



Ministry of Economic Affairs
and Employment of Finland



Workshop on the Tourism Cooperation in the Baltic Sea Region

Time	13 February 2020 at 12:30–16:30
Venue	Ministry of Transportation and Communication, Helsinki Eteläesplanadi 16, Meeting Room “Sonckin sali”
Working language	English
Moderation	Andrea Krabbe, PA Tourism Coordinator, Ministry of Economics, Employment and Health of Mecklenburg-Vorpommern, Germany
12:30	Registration
12:45	Welcome and presentation of the participants Hanna-Mari Kuhmonen, Senior Specialist, Ministry of Economic Affairs and Employment, Finland Terhi Hook, Development Manager, Business Finland / Visit Finland
13:00–13:30	Revised EU Strategy for the Baltic Sea Region and Action Plan of the Policy Area Tourism (PA Tourism) Andrea Krabbe Discussion
13:30 - 14:15	Action 1: Transnational tourism development in remote and rural areas - Introduction to the theme Friederike-Sophie Maasch, PA Tourism Project Manager, Tourism Board of Mecklenburg-Vorpommern, Germany - Project presentation: Rural Finland II coordination project Raija Ruusunen & Tero Taatinen - Ideas for the cooperation in the Baltic Sea Region and discussion
14:15–14:45	Coffee and networking
14:45–15:30	Action 2: Investing in people, skills and technology in the tourism industry - Introduction to the theme Friederike-Sophie Maasch - Project presentation: Digital Tourism Roadmap Kaisa Kosonen, Business Finland / Visit Finland - Ideas for the cooperation in the Baltic Sea Region and discussion



15:30–16:15	<p>Action 3: Protection and sustainable utilization of cultural heritage and natural resources in tourism destinations</p> <ul style="list-style-type: none">- Introduction to the theme Friederike-Sophie Maasch- Project presentation: St Olav Waterway Nina Söderlund, The Centre for Lifelong Learning at Åbo Akademi University and Novia University of Applied Sciences- Ideas for the cooperation in the Baltic Sea Region and discussion
16:15–16:30	<p>Summary and next steps</p>
16:30	<p>End of the meeting</p>