



**fh-mittelstand.de**



- **South Baltic 2016-2020**
  
- **2.1 Specific Objective**                      *Facts:*
  
- **Aim:** - sustainable tourist destinations
- *growing tourist industry*
  
- **Basis:** - natural and cultural heritage assets
- *common heritage*
  
- **Approach:** -increased development
- of the southbaltic area`s
- *attention involved nations*
- *European- and world-wide*

# South Baltic heritage and USP



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- **Tourism strategy Mecklenburg - region rostock**
- **- USP unique selling products**
  
- **- natural and cultural heritage**
- **- historic heritage**
- **- historic wedding policy**
  
- **EVENTS as reminder / strategy**
- **- more than 1000 events a year at the sea MV**
- **- Event – networks**
- **- more than 100 partners hotels/tourist org/cities**
- **- result: B.A. eventmanagement & entertainment**

# South Baltic events and partners



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- | main subjects       | details                           | partners                  |
|---------------------|-----------------------------------|---------------------------|
| ▪ - natural         |                                   | tourist org / cities      |
| ▪                   | - <i>event locations</i>          |                           |
| ▪ - cultural        |                                   | faculty of arts           |
| ▪                   | - <i>dramaturgie , effects</i>    |                           |
| ▪ - historic        |                                   | culinaris experts         |
| ▪                   | - <i>culinaris tourism</i>        |                           |
| ▪ - trends          |                                   | europ.integration         |
| ▪                   | - <i>festivals , music, rock,</i> |                           |
| ▪ -tourism industry |                                   | faculties of tourism      |
| ▪                   |                                   |                           |
| ▪                   | - <i>marketing, adverts</i>       | <i>school ob business</i> |

# South Baltic partners



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- **Partners**
- - **GE MV FHM Rostock** -head office **Event**
- **FHM Schwerin** -tourism , culinaris
- **PL Szczecin FHM for European Integration**
  
- **Latvia Univ Klaipėda, faculty of arts**
- **„exhibition and show design“**
  
- **South Sweden Univ. Linnè**
- **„school of business and economics“**
- **South Danmark Univ. of southern Danmark**
- **Slagelse ; tourism branch**

- **Tourism organizations in the south baltic area**
  
- **MV: org of the german baltic see bath locations**
- **PL: ZROT Pomorze Zachodnie plus Gdansk region**
- **Lat: Kursio Nerijos Neringa**
- **Sw: tourist org samland / sölvesborg**
- **Dan: Nykobing/Falster/ Sjialleland/ Moen**
  
- **Cities and event locations / tourism dept.**
  
- **MV Kühlungsborn / Warnemünde**
- **PL Szczecin / Gdansk**
- **Lat Klaipėda , Palanga**
- **Swe Karlskrona / Sölvesborg**
- **Dan Guldborgsund Kommune Nykobing**
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# South Baltic Events 2017 - 2019



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- **Grand Opening 2017** may
- **„classic goes rock“ MV-Festspiele concert**
- on the ferry and at bornholm
  
- **2017 „South Baltic rock festivals“**
- - June **bigg. swedish rock at sölvesborg**
- -Jul **Zappanale Bad Doberan**
- - Aug - Oct **Lat / PL / Dan**
  
- **2018 „South Baltic HANSE – Events“**
- - **locations to be choosen**
  
- **2019 „South Baltic Horse – Events“**