UNION OF THE BALTIC CITIES
MEETING OF THE EXECUTIVE BOARD
Nice, France autumn 2014

Decision recommendation:

1. The UBC Business & Tourism Commission and the General Secretariat are commissioned to organize a joint meeting of the UBC Executive Board and the Commission in Nice, France in autumn 2014.
2. The City of Nice shall be won as host.
3. The meeting shall partly be financed by the budget of the Commission.

1. Background

The Baltic Sea Region is one of the leading growth and trading centers in the world. It comprises 10 countries and more than 100 million inhabitants. The BSR boasts stable democracies, institutional structures favorable to business, proximity of markets, good infrastructure, high levels of education, strong industrial traditions and a shared history of cooperation and trade. General economic development of the UBC member cities is more and more effected by the increasing globalization. It has brought the world new opportunities, along with new challenges. Power balances are shifting, competition is growing and threats have become more diversified and less predictable. In this light the need for both, regional and interregional cooperation and collective action has become even more evident. The more integrated the global economic and financial system becomes, the weaker the ability of individual cities to steer their domestic economic and financial development. For this reason economic growth can only be shared and must be based on cooperation among cities and regions in the BSR and Europe.

In terms of business, tourism and higher education, the most interesting market in Europe is France and especially the region Cote d'Azur. There is a strong cooperation between the UBC Business & Tourism Commission with this region. The City of Nice, capitol of the region, has expressed a deeper interest to come in contact with the Baltic Sea Region. Nice is the fifth most populous city in France. The urban area extends beyond the administrative city limits with a population of about 1 million. Nice has the second largest hotel capacity in the country and it is one of its most visited cities, receiving 4 million tourists every year. It also has the third busiest airport in France. Nice is the seat of the Chambre de commerce et d'industrie Nice Cote d'Azur. It manages the Airports Nice and Cannes, as well as the Port of Nice. Investors from France and abroad can also benefit from the assistance of the Cote d'Azur Economic Development Agency Team Cote d'Azur. After Sophia Antipolis, Europe's leading science and technology park dedicated to IT, the Cote d'Azur Eco-Valley at the gateway to Nice is the first French operation of national interest (OIN) to be entirely devoted to developing cleantech and smart cities. Over 160 different nationalities live and work on the Cote d'Azur, forming a unique multicultural environment. This has led to an array of services aimed at foreign residents and the highest concentration of international schools in France after Paris. The Cote d'Azur is home to the 3rd largest concentration of management professionals in France: a pool of expertise that is constantly evolving.

2. Draft programme

The agenda for a joint meeting of the UBC Executive Board and the Commission on Business & Tourism could look like this:

DAY ONE

	Arrival
16.00	Study tour Sophia Antipolis Science Park
20.00	Get-together dinner

DAY TWO

09.45	Departure from the hotel
10.00 -12.00	Meeting of the Executive Board, open session
10.00	Presentation Business & Tourism Commission
10.15	Presentation of the Nice Cote d'Azur Tourism promotion strategy
11.00	Coffee & tea
11.45	Family photo
12.00-12.30	Press conference
12.30-14.00	Lunch
14.00-16.30	Continuation of the Board meeting, closed session
15.15	Coffee & tea
19.00	Dinner

DAY THREE

09:30	Presentation of the French Riviera Eco-Valley Development Project
12:00	Presentation of the "Green Corridor" Urban Garden Project and site visit
13:30	Official Lunch Reception
15:00	Presentation of the French Riviera economic development and investment promotion strategy - at the Chamber of Commerce and Industry of the French Riviera - CCINCA
16:00	Meetings with experts in Business Development and cross-border cooperation
20:00	Dinner

DAY FOUR

09.15	Study tour including lunch

Departure