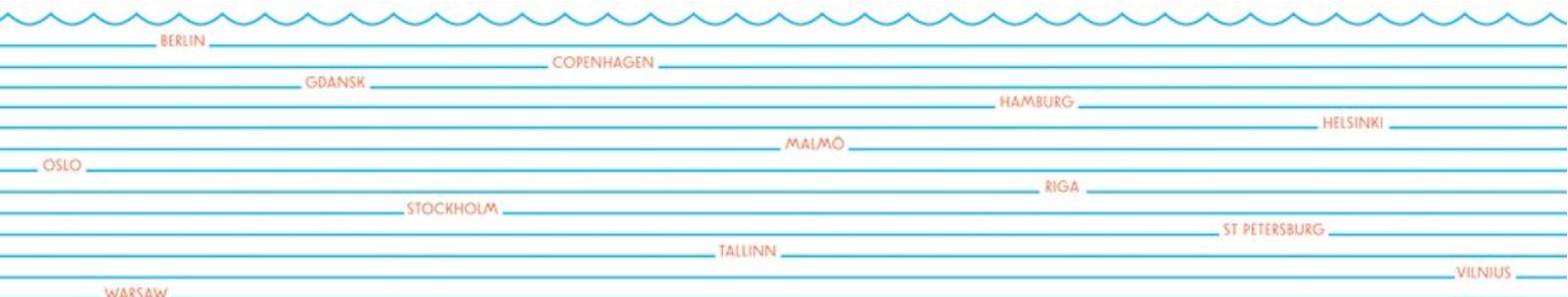
Read more: www.newswave.eu



Promoting BSR as one tourism destination for the Japanese

ONE BSR packages the region as one appealing destination for Japanese tourism professionals. Around a concept "Live like locals", three product development workshops are organized in May for local tourism operators in Helsinki, Riga and Warsaw. The products will be launched at the Japanese market during the coming fall.

Read more: www.onebsr.eu/2013/04/30/live-like-locals-baltic-sea-region-as-a-tourism-destination-for-the-japanese/



Cultural identity of the Baltic Sea Region is not only about the sea



What would you show to your Australian friend visiting the Baltic Sea Region for the first time? With this question the participants were led to discuss about their views of the identity of Baltic Sea Region in the ONE BSR workshop. Which places would you visit and why? And what are your personal stories behind these places?

Read more: www.onebsr.eu/2013/05/06/cultural-identity-of-the-baltic-sea-region-is-not-only-

[about-the-sea/](http://www.onebsr.eu/2013/05/06/cultural-identity-of-the-baltic-sea-region-is-not-only-)

How to attract Chinese investments to the region?

A big number of Investment Promotion Agencies (IPAs) from the Baltic Sea Region have gathered within the ONE BSR Project in order to generate concrete collaboration projects. The most recent meeting was hosted by the City of Hamburg and Hamburg Business Development Corporation. As part of the main conclusions, five recommendations were given on how to improve investment relationship with China. The IPA club is open to any interested national or regional investment promotion agency.

Read more: www.onebsr.eu/2013/03/26/how-to-attract-investments-from-china-to-the-baltic-sea-region/

Keeping the talents: Overcoming the language barrier

For international talents, finding employment in Finland is often hindered by the lack of Finnish language skills. In ONE BSR, the University of Helsinki is coordinating one of the pilot projects, which aims to increase regional cooperation in order to make a concrete policy change. Influential individuals from higher education institutions and public and private sector are brought together to discuss possible solutions, such as customized language learning paths for different occupations, or better support by colleagues and employers to an international employee in his/her language learning.

Read more: www.onebsr.eu/2013/05/16/overcoming-the-language-barrier

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

WARSAW

VILNIUS

Bloggers share daily lives around the Baltic Sea

ONE BSR project wants to give the possibility to experience the Region as the locals do. For realizing this, the project searched for people who are eager to present their daily lives and who are pulsating things about their region or city. In the first round, 13 bloggers from 8 different BSR countries were selected and started blogging in the end of February. The intercultural blogger community is growing continuously.

Read more: www.onebsr.eu/2013/03/26/one-bsr-bloggers-are-now-selected/



Krumkake, zyguntówka or vatrushka – Baltic Sea Region on one plate

Have you ever tasted kringel, pulla or piragi? These are all delicious pastries from around the Baltic Sea Region, visualized in the ONE BSR postcard. For your and your friends' fridge!

Download: www.onebsr.eu/2013/05/16/postcard

RELATED EVENTS

15th Baltic Development Forum Summit

29-30 May, Riga, Latvia

The 15th Baltic Development Forum (BDF) Summit “New Realities – New Opportunities” will take place in Riga on 29-30 May. The main focus of this year’s event will be on competitiveness, investment and business development and the role of the Baltic States in improving the Baltic Sea Region’s overall competitiveness and growth opportunities. The annual event brings together more than 400 stakeholders and provides a unique platform for leaders from government, political parties, business, academia and civil society to discuss these issues as well as cooperation possibilities and growth initiatives in the Baltic Sea Region.

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

WARSAW

VILNIUS



Part-financed by the European Union
(European Regional Development Fund)

Baltic Development Forum (BDF) Summit

Date: 29-30 May

Place: Riga, Latvia

www.bsr2013.eu/

Bioinnovation & ScanBalt Forum 2013

16-18 October, Gdańsk, Poland

Bioinnovation & ScanBalt Forum 2013 is an international event that gathers technology transfer experts from all around the world. The conference is a unique opportunity to establish international co-operation between business and life science. Researchers can contact with professional technology brokers and top-class experts. The summit is a result of an innovative cooperation between Intercollegiate Faculty of Biotechnology University of Gdańsk, Medical University of Gdańsk, ScanBalt, Innovation Synergy and PRO SCIENCE Poland Ltd.

Bioinnovation & ScanBalt Forum 2013

Date: 16-18 October 2013

Place: The Polish Baltic Philharmonic in Gdańsk, Poland

www.scanbaltforum2013.org

Baltic Sea Region: Region of Migration in Modern Ages

18-20 October, Flensburg, Germany

The conference "Baltic Sea Region: Region of Migration in Modern Ages" brings together younger scholars from the Baltic Sea Region states to discuss the different aspects on the history of migrations, intertwining, integrations and cultural transfers in the Baltic Sea Region. Topics discussed range from questions of migration history of individuals and groups, to political, economic and cultural ex- and interchange processes and presentations dealing with cultural constructions of physical and mental spaces.

Baltic Sea Region: Region of Migration in Modern Ages

Date: 18-20 October 2013

Place: Sankelmark Academy, Flensburg, Germany





Part-financed by the European Union
(European Regional Development Fund)

www.ars-baltica.net/nc/news/news/article/baltic-sea-region-a-region-of-migration-in-modern-ages/98.html

