



BCCA

Baltic Sea Chambers of Commerce Association

“How can an EU Baltic Strategy help unlock
business potential of the Baltic
Sea Region?”

Pontus Lindberg, Secretary general



BCCA

Baltic Sea Chambers of Commerce Association

- **Founded in 1992**
- **44 CCIs in 10 countries in the Baltic Sea Region**
- **Representing more than 450 000 companies**
- **Promotion of growth in the Baltic Sea Region**
 - lobbying
 - network for CCIs and member companies
 - products and services

Vision: Increase trade in the Baltic Sea Region

Baltic Sea Chamber of Commerce Association was founded in 1992. We today have member in all countries around the Baltic Sea and we represent more than 450 000 different companies. The background was the emerging co-operation in the Baltic Sea Region. For many years before a network for chambers of commerce existed in the Baltic Sea Region.

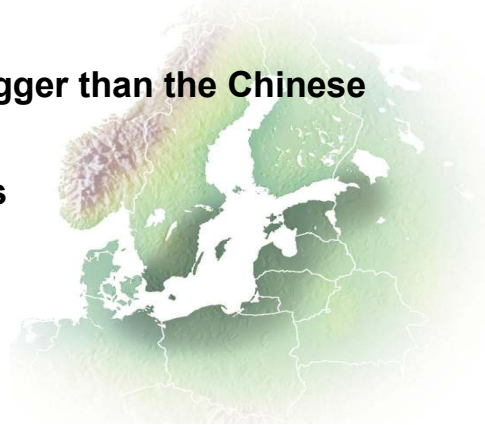
Our mission is to promote growth in the Baltic Sea Region

- Lobbying
- Network for CCIs and member companies
- Product and services



The Baltic Sea Region

- **Population: 310 million inhabitants (90-110 million in the Baltic Sea Rim)**
- **Purchasing Power: 50% bigger than the Chinese market!**
- **Several metropolitan Areas**



The Baltic Sea Region is one of the worlds most interesting region. The number of inhabitants is sufficient large, and there is a number of metropolitan areas, which already are competitive on a global scale.

The purchasing power is actually bigger than the Chinese market. (Of course will the Chinese market grow enormously in importance the coming years.) But Europe and especially our part of Europe will if we don't make everything wrong, be an important part of the world economy, not due to our size but due to the concentration of wealth and knowledge.

We are competitive in several branches:

The automotive industry

Health Care

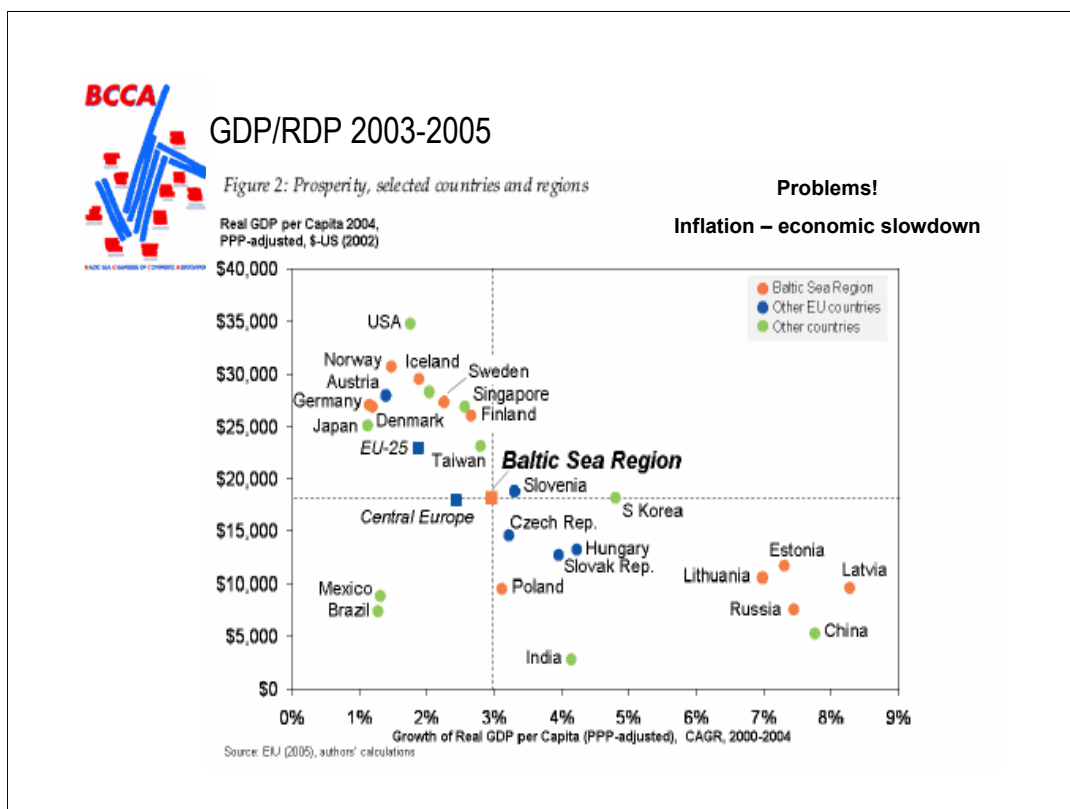
Bio-Medicine

Telecom

Mining

Forestry

Service sector – public and private



The trade volumes are growing in our region but are we really competitive on a global scale? The Baltic Sea Region is competitive, we are a heterogeneous region with strength and weaknesses, but overall we should keep in mind that we are a very prosperous region and that we already today are attracting global investment. Look at these figures from 2005.

We have a high level of GDP per capacity in some of our countries, in Norway, Denmark, Germany among others. And we have growth figures that really are competitive. Notice Latvia that actually performs better than China!



The Baltic Sea Region

- **History**
- **Trade**
- **Science - Research & Development**
- **Business clusters**
- **A heterogeneous market**
- **A vision of the future – our part of the European dream**



The Baltic Sea Region is one of the worlds most interesting region. The number of inhabitants is sufficient large, and there is a number of metropolitan areas, which already are competitive on a global scale.

The purchasing power is actually bigger than the Chinese market. (Of course will the Chinese market grow enormously in importance the coming years.) But Europe and especially our part of Europe will if we don't make everything wrong, be an important part of the world economy, not due to our size but due to the concentration of wealth and knowledge.

We are competitive in several branches:

The automotive industry

Health Care

Bio-Medicine

Telecom

Mining

Forestry

Service sector – public and private



A new home market

- **Banks and telecommunications**
- **Large companies – production chains**
- **SMEs – new cooperation**
- **Tourism – cruise industries**



The Baltic Sea Region is one of the worlds most interesting region. The number of inhabitants is sufficient large, and there is a number of metropolitan areas, which already are competitive on a global scale.

The purchasing power is actually bigger than the Chinese market. (Of course will the Chinese market grow enormously in importance the coming years.) But Europe and especially our part of Europe will if we don't make everything wrong, be an important part of the world economy, not due to our size but due to the concentration of wealth and knowledge.

We are competitive in several branches:

The automotive industry

Health Care

Bio-Medicine

Telecom

Mining

Forestry

Service sector – public and private



BCCA

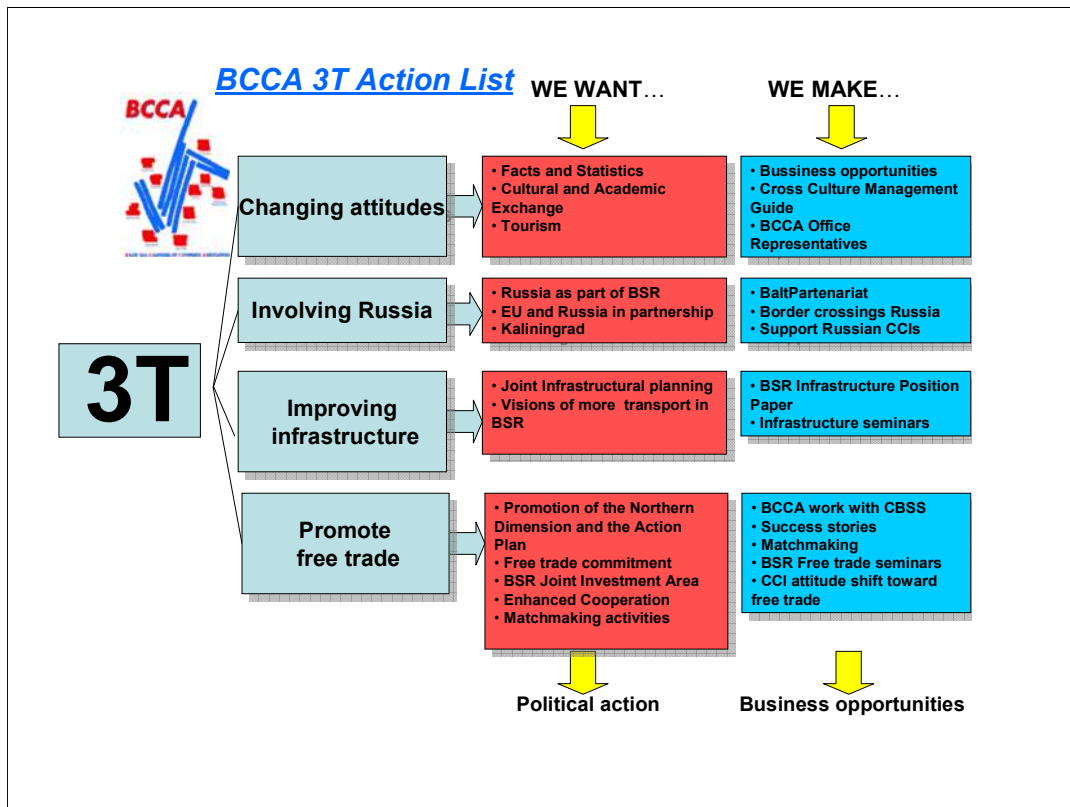
Baltic Sea Chambers of Commerce Association

3T

Triple
Trade in
Ten years

**Trade is what the BCCA
is all about!**

The focus for BCCA is clear, we believe in trade, and we are convinced that the trade volumes in the Baltic Sea Region can grow further. Since 2003 we are working with our agenda 3T.



What is then important if we shall be able to triple trade in the Baltic Sea Region?

We are convinced that the business life will continue to see further possibilities in the whole region. Since the beginning of the 90s have we and other organizations created and participated in different project to further strengthen the exchange. This is something that we continue to do. For many of our member companies is already the Baltic Sea Region a part of the home market. This is for instance the case for several banks from Finland, Sweden and Denmark. But the importance of the BSR is also growing for small and medium sized companies. Since a number of years can we for the business organizations see that the cooperation is developing more and more. In the beginning the trade flows were rather uncomplicated, it was very much about buying or selling, today is much more about different part of the value change. Even within R & D more and more cooperation standard procedure.

From BCCA we would like to see more activities from the politicians in following fields:

Changing attitudes



BCCA

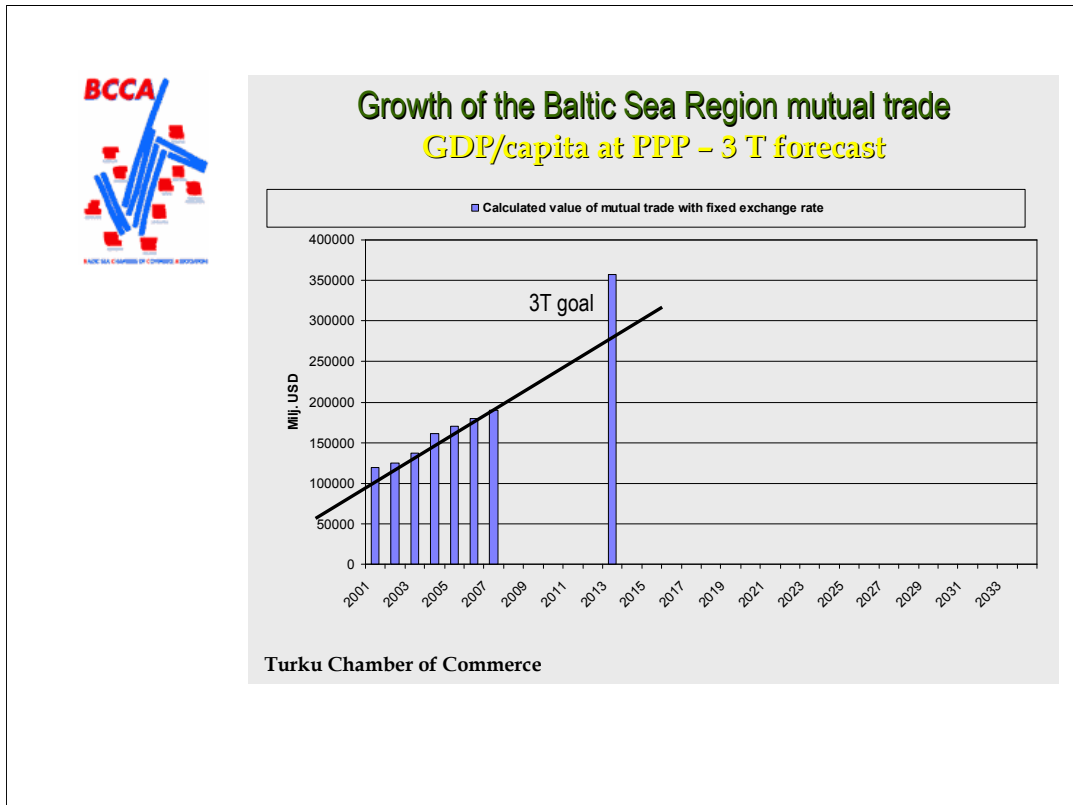
Baltic Sea Chambers of Commerce Association

A European Strategy for the Baltic Sea Region

- Address the acute ecological challenges of the Baltic Sea
- Promote deeper integration
- Ensure compatibility with the external policy (Northern Dimension)
- Draw on the development of informal regional cooperation and reform of CBSS

The position of BCCA

- Positive, but important to see the whole region - more focus on Russia



Finally, can we then reach the target of Triple Trade in Ten years. The answer is yes, but with today's development it will take approximately 17 years. We should then keep in mind that the economic development the last years has been very positive for most of the economies around the Baltic Sea Region. This is not really the case with the economic motor of the region, Germany, but the latest statistics from Germany are very promising, hopefully Germany will resume and develop its role as the economic motor for the region.

In a longer perspective it is of course the development in Russia and Poland of utmost importance for the BSR.

- Poland is very fast becoming a very important economy even in a European perspective. For the Baltic Sea Region it is of very large importance that the development in Poland is taking place in several parts of Poland.

- Russia is in the long run the crucial advantages of the BSR. With a positive development in Russia over the coming decades Russia can in a longer perspective be an economic motor for the development in not just our region. The economic development in Russia has been very fast during the latest period, but there could be some problems ahead. The dependence on export of oil is too large and a drastic price fall could hurt the Russian economy.