Open Days 2007 – Metrex Workshops, 11.Oktober 2007

Code: 11A17
Workshop title: Regional Investor Services in Metropolitan Regions and Areas
Sub-Theme: Attracting investors: Regions and cities show how it works
Organiser: METREX
Venue: Scotland House Conference Centre, Rond-Point Schuman 6, Brussels
Date and time: 10/11/2007   09.00-11.00
Description:

Aim:
The aim will be to present five thought provoking case studies of metropolitan practice in attracting investors, each showing how it works, and to then draw findings and conclusions from an interactive Moderated Forum.

A Moderated Forum offers opportunities for Workshop participants to make short 3-minute interventions from their own knowledge and experience of the sub theme. The Moderator will identify key issues and facilitate dialogue to draw out findings and conclusions at the end of the Workshop.

Target group:
The target group of participants is those concerned with strategic decision-making at the metropolitan level, with particular regard to investment and development.

Programme - Case studies and Moderated Forum:

9.00   **Stuttgart - Investors portal to Europe's High Tech Region No. 1**
        Dr. Jürgen LUDWIG, Verband Region Stuttgart, Germany

9.20   **Sofia - The north part of Sofia Municipality - opportunities and challenges for investors**
        Georgette RAFAILOVA, SofProect, Sofia, Bulgaria

9.40   **Frankfurt Rhein-Main – Control of large scale retail shopping**
        Manuela HAHN, Planungsverband Ballungsraum Frankfurt/Rhein-Main, Germany

10.00   **Rhein-Neckar - How regional/inter-city cooperation works for attracting investors**
        Peter Simon, Metropolregion Rhein-Neckar GmbH, Germany

10.20   **Haupstadtregion Berlin-Brandenburg - Berlin-Brandenburg International Common concepts for the Airport's surrounding area.**
        Dr. Ulrike ASSIG and colleague, Joint Spatial Planning Department Berlin and Brandenburg, Germany

10.40   **Moderated Forum**
        Dr. Jürgen LUDWIG, Verband Region Stuttgart, Germany

11.00   **Close and buffet lunch**

Code: 11D40
Workshop title: Metropolitan Regions and Areas Together for Growth
Sub-Theme: Crossing borders: Cooperation and exchange of best practice supporting growth and jobs
Organiser: METREX
Venue: Scotland House Conference Centre, Rond-Point Schuman 6, Brussels
Date and time: 10/11/2007   11.30-13.30
Description:

Aim:
The aim will be to present five thought provoking case studies of metropolitan practice in cooperation and exchange of best practice supporting growth and jobs and to then draw findings and conclusions from an interactive Moderated Forum.

A Moderated Forum offers opportunities for Workshop participants to make short 3-minute interventions from their own knowledge and experience of the sub theme. The Moderator identifies key issues and facilitates dialogue to draw out findings and conclusions at the end of the Workshop.

Target Group:
The target group of participants is those concerned with strategic decision-making at the metropolitan level, with particular regard to best practice in supporting growth and jobs.

Programme - Case studies and Moderated Forum:
11.30   Haupstadtregion Berlin-Brandenburg - promoting a north-south platform of European co-operation
        Dr. Ulrike ASSIG and colleague, Joint Spatial Planning Department Berlin and Brandenburg, Germany

11.50   Oradea - Traffic fluidization within Oradea metropolitan area
        Marcel TARTA and Hotnog ALEXANDRU, Oradea Metropolitan Area, Romania

12.10   Frankfurt Rhein-Main - Findings of the Smart Economic Growth (SEG) Interreg IIIB NWE project - Municipalities developing business sites together
        Reinhard HENKE, Planungsverband Ballungsraum Frankfurt/Rhein-Main, Germany

12.30   Stuttgart - New products by networking of networks - the Interreg IIIC REGINS project
         Dr. Jürgen LUDWIG, Verband Region Stuttgart, Germany

12.50   Nuremberg - Cross border cooperation in pan-European corridors - initiatives in the Gateway Region of Nuremburg
        Dr. Christa STANDECKER, Nuremberg Metropolitan Region, Germany

13.10   Moderated Forum
        Dr. Jürgen LUDWIG, Verband Region Stuttgart, Germany

13.30   Close and tea