

**Minutes: Fehmarn Belt Network and Tourism Creation Seminar**  
Wednesday September 9<sup>th</sup> 2009 9.00am-15.00pm, Copenhagen Business School, Room D4.39

Referee: Kasper Teilmann, Susanne Faurholdt and Lise Lyck

Agenda for the meeting was:

- Presentation by Centre Director Lise Lyck, TCM
- Presentation by CEO Jacob Vestergaard, the Fehmer Belt Bridge
- Presentation by HoD Rolf Barnim Foth, Senatskanzlei Hamburg
- Comments, questions and answers
- Lunch 12.00-13.00
- Ideas/projects presented by the participants in a round table discussion
- End of the day and future activities

The meeting was an offshoot from the Lübeck-meeting in June and the purpose to create a large scale and long term multinational tourism project supported by tourism university faculties and served as a means of region building in order to develop a mental bridge before the opening of the concrete connection in 2018. The meeting should identify stakeholders and their interests.

Participants were:

<b>Name</b>	<b>Title</b>	<b>Company</b>	<b>Email</b>
Lise Lyck	Centre Director	TCM, CBS	<a href="mailto:ll.tcm@cbs.dk">ll.tcm@cbs.dk</a>
Kasper Vind Teilmann	PhD fellow	TCM, CBS	<a href="mailto:kvt.tcm@cbs.dk">kvt.tcm@cbs.dk</a>
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Susanne Faurholdt	Centre Administrator	TCM, CBS	<a href="mailto:sf.tcm@cbs.dk">sf.tcm@cbs.dk</a>
Torben Aaberg	Head of Deans Office (Research)	Copenhagen Business School	<a href="mailto:taa.research@cbs.dk">taa.research@cbs.dk</a>
Rolf-Barnim Foth	Head of Department	Senatskanzlei Hamburg	<a href="mailto:Rolf-Barnim.Foth@sk.hamburg.de">Rolf-Barnim.Foth@sk.hamburg.de</a>
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Thorstein Tschirner	Marketingleiter	Hamburg Tourismus GmbH	<a href="mailto:tschirner@hamburg-tourismus.de">tschirner@hamburg-tourismus.de</a>

### Invited persons not able to be present:

Joost Nielsen	Managing Director	Koncern Regional Udvikling	<a href="mailto:joost.nielsen@region.dk">joost.nielsen@region.dk</a>
Bernd Eisenstein	Professor	Westcoast University	<a href="mailto:eisenstein@fh-westkueste.de">eisenstein@fh-westkueste.de</a>
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Edgar Kreilkamp	Professor, Dr.	Lüneburg University	<a href="mailto:kreilkamp@uni.leuphana.de">kreilkamp@uni.leuphana.de</a>
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Presentations from the first three presenters: Lise Lyck, Jacob Vestergaard, and Rolf Barnim Foth will be available at: [http://uk.cbs.dk/forskning/institutter\\_centre/institutter/tcm/menu/forskningsprojekter](http://uk.cbs.dk/forskning/institutter_centre/institutter/tcm/menu/forskningsprojekter)

The presentations resulted in among others the following statements:

- Important to market all regions as a whole in order to get tourists coming
- Development of a white paper stating the political goals. Politicians should be asked what they are prepared to pay for establishing a successful region. Important to go from talking to action. The visions are there
- Important to have commitments from the politicians. A set up of legal framework with a secretary is necessary. Politicians should be included in the next process
- Politicians need to see what is in it for them in order for them to finance initiatives which can build mental bridges between Denmark and Germany. In this connection tourism is functioning as a good starting point since tourism has a relative short implementation period; hence results are visible within a brief time frame. This might stimulate political support
- Also Copenhagen politicians should take part in future STRING meetings. The project still needs a partner in Copenhagen
- Important to formulate a strategy very soon containing milestones for future work. Network is not enough. Also no Danish or Swedish politicians are yet involved on a working level. It has to be changed

### BREAK

After the break the participants were divided into three groups and each group discussed and related to the following four questions:

- 1) How can we increase and ease the connection between strategy and action?
- 2) How should development of future strategies for the Fehmarn Belt connection be financed?
- 3) What are the milestones towards a successful integration of a Fehmarn Belt Region?
- 4) What are the mental bridges that should be overcome for successful integration of a Fehmarn Belt Region?

Viewpoints from the groups are shortly accounted for below in order to give an overall picture of the discussions.

### Group 1:

- 1) *How can we increase and ease the connection between strategy and action?*
  - a. Small steps at the time are important in order not to overwhelm inhabitants and stakeholders
  - b. Higher level of information and less coordination
  - c. Increased application of existing creative events as marketer for the creation of a Fehmarn Region
  - d. Development of an attractive product relevant for the market.
- 2) *How should development of future strategies for the Fehmarn Belt connection be financed?*
  - a. Lobbying at politicians and institutions

- b. Setup of regional groups that can develop the Fehmarn belt region funded by EU and others.....
  - c. Who are the stakeholders?
  - d. Lobbying for increased focus on this region for the next Interreg budget period, starting from 2013.
- 3) *What are the milestones towards a successful integration of a Fehmarn Belt Region?*
- a. Establishment of a project secretariat
  - b. Increase public awareness
  - c. Increase frequency and speed of trains in and to the region
- 4) *What are the mental bridges that should be overcome for successful integration of a Fehmarn Belt Region?*
- a. An increased focus at existing events within culture and sports in order to establish a common understanding of the different cultures. Projects that introduces Danish traditions to German traditions and vice versa are needed
  - b. Increase cultural collaboration. Communication is a key word
  - c. Focus on the region and swapping of students within the region. In Schleswig Holstein there are more than 200 Danish schools. Experiences from this should be utilized
  - d. Swap population starting with individuals from our own organization

**Group 2:**

- 1) *How can we increase and ease the connection between strategy and action?*
- a. The Fehmarn belt corporation has already done some thinking. This should be utilized. Also Westcoast University is already involved
  - b. Utilization of experiences from the Øresund connection and region
  - c. Like a puzzle with pieces – we need to map what we know and do not know about each other. This should end up in building an information database
  - d. Increase visibility of the region
  - e. Development of model for what this region could develop into [Scenario building...?]
- 2) *How should development of future strategies for the Fehmarn Belt connection be financed?*
- a. Bring together public and private funding
  - b. EU funding
- 3) *What are the milestones towards a successful integration of a Fehmarn Belt Region?*
- a. Schools should work together across the borders. What do younger people know of the bridge project?
  - b. What are the possibilities for development of the region? A broad process starting with one's own marketing plans for own customers
  - c. Universities should produce a paper for the whole region in order to influence the politicians
  - d. It is the role of the universities to find out what we know about each other. Which data do we have and which data is lacking? There should be established a collaboration between Prof. Eisenstein, Fachhochschule Westküste and Copenhagen Business School on this subject.
  - e. Participants should develop an information bank
- 4) *What are the mental bridges that should be overcome for successful integration of a Fehmarn Belt Region?*
- a. Increased focus at marketing can decrease mental bridges

### Group 3:

- 1) *How can we increase and ease the connection between strategy and action?*
  - a. There is a lot of things going on which should be shared in this group
  - b. What is it we want? Situation analysis
  - c. Information should lead to a new seminar where strategy will be produced which can be used to affect politicians
  - d. Task force – TCM collects information
- 2) *How should development of future strategies for the Fehmarn Belt connection be financed?*
- 3) *What are the milestones towards a successful integration of a Fehmarn Belt Region?*
  - a. A mutual strategy should be prepared. There will still be competition between Copenhagen and Hamburg, but corporation is important
- 4) *What are the mental bridges that should be overcome for successful integration of a Fehmarn Belt Region?*
  - a. No mental bridges between Denmark and Germany
  - b. Visiting each other across borders is a key measure in breaking down the mental bridges
  - c. Collaboration between Wonderful Copenhagen and Hamburg Hanseatic Tourism could be an initial step

### Decisions from the meeting

1. To collect existent relevant material concerning a situation analysis as background for a strategy. The material should be sent to Lise Lyck: [ll.tcm@cbs.dk](mailto:ll.tcm@cbs.dk) by September 30<sup>th</sup>. Lise will pass it on to Anja Wollesen, Westcoast University.
2. On the basis of the material a strategy draft will be prepared. Lise and Jacob will make the first draft and subsequently send it to Rolf in Hamburg and to the Westcoast University. From this a new draft will be made and sent to all participants for further discussion in Hamburg .
3. On December 3<sup>rd</sup> a new meeting will be held in Hamburg. Rolf calls all earlier invited. It is important not to change the size of the group radically. During the meeting the following is to be discussed:
  - The strategy draft
  - Consequences of elections in both Denmark and Germany and the political involvement
  - Next step in the strategy draft including further work and political involvement. Date for next meeting to be decided.