

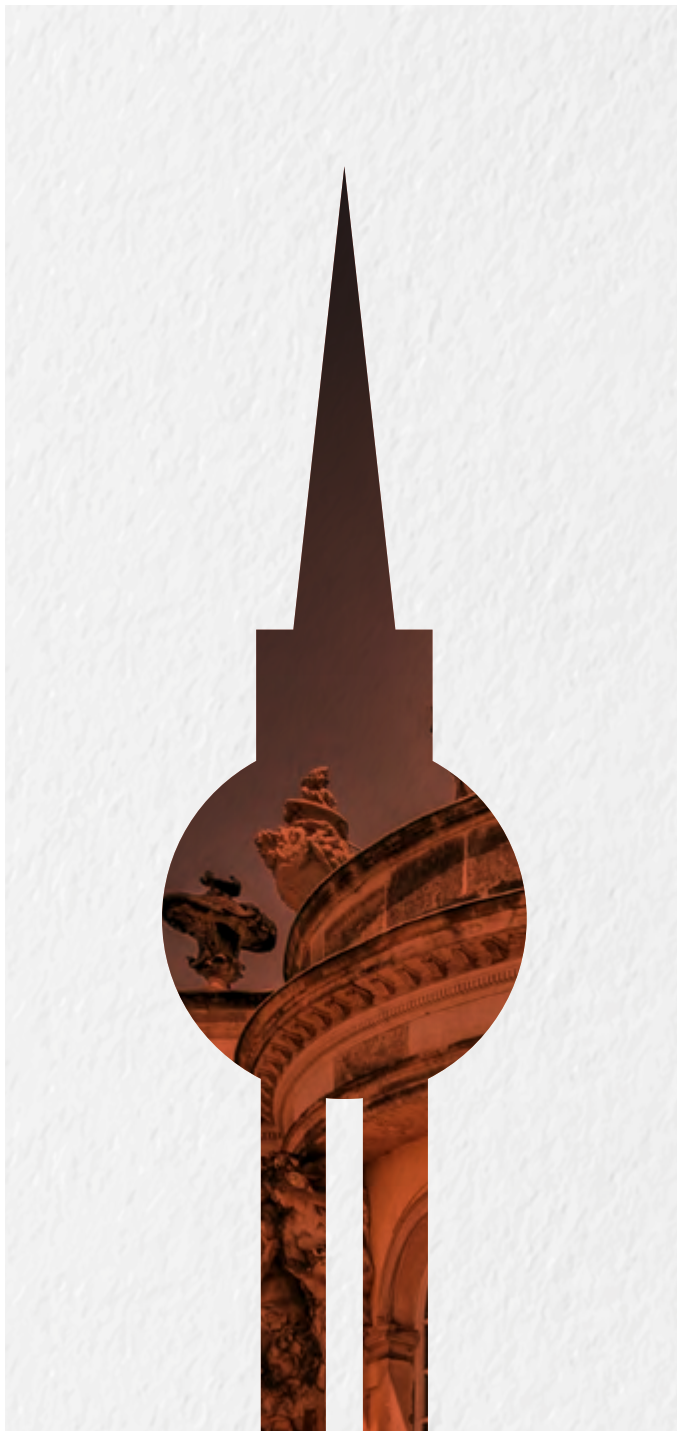


BERLIN 2018

31 JANUARY - 2 FEBRUARY



MÄLARDALSRÅDET



The Council for the Stockholm Mälars Region presents its eighth international study mission – Berlin 2018

The delegation will approach different angles of sustainable competitiveness with a special focus on how collaboration leads to strong competitive regions.

This international study mission programme was initiated already in 2005. Study visits have since then been conducted to Seattle (2005), Dublin & Ireland (2007), Singapore & Kuala Lumpur (2008), Helsinki (2010), Munich (2012), London (2014) and Amsterdam & Utrecht (2016). Leading representatives of local and regional governments, business and the academic sector in the Stockholm Metropolitan Region have participated in the trips.

The objectives are to study and learn from other internationally competitive regions, to better understand the role of metropolitan regions in a globalized economy, and enhance relationships between leaders from business, government and the academic sector in the region.

Ms. Erika Ullberg, Chair of the Council for the Stockholm Mälars Region, is leading the Berlin 2018 delegation.

Programme

WEDNESDAY 31 JANUARY

10.40

ARRIVAL AT BERLIN TEGEL AIRPORT

Bus transfer to the city

11.45 – 12.45

LUNCH

Restaurant «Zur Gerichtslaube» Poststraße 28, 10178 Berlin

Joint walk to Rathaus

13.00 – 14.30

BERLIN IN A WIDER PERSPECTIVE –
CHALLENGES, TRENDS AND OPPORTUNITIES

The Rathaus, Rathausstraße 15, 10178 Berlin

Germany and Berlin are taking a stronger position in European cooperation, both economically and politically. Germany is the world's fourth strongest economy and Sweden's most important trade partner, the political relations are also strengthening between our countries. What are the most important issues in Germany and Berlin today, considering recent federal elections, Brexit and the global situation? And what impact do they have for Sweden and the Stockholm Metropolitan region?

WELCOME TO GERMANY AND BERLIN

Ramona Pop, Senator for Economy, Energy and Enterprises

THE ROLE OF GERMANY IN EUROPE AND
COOPERATION WITH SWEDEN

*Tobias Etzold, Associate/Project leader - Research Centre Norden, EU/
Europe Division, The German Institute for International and Security
Affairs*

FROM CAPITAL TO METROPOLIS – RECENT DEVELOPMENTS
AND FUTURE CHALLENGES FOR BERLIN'S ECONOMY

*Henrik Vagt, Vice President SMEs & Energy,
Chamber of Commerce and Industry in Berlin*

BERLIN – THE STRENGTHS OF A CITY IN CONSTANT CHANGE

*Kai Uwe Bindseil, Head of Division,
Life Science and Healthcare Industries, Berlin Partner*

Bus transfer to Humboldt Box

14.50 – 15.40

HUMBOLDT FORUM - THE ROLE OF CULTURE IN SOCIETY

Schlossplatz 5, 10178 Berlin

With the Humboldt Forum, a whole new cultural district is being created in the very heart of Berlin. It represents an approach that brings together diverse cultures and perspectives and seeks new insights into topical issues such as migration, religion and globalization. Humboldt Forum is an extensive cultural project during times of economic scarcity. How widely is it accepted and what added value to society can it bring?

GUIDED TOUR

Marc Schnurbus, Art Historian

Bus transfer to Factory Berlin

16.15 – 18.00

SMART AND CREATIVE BERLIN – VISIT AT FACTORY BERLIN

Lohmühlenstraße 65, 12435 Berlin

Berlin is one of the premier start-up locations in Europe with 500 new tech companies each year and known to attract international talents and investments. The service and technology sector are the driving forces. One success factor for the blooming start-up community is that major established companies are involved in start-up environments. We will explore Berlin's start-up scene and visit one of Germany's most famous co-working spaces, which prefers to be called an innovation hub, Factory Berlin.

Why is Berlin so attractive for start-ups? How will it maintain its position in the strong global competition? We will discuss with leading representatives and active start-ups. We will also learn about the Fraunhofer Society, Europe's largest application-oriented research organization.

FACTORY BERLIN – OUR SUCCESS

Catherine Bischoff, VP Strategy, Factory Berlin

START-UP PANEL: MATCHX, LOFELT AND VOUCHERY.IO

Why we choose to establish ourselves in Berlin and the Factory.

THE FRAUNHOFER MODEL

*Jürgen Diller, Berlin Center for Digital Transformation,
Fraunhofer Institute for Open Communication Systems FOKUS*

Guided tour of venue

18.15

DINNER

*Restaurant «Kantine Kohlmann», Kreuzberg,
Skalitzer Str. 64, 10997 Berlin*

THE ROLE OF CULTURE IN SOCIETY

Nina Röhlcke, Counsellor for Cultural Affairs, Swedish Embassy in Berlin

21.00 (Approx.)

Bus transfer to hotel

THURSDAY 1 FEBRUARY

08.20

Bus departures from hotel

09.00 – 11.00

KNOWLEDGE INTENSE BERLIN – VISIT AT EUREF CAMPUS

EUREF Campus 1-25, 10829 Berlin

Berlin brings together world-leading researchers in about 40 universities and 70 research institutes. Intensity and breadth enable challenges to be solved and innovations come true through collaborations on a relatively small area. Some of these successful collaborations are found on the EUREF campus, a key player in the energy transition in Germany and a unique place for future-oriented start-ups and big companies in energy, sustainability and mobility. What makes EUREF so attractive? Why do small and large companies choose to establish themselves at the campus and what is their model of collaboration? We will also learn about some innovative work going on at EUREF.

THIS IS EUREF

Karin Teichmann, Member of EUREF Management

ENERGY TRANSITION IN GERMANY

*Oliver Krieger, Senior Expert, Energy Efficient Buildings,
German Energy Agency*

Guided tour of EUREF campus

PARALLEL STUDY VISITS

InnoZ - Innovation Centre for Mobility and Societal Change

Infralab - a long-term co-working & co-creation project of six major infrastructure companies

11.00 – 12.10

SUSTAINABLE MOBILITY

Berlin has one of the world's most comprehensive and efficient public transport systems and is an important transport node in Europe. The city also has fewer cars per inhabitant than any other city in Germany. What are the current trends and initiatives and what is next in terms of smart and sustainable mobility?

BERLIN MOBILITY – CURRENT DEVELOPMENTS AND CHALLENGES

Helmut Grätz, Network Planning Division, Berliner Verkehrsbetriebe (BVG)

NEW DEVELOPMENTS IN COMBINED MOBILITY

Andreas Sujata, Sales Manager, Free2Move

12.15 – 13.15

LUNCH

Joint walk to Restaurant «Heuberger»

Gotenstraße 1, 10829 Berlin

Bus transfer from restaurant

14.00 – 15.45

SUSTAINABLE HOUSING – STRATEGIES AND STRENGTHS

Chamber of Commerce in Berlin, Fasanenstraße 85, 10623 Berlin

The challenges related to housing have risen on the political agenda in both Berlin and the Stockholm Metropolitan region. Still, Berlin is often referred to as a good example in sustainable solutions for a cohesive city. What strategies can we take back?

SUSTAINABLE DEVELOPMENT BY

JOINT SPATIAL PLANNING

Horst Sauer, Head of Unit European Spatial Development, Joint State Planning Department Berlin-Brandenburg

HOUSING IN BERLIN – CURRENT TRENDS AND POLICIES

André Moschke, Senate Department for Urban
Development and Housing

FACTORS THAT SUPPORT RESIDENTIAL DEVELOPMENT IN GERMANY

Olle Boback, Business Unit President for Germany, Bonava

COMPARATIVE PERSPECTIVE ON HOUSING IN BERLIN AND IN THE STOCKHOLM METROPOLITAN REGION

Anna Granath Hansson, Researcher,
Royal Institute of Technology, KTH

GERMAN MARKET FOR RETIREMENT HOMES

Elina Johansson, Acquisition Manager, Hemsö

16.00 – 17.00

INTEGRATION

Both Sweden and Germany have welcomed many immigrants and asylum seekers in the last few years. This presents a number of opportunities, and at the same time it is crucial that the newly arrived become part of society as soon as possible. What does the current integration situation in Berlin look like? What are the priorities and success factors?

INTEGRATION IN BERLIN – CHALLENGES, SUCCESSES AND STRATEGIES

Daniel Tietze, State Secretary for Integration, the Senate
Department for Integration, Labour and Social Services

NEWCOMERS – WELCOME TO BERLIN

Ayten Dogan, Advisor, Welcome Center Berlin

Bus transfer to hotel

18.20

Bus departure to the Residence of the Swedish Ambassador

19.00

DINNER

Residence of Swedish Ambassador, Schwedische Residenz,
Pücklerstr. 42 – 44, 14195 Berlin-Dahlem

GERMANY AND BERLIN FROM A SWEDISH PERSPECTIVE

Per Thöresson, Swedish Ambassador to Germany

Anders Bylund, Head of eMobility Nordic, Siemens

SWEDES IN BERLIN

Eric Wahlforss, Founder, Soundcloud

Annamaria Olsson, Founder, Give Something Back to Berlin

22.00

Bus transfer to hotel

FRIDAY 2 FEBRUARY

Check out from hotel

07.45

*We leave luggage in the bus outside the hotel
and walk to Super concept space.*

08.00 – 09.00

TALENT ATTRACTION & RELATIONS AND PLACE MARKETING

Super concept space, Budapester Straße 50, 10787 Berlin

International talent attraction and maintaining good relations with skilled people is of uttermost importance for every region that wants to stay competitive. However, there are examples in our region of people who struggle with bureaucracy regularly. How does Berlin work to attract and keep skilled people? We will also hear from a star software developer, who left Stockholm for Berlin, about his first-hand experience.

BRAIN CITY BERLIN – WHY SCIENCE

COMMUNICATION IS PART OF THE BRAND “BERLIN”

Henning Ravn, Head of Unit Place Marketing, Berlin Partner

HOW BERLIN ATTRACTS INTERNATIONAL TALENTS

Burkhard Volbracht, Head of Unit Talent Services, Berlin Partner

TALENT ATTRACTION IN BERLIN AND IN THE STOCKHOLM METROPOLITAN REGION

Tayyab Shabab, Software Developer, Leverton

09.10

BUS DEPARTURE TO AIRPORT

Flight Tegel – Arlanda 10.55 – 12.30

Delegation Berlin 2018

MS ALEXANDRA HAGEN	CEO, White arkitekter
MR ANDERS BYLUND	Head of eMobility Nordic, Siemens
MR ANDERS TELJEBÄCK	Mayor, City of Västerås
MR ANDERS ÅHRLIN	Vice Mayor, City of Örebro
MR ANDREAS HATZIGEORGIOU	Chief Economist, Stockholm Chamber of Commerce
MR ANDREAS SVAHN	Chair of the Executive Board, County Council of Örebro
MS ANN CEDERBERG	University Director, Mälardalen University
MS BIRGITTA ANDERSSON	County Councillor, County Council of Västmanland
MR BÖRJE WENNBERG	Chair of the Executive Board, County Council of Uppsala
MS CHARLOTTE THELM	Senior vice President NCC Building, NCC Sweden
MS CRISTINE DAHLBOM	Regional Executive Officer, Regional Council of Sörmland
MR ERIK LANGBY	Vice Chair, Council for the Stockholm Mälars Region
MS ERIKA ULLBERG	Chair, Council for the Stockholm Mälars Region
MR FREDRIK JARESVED	CEO, Airport City Stockholm
MR FREDRIK AHLSTEDT	Vice Mayor, City of Uppsala
MS GUNILLA ROXBY CROMVALL	County Councillor, Stockholm County Council
MR GUNNAR BJÖRKMAN	Director of Innovation, City of Stockholm
MS IRÉN LEJEGREN	County Councillor, County Council Örebro
MR IVAR BJÖRKMAN	Executive Director, Openlab
MR JARI PUUSTINEN	Vice Mayor, Eskilstuna Municipality
MS JOANNA SZYFTER	Process Manager, Council for the Stockholm Mälars Region
MR JOHAN BLAUS	Project Manager, KTH Royal Institute of Technology

MR JOHAN EDSTAV	National Coordinator for Planning and Real Estate Development, Government Offices of Sweden
MR JOHAN ÖDMARK	CEO, Electrum Foundation
MR JOHAN HJELM	Process Manager, Council for the Stockholm Mälars Region
MR KARL HENRIKSSON	Vice Mayor, Huddinge Municipality
MR KRISTOFFER TAMSONS	County Councillor, Stockholm County Council
MR LINUS KJELLBERG	Business Area Director, Atrium Ljungberg
MS MARIA RANKKA	CEO, Stockholm Chamber of Commerce
MS MARIA NIMVIK STERN	Secretary General, Council for the Stockholm Mälars Region
MS MARLENE BURWICK	Mayor, City of Uppsala
MR MATS DANIELSON	Vice President External Relations, Stockholm University
MR MATS GERDAU	Chair of the Executive Board, StorSthlm
MR MIKAEL ÖSTLING	Deputy President, KTH Royal Institute of Technology
MS MONICA JOHANSSON	Chair of the Executive Board, County Council of Sörmland
MS NINA LAGH	County Council of Uppsala
MR OLOF ZETTERBERG	CEO, Stockholm Business Region
MR PETTER ARNEBACK	Regional Development Director, County Council of Örebro
MR STAFFAN ISLING	Regional Development Director, County Council of Uppsala
MR STEFAN HANSSON	Vice Mayor, City of Stockholm
MS SUSANNE NORDLING	County Councillor, Stockholm County Council
MR URBAN GRANSTRÖM	Mayor, City of Nyköping
MR VIKING JONSSON	Chair, Regional Council of Sörmland
MS YLVA WILLIAMS	CEO, Stockholm Science City



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