

Project of Interreg South Baltic Programme „**INTERMARE**”

Now the seed money project is implemented.

The project leader is Międzynarodowe Targi Gdańskie S.A. (**Gdansk International Fair Co.**) in Gdansk, Poland.

The partner is Gesellschaft für Wirtschafts- und Technologieförderung Rostock GmbH (**Rostock Business and Technology Development GmbH**) in Rostock, Germany.

The future project objective is: Strengthening the international activity of blue sector SMEs in the South Baltic Sea area, which is to contribute to increase participation of maritime industries in international markets particularly in the context of improving competitiveness.

The future project results will be instruments created to support and facilitate the international cooperation and promotion of blue economy enterprises in South Baltic Sea area. Project wants to achieve better recognition of maritime companies on the international market and making the cooperation and promotion easier and more sufficient than it is now.

During the project, there will be made the analysis of the current offer and the potential of blue sector companies from South Baltic region to learn in details what should be done to support the sector in the proper way. The instrument created on the analysis results will be a “road map” of the international promotion of the blue economy.

Project partners will create a website/joint database to make a space where all needed information about companies and their business could be found, as well as the information about EU Programmes for “blue economy” will be available.

Other planned result is a benchmarking in the field of economic promotion among project partners and SMEs from the region to choose the good practices to be applied/adapted.

The very important result will be creation and promotion of a big international fair supporting SMEs export and international cooperation as one global brand (maybe INTERMARE), in order to have a place of regular meetings and possibility to present and promote themselves, as it is in other European regions. The other results could be also: the year-round service instruments for support of investors and workshops for entrepreneurs.

Potential partnership of the future project should consist of different partners from **Poland, Lithuania, Sweden Denmark and Germany (only regions covered by SBP – see <https://southbaltic.eu>)**, however it will be finally decided after analyzing the results of our research, made in frame of seed money project. Project leader Międzynarodowe Targi Gdańskie SA is a significant fair organiser in Poland and in this part of Europe. The partner of Seed Money project - Rostock Business and Technology Development GmbH is also experienced organisation for supporting of business development. It helps investors to enter the regional market, it makes a regional promotion and it builds networks for regional development. It's got an experience in SBP.

There is a plan to use the triplehelix model of partnership (administration – research and development institutions – private sector). The potential partners are universities from the region. We would like to involve regional and local governments (and their public institutions) which can support SMEs by creating and implementing of proper public policies. We have an interest of Marshall Office of Pomorskie region, which would like to be involved in the future project. We also have an interest of State Chancellery Mecklenburg-Vorpommern. **Also the employers organizations or clusters or chambers of commerce and industry representing blue economy would be proper partners. Other organisations, like business environment institutions (e.g. from NGOs sector) would be valuable partners of this project too.**

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