

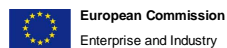
# North – South Initiative – Building a new economic region

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European Network



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# The Scandinavian-Adriatic Region A strategic area for EU enterprises



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## The Scandinavian-Adriatic Region

- 11 Nations;
- 7 Capital Cities;
- 115 Million Inhabitants;
- 25% of the EU Population;
- 15 Ports;
- 300 Universities;
- 75 Clusters.



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## The Scandinavian-Adriatic Region

### Objectives:

Our main aim is to **strengthen the border-crossing business and institutional cooperation in order to reinforce the economic development** of our territories.

To establish the **new economic region** as one of the most competitive regions in the world, for example:

- Developing key junctions along the new trade routes;
- Supporting the dynamics of development;
- Making use of growth and innovation synergies;
- Strengthening the ability to compete.

## The Scandinavian-Adriatic Region

### Added value:

- Thanks to the transnational collaboration, **enterprises** can profit from the creation of **new opportunities** and benefit from **reciprocal support and exchange of best practices**;
- The creation of a network of contacts and more efficient transport infrastructures will facilitate the **mobility for workers**;
- The collaboration will lead to a **more dynamic job market** able to attract talents from the territories;



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## The Scandinavian-Adriatic Region

The cooperation will also favor **economies of scale** (in the areas of research, business services, innovation etc.)

**Type of actions:** **joint projects** in the fields of transports, logistics, tourism, services, innovation, energy and technology transfer.

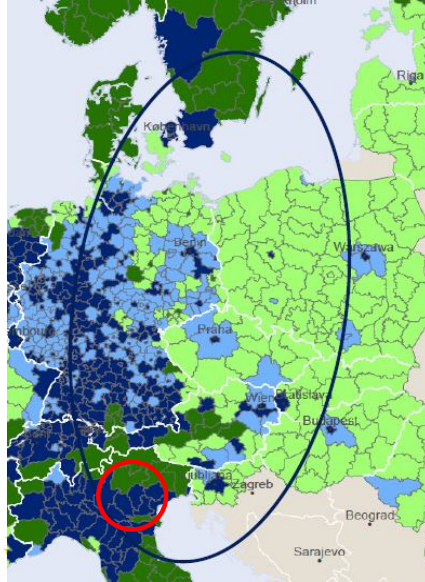
Thus It is necessary to adopt all the measures useful to set up a common **strategic vision** by:

- setting up **working groups** consisting of experts able to identify strategic projects of common interest
- creating a **network between institutions, enterprises and business associations** able to discuss new ideas and strategic relations



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## Veneto: a crossroads in Europe

Veneto, one of Europe's most dynamic economic realities, is **situated in a key position in Europe.**

Veneto has always been the main **crossroads between the Mediterranean area and northern and eastern Europe.**

Its territory is crossed by **Corridors 1 and 5** (TEN-T priority axes)

## Feed back on 4° May Event in Bruxelles



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## Common Brainstorming

- North – South Initiative aims to define a common work between Scandinavian and the Adriatic Sea Regions in order to contribute to the “Europe 2020”, in particular to define policies and actions for the promotion economic, social and territorial cohesion through the involvement of companies, chambers of commerce and associations along the North – South Corridor in order to identify future projects and initiatives;
- Today has been organized two thematic working groups, one focused on transport networks and the second on renewable energy. These two thematic issues will represent the first discussion for the definition of future projects or initiatives;



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## Common Brainstorming

After this event it is important to start the dialogue with the SMEs and local administrations in order to identify other thematic through a **setting up a task group to establish the new European economic Region** in order to answer to the needs of the entrepreneurships. To create a continuously dialogue between SMEs, Chambers of Commerce, Ports of Authorities, national, regional and local authorities;

- The North – South Initiative represents the opportunity to contribute and to influence the European Commission for the definition of future European programming period 2014 – 2020, the allocation of the European financing tools in sector policies and the creation of the Macro – Regions (future Ob. 3) – Scandinavian – Adriatic Development Region;
- For the reinforcement of North – South Initiative it is important to finance the future activities also with own financial resources and to present European projects coherent with the aims of the Initiative;



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## Common Brainstorming

- Establish a network of cooperation among national, regional and local institutions, Chambers of Commerce, Port Authorities and other relevant economic stakeholders in order to stress the importance of promoting economic, social and territorial cohesion as well as developing infrastructure in order to contribute to the success of the new strategy.



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## Key sectors for the development of the Scandinavian-Adriatic Region:

- 1. Business to Business**
- 2. Transports**
- 3. RDT**
- 4. Tourism**
- 5. Educational**
- 6. Energy**



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## The Scandinavian-Adriatic Region and Europe2020



The Scandinavian-Adriatic Region can be included into two flagships initiatives of the Commission in the framework of Europe2020 Strategy:

- 1- **“Resource efficient Europe”** aims at modernizing the transport sector and promoting energy efficiency shifting towards a low carbon economy;
- 2- **“An industrial policy for the globalization era”** aims at improving business environment, notably for SMEs.

Since **economic prosperity is closely connected to an efficient transportation system**, the development of smart, upgraded transport and energy infrastructures are central targets for the future development of the Scandinavian-Adriatic Region.



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## The Scandinavian-Adriatic Region and Europe 2020



In line with EU2020, the Scandinavian-Adriatic Region should elaborate a transport network upgrading and developing environmental friendly infrastructures and transports.

It is the chance to strengthen a **common vision on harbors, corridors in the transports and logistics** as an **essential element for the competitiveness of the enterprises**.

Moreover, EU2020 sets up a new target for employment 75%; in this sense, the collaboration in the **Scandinavian-Adriatic Region can bring a positive contribute to the growth and job creation**.



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## Conclusion

It is necessary to highlight the priorities for a **common strategy to the benefit of the SMEs** with regard to **transports, innovation, development and cooperation programs**.

The Regional System of Chambers of Commerce of Veneto, as you have just seen, is a partner with the Region and at EU level in order to create a powerful Macro-region.



## Thank you for your attention

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