



Discussion and selection of customer services for BaSIC network

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Culminatum Innovation

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BaSIC - Baltic Sea Innovation Network Centers

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Background

- Discussion and selection of Customer services for BaSIC network is based on screening & descriptions of mapped regional services → **table & presentations**
- Three phases of services; Exploring, Settling in and Operating in markets → From regional practices to **Synchronised services and** good practice descriptions

Exploring markets → **Joint Services before Settling**

Settling in markets → **Joint Services for Settling**

Operating in markets → **Regional good practices**

WP6: BaSIC Market Access Points (MAP)

MAP – Synchronised services and tools for internationalisation

Management and coordination of Services **available** in the MAPs

Exploring the Baltic Sea Region Metropolises

Synchronised services & tools, e.g. market access

Regional services & tools, e.g. market access; market analysis, entry planning, matchmaking

Settling in the Baltic Sea Region Metropolises

Synchronised services & tools, e.g. front office or set-up services

Regional services & tools, e.g. Set-up services

- for organisations
- for key persons

Operating in the Baltic Sea Region Metropolises

Possible synchronised services & tools, if needed & special focus for 2009

Regional services & tools, e.g. business development

- existing services
- planned services
- ideas

Clusters in the Baltic Sea Region Metropolises

Service providers, office space & international networks in the Baltic Sea Region Metropolises

Setting up of MAP – Services and Tools

Exploring markets services for BaSIC

Screening and descriptions of existing services and service providers

Summary of **Exploring markets phase** – findings done

- A good variety of services, nearly all very well described, some need re-focus into another phase or especially for foreign companies and description of added value
- Potential BaSIC level services are **market access & matchmaking types of services**, which nearly all cities offer in one form or another

Proposal to select for key service

- Potential joint service for BaSIC level - keywords **market access & matchmaking**
- **Testing a new business location; Business Welcome type of service**

→ to be developed under the title **“Business Welcome Services”** for BaSIC network

Settling in markets services for BaSIC

Screening and descriptions of existing services and service providers

Summary of **Settling in markets services** – findings done

- Typically Set-up services and Invest in –services, either on regional basis or on national level - nearly all have set-up services & invest in services
- Are typically offered especially for foreign companies and look for added value
- Potential BaSIC level services are the **set-up services & regional investor services**, which can be found in most Cities

Proposal to select for key service

- Potential joint service for BaSIC level - keywords **regional set-up & invest in services**
- **Settling in a new business location; Soft Landing type of regional service**

→ to be developed under the title **“Company Set-up Services”** for BaSIC network

Operating in markets services for BaSiC

Screening and descriptions of existing services and service providers

Summary of **Operating in markets services** – findings done

- Typically Soft Landing services, Science Park or Incubator services and business support services, but also many financing services and R&D incentives
- Can be same services as for domestic companies, but at least in English
- Potential BaSiC level services are the **science park services** and the **business development services** & support to **R&D**

Proposal “We could do this”

- Potential services for BaSiC level - keywords **business development services**
- **Start point is the existing services in the new business location; Science Park services and regional business development services – offering to be listed**

→ to be developed under the title “**Regional Business Services**” for BaSiC network

Proposed customer services

Exploring markets phase services – Business Welcome Services

- **Testing a new business location joint service** to be developed under the title “**Business Welcome Services**” for BaSiC network

Settling in markets services – Company Set-up Services

- **Settling in a new business location joint service** to be developed under the title “**Company Set-up Services**” for BaSiC network

Operating in markets services – Regional Business Services

- **Existing good practice services in the new business locations to be listed as a first step goal** to be developed under the title “**Regional Business Services**” for BaSiC network

Customer services – Next Steps

Set-up Exploring markets phase services

- A group of interested developers/testers/pilot users to be formed to set-up “Business Welcome Services” good practice description for Basic network

Set-up Settling in markets services

- A workgroup to be formed to set-up “Company Set-up Services” good practice

Offering for Operating in markets services

- Offering in English by BaSIC & MAP organisations to be collected in next meeting to form “Regional Business Services” good practice for BaSIC network

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Soft Landing



Exploring markets – Synchronised service

Proposal for joint service - Business Welcome Services

Existing service examples used as guidelines for developing synchronised service

- **Berlin**; Description of Berlin Business Welcome Package by Berlin Partner www.berlin-partner.de
 - Annex: service brochure in pdf format: BP_ServicePackages_Einleger_en.pdf
 - Web: <http://www.berlin-partner.de/index.php?id=720&L=1>
- **Berlin**; Description of Adlershof services; e.g. Technology Orientation www.adlershof.de
 - Annex: Services offered by WISTA-MANAGEMENT GMBH: Annex_Adlershof Services.pdf
- **Helsinki region**;
Regional Business & Cluster specific issues by Culminatum Innovation www.culminatum.fi
Description of Exploring Otaniemi services by the Otaniemi Marketing www.otaniemi.fi
 - Annex: Otaniemi Soft landing services: Otaniemi_Soft_Landing_Services.pdf
- **Stockholm**; Stockholm Business Region Development; www.stockholmbusinessregion.se
- **Riga**; Investment and Development Agency of Latvia; www.liaa.gov.lv
- **Tallinn**; Soft landing services by Tehnopol www.tehnopol.ee
- **Vilnius**; Business matchmaking events on a national level organised in Vilnius

Next steps

- A group of interested developers/testers/pilot users to be formed to set-up “Business Welcome Services” good practice description for Basic network

Settling in markets services - Selection

Proposal for joint service - Company Set-up Services

Existing service examples used as guidelines for developing synchronised service

- **Berlin**; Descriptions of Berlin & Adlershof Business Locating Packages by Berlin Partner & Wista
 - Annexes & web pages: www.berlin-partner.de, www.adlershof.de
- **Copenhagen**; Descriptions of Copenhagen Capacity, Scion DTU & Business Link services
 - Annexes & web pages: www.copcap.com, www.uk.sciondtu.dk, www.startvaekst.dk/vhhr.dk
- **Helsinki**; Description of Set-up services by Greater Helsinki Promotion & Otaniemi Marketing
 - Annexes & web pages: www.helsinki-businesshub.fi, www.infopankki.fi, www.otaniemi.fi, www.icfinland.fi
- **Oslo**; Oslo Teknopol, Agency for Business Development Services; www.oslo.teknopol.no, City of Oslo
- **Riga**; RTU Riga Innovation Incubator & Latvian development services; www.rii.lv, www.liaa.gov.lv
- **Stockholm**; Stockholm Business Region Development & Kista Science City; www.kista.com
- **Tallinn**; Soft landing services by Tehnopol & Estonia; www.tehnopol.ee, www.investinestonia.com
- **Warsaw**; Regional Development Agency ARMSA; www.armsa.eu
- **Vilnius**; Sunrise Valley services & Lithuanian Development Agency; www.sunrisevalley.lt, www.lda.lt

Next steps

- A workgroup to be formed to set-up “Company Set-up Services” good practice description for Basic network

Operating in markets services – Next steps

Proposal “We could do this” – Operating in Markets Services

Existing service examples used as guidelines for developing good practice services

- **Berlin**; Adlershof Start-Up Package for new Adlershof tenants by Wista; www.adlershof.de
- **Copenhagen**; Scion DTU & private consultant services; www.uk.sciondtu.dk, www.keystones.eu
- **Helsinki**; Expanding Your Business services & business development services; www.otaniemi.fi & al.
- **Oslo**; Agency for Business Development Services; City of Oslo www.naringsetaten.oslo.kommune.no
- **Riga**; RTU Riga Innovation Incubator & Latvian development services; www.rii.lv, www.liaa.gov.lv
- **Stockholm**; Stockholm Business Region Development & Kista Science City; www.kista.com
- **Tallinn**; Services for growing businesses by Tehnopol & Enterprise Estonia; www.tehnopol.ee
- **Warsaw**; Polish Agency for Enterprise Development PARP; <http://en.parp.gov.pl/>
- **Vilnius**; Sunrise Valley Science and Technology Park services; www.sunrisevalley.lt

Next steps

→ Offering in English by BaSiC & MAP organisations to be collected in next meeting to form “Regional Business Services” good practice for BaSiC network



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Market Access Points for Soft Landing



Market Access Points for seamless cooperation within the Baltic Sea Archipelago

MAP nominations for BaSIC network

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Guidelines for MAPs

- **Guidelines to nominate regional Market Access Point(s):**
 - **First priority for organisations serving companies & offering Soft Landing services**
 - **and operating as or with Regional Development/Marketing/Investment organisation**
 - **or if not Regional then National FDI organisation**
- **Proposal for potential MAPs & locations per City/region were listed at Helsinki meeting and discussed at Riga**
- **Organisations to set-up MAPs per region are listed on the next page - acceptance required by **BaSiC partner!****

Nomination of Market Access Points

Proposal for potential MAPs & locations per City/region:

Organisations available – MAPs & locations to be accepted:

- **Berlin;** Berlin Partner for Berlin region & **WISTA** for Adlershof SP
- **Copenhagen;** Copenhagen Capacity & **Scion DTU**
- **Helsinki region;** **Culminatum Innovation** with Greater Helsinki Promotion & Otaniemi Marketing
- **Oslo;** **Oslo Teknopol** & Agency for Business Development Services
- **Riga;** **RTU Riga Innovation Incubator** & Development Agency of Latvia
- **Stockholm;** Stockholm Business Region Development & **Kista Science City**
- **Tallinn;** **Tehnopol** & Enterprise Estonia / Invest in Estonia
- **Warsaw;** Regional Development Agency ARMSA & **City of Warsaw**
- **Vilnius;** **Sunrise Valley** & Lithuanian Development Agency



Thank you!

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