

Minutes

3rd International MariTour Meeting Rostock, 09th - 10th of August 2007

1. Purpose and programme

- Present the Project at the Baltic Business Forum
- Give partners an overview what a huge maritime event is all about (organisation, activities, outcomes, effects on the local and regional business, etc.),
- Promote the project MariTour and the sailBALTIC marketing strategy,
- Inform about current status of the project (WP 1 and WP 3),
- Highlight activities that has been carried out so far,
- Discuss and agree on next steps with special focus on:
 - a. sail Baltic Organisation (WP 1)
 - b. Joint Meetings (final workshop)
- Inform about progress of MariTour TACIS project in Russia,
- Make a quality exchange with other Interreg projects,
- Discuss administrative issues,
- Steering group meeting

Agendas:

09.08.2007

Hanse Sail Business Forum “Maritime Tourism Marketing in the Baltic Sea Region”

(Topic and program was co-initialized by the Maritour project)

10:00 – 13:30h

1. Address of welcome by the host / event organiser
2. Greeting of the mayor of Rostock
3. Greeting
(Dr. Stefan Rudolph, state secretary at the M-V ministry of economy, occupation and tourism)
4. Maritime Tourism in Germany – importance and potentials
(Tilo Braune, President of the German Tourism Association)
5. Cruise liner in Rostock/ Warnemünde
(Christian Hardt, Head of cruise department, HERO)
6. Economical effects of cruise liner tourism for trade contractors –
concrete example
(Danilo Wiehler, Owner)
7. German marinas in the international competition
(Falk Morgenstern, Managing Director Marina Kröslin)
8. Maritime quality management and marketing
(Bernd Fischer, Managing Director Tourism Association M-V.e.V.)
9. The vital necessity to increase the berth capacity in West Sweden
(Anders Svedberg, Business Development West Sweden Tourist Board Gothenburg)
10. “sail**BALTIC** – a maritime network to promote the Baltic Sea as a first class sailing resort
(Holger Bellgardt, Head of Bureau Hanse Sail)

10.08.2007

Working Group Meeting MariTour

Aboard of traditional sailing vessel „Ingo“ on occasion of Hanse Sail 2007

Agenda (Chair: Gunnar Platz)		
10:00– 12:30	<ul style="list-style-type: none"> • Status Work Package 1 (sailBALTIC Association) • Status Work Package 2 • Status Work Package 3 • Project MariTour Russia - Current Situation • Hanesail a Maritime Event • Announcement Strategy Workshop WP 1 • Announcement Final Workshop Sopot • Common Account • Ideas for MariTour 2 • Organisational Matters 	Bernd Anders (Lead Partner Klützer-Winkel), Eckhard Landgraf (WP 1 Leader), Vitali Sergejev (TACIS Coordinator), Gunnar Platz, Björn Gabler (PLANCO – Project Co-ordinator)
12:30 – 14:00	Lunch	
Afternoon Session (Chair Gunnar Platz)		
14:00 – 16:00	Quality Exchange with other Interreg III A/B/C Projects Baltic Gateway, IDEQUA, EastWind, WEBSR, COSCO, Baltic Sailing, Baltic Cruise	Andreas Schubert (Hanseatic City of Rostock, Project Coordinator IDEQUA, East WIND, WEBSR), Bengt Gustafson (Region Blekinge, Project Co-ordinator Baltic Gateway) Bernd Anders (Klützer-Winkel, LP MariTour, COSCO) Marty Wouters (Project Coordinator Baltic Sailing) Andrey Berezkin (Partner in Baltic Cruise)
16:00 – 17:00	Steering Group Meeting	Bernd Anders, Anders Svedberg, Erik Büchert, Joanna Rzemieniecka, Vitali Sergejev, Sarunas Rutkauskas, Hannu Äikäs, Gunnar Platz (Project consultant)
Closure of the Working Group Meeting		

2. Participation (only partners and supporters of the project MariTour are listed)

Workshop Participation List

No	Par tn. No.	Surname	First name	Organisation	Business Address	Post Code	City	Co un- try	Phone	E-mail address
1	1	Anders	Bernd	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39311	b.anders@kluetzer-winkel.de
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5	1	Neick	Dietrich	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE		
6	1	Höhne	Sylvia	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE		
7	2	Kammann	Rolf	Rural District of Rügen	Gartenstr. 5	18528	Bergen	DE	+49 3838 813321	rolf.kammann@landkreis- ruegen.de
8	3	Stoldt	Michael	German Sailor Associa- tion	Gründgensstr . 18	22309	Hamburg	DE	+49 40 632 00 931	recht@dsv.org
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15	11	Zulcas	Ricardas	Klaipeda City Municipal- ity Administration	Liepu q 11	5800	Klaipeda	LT		
16	15	Sergejev	Vitali	Narva Buisness Advisory Services Foundation	Peetri 1	20308	Narva	EE	+372 3599251	vitali@nbas.ee
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22	18	Paramo- nenko	Alexander	Slantsy Region Municipality	Pochtovyi 3	188560	Slantsy	RU	+7 813 74 24201	econ@slanmo.ru
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3. Welcome

The Lead Partner Bernd Anders welcomed the participants.

4. Project Status Overview

Gunnar Platz from PLANCO gave a short overview about the current situation of the project in all working packages. He informed about activities that has been carried out so far and highlighted remaining future activities. For the mayor part the project is ahead of schedule. There are some minor delays in working packages 1 and 3.

5. Overview Working Package 1

Eckhard Landgraf and Holger Bellgardt from Hanse Sail office informed the partners about outcomes and activities that has been achieved / carried out during milestone 3:

The following can be summed up:

- Statute “Rules for the Sail Baltic Association” finalised
- Letter of Intent prepared
- Letters of Intent and the “Rules for the Sail Baltic Association” distributed to potential partners /members.
- Financial plan established
- Intensive partner / member search continued:
- The Organisation has started its work by supporting tasks in WP 2 and 3:
 - Publish news, maintain event calendar and tradition sailing vessel database at www.sailbaltic.com
 - Active support of MariTour participation at worlds largest boating fair “boot Düsseldorf”

He also pointed out some problems: Despite of the overall positive reaction on the idea of a sail-BALTIC organisation the partner search is difficult, extremely travel-intensive and has a high demand for very time consuming work. Main crucial points are:

- The provision of confidence takes longer tan expected.
- The political decision process regarding the participation takes very long and was hindered by parallel elections in different countries. (Poland, Denmark).

- The overall goal of the organisation might be attractive but on the other hand it became obvious that it is not yet clearly enough illustrated what the outcome for each single member will be.

Consequence: Although potential partner search will be carried on it becomes more and more necessary in reaction to the above mentioned to overwork the strategy of involving new members and to get more support from all partners.

As described above the partner search became more time consuming than expected. However the idea of the project was welcomed by everybody that has been contacted in this regard. In reaction to that the Hanse Sail office has already decided, to finance the position for one person, working for the sailBALTIC association, for another year (2008). So it can be highlighted that already in summer 2007 one of the main goals of MariTour has been achieved.

It was agreed that:

The strategy of involving new partners must be overworked. New ways how to convince potential partners must be created. The advantages of being a member of the organisation must be illustrated more clearly. The involvement of MariTour partners to support the partner search will be intensified.

A first important step will be the implementation of a strategy workshop to be held in late summer 2007. At this workshop selected MariTour partners will, together with potential members from outside the partnership, in small thematic working groups jointly:

- develop better ways to involve members for the organisation and
- elaborate more concrete advantages of being a partner.

Themes of the working groups will be in accordance with the main target groups of the organisation:

- Harbour operators
- Cities and municipalities (maritime event organizers)
- Traditional sailing vessel operators

6. MariTour TACIS Project

Tacis Co-ordinator Vitali Sergeyev presented the current status of the MariTour project in Russia. The project is ahead of schedule as regards activities but a little bit behind schedule regarding the financial plan. Bigger expenditures will be made in short, bringing the project back to schedule.

7. Other issues

Final Workshop:

The final workshop will take place in Sopot at 26th and 27th of October. Partners will receive an official invitation until end of August.

MariTour 2:



As agreed during the last workshop in Düsseldorf in January 2007 the partnership has argued for a continuation of the project idea in the framework of a 2nd phase (working title MariTour 2). Different ideas have been discussed during the working group meeting.

It was agreed that:

PLANCO will prepare a short overview compiling topics and activities useful to be integrated in Maritour 2 (working title.) This overview will be distributed to all current as well as new partner. Partners will make their comments and add new ideas.

Quality Exchange with other Interreg IIIA/B/C Projects

An intensive quality exchange took place with representatives from MariTour and the following Interreg projects: Baltic Gateway, Baltic Cruise, IDEQUA, EastWind, WEBSR, COSCO, Baltic Sailing.

The representatives discussed about best practices as regards development, preparation and implementation of Interreg projects. Projects decided to keep in contact and help each other e.g. in the framework of partner search for future projects and further aspects.

8. Steering Group Meeting

Participants:

Germany:	LP Mr. Bernd Anders (chairman; partner no.1)
Sweden	Mr. Anders Svedberg (partner no.9)
Lithuania:	Mr. Sarunas Rutkauskas (partner no.10)
Estonia / Russia:	Mr. Vitali Sergejev (partner no.15)
Finland:	Mr. Juha Willberg (partner no.22)
Secretariat:	Gunnar Platz & Björn Gabler (PLANCO)

It was agreed that:

- Steering Group members and their national partners will sign a letter, in which they declare their intention to actively support the marketing platform sailBALTIC, which promotes the Baltic Sea Region as a first class sailing resort, beyond project lifetime.
- Steering group members will together with their national partners actively contribute to improve the strategy for partner search of sailBALTIC association members.
- Partners will intensively contribute to help finding members for the sailBALTIC Association during remaining project time and beyond.

9. End of workshop:

The workshop was closed after the joint boat trip around 05:00 pm.