



## Invitation

Northern Europa is dressed by a remaining number and a bright variety of traditional vessels still in operation like no other part of the world. The floating old-timers could be a trademark of the continent. The vessels are masterpieces of floating maritime heritage and demonstrating European shipping traditions. But operated by volunteers they are often not in the center of public interest: yet.

The EU project BALTIC PASS shall contribute to highlight traditional vessels in operation by developing tourism products to be carried out by the ships. "Baltic Maritime Heritage Tours", based on floating traditional crafts, operating on Baltic's traditional sailing routes, shall contribute to detect the beauty of Baltic's maritime heritage at sea and on shore.

No income no upkeep. The tourism products, developed and tested by the partners and associated partners of the EU Interreg South Baltic Project BALTIC PASS, shall become an economic driver for the historical vessels and a sustainable contribution to develop blue tourism, also in "forgotten" regions but with high potential for growth.

Please be invited to participate in the product-development and marketing kick off meeting to take place in the

Hanseatic City of Rostock, Bureau Hanse Sail,  
Warnowufer 65, 18057 Rostock, Germany,  
March 30<sup>th</sup> 2017, 11.00 a.m. to 8.00 p.m..

## Preliminary Agenda

- 11.00 – 11.15 Welcome to Rostock, Mr. Matthias Fromm, Tourism Director
- 11.15 – 12.00 Rostock's project vision, Mr. Holger Bellgardt, Head of Bureau Hanse Sail
- 12.00 – 12.45 Presentation of logotype and graphic idea; Danish external designer
- 12.45 – 14.00 Lunch, hosted by Bureau Hanse Sail, Restaurant CARLO 615, a few steps away
- 14.00 – 14.45 Product idea and product specification, discussion, Mr. Holger Bellgardt, Head of Bureau Hanse Sail
- 14.45 – 15.30 Marketing strategy and plan – 1<sup>st</sup> outline, discussion, Mr. Jorgen Sloth, Roskilde Business School
- 15.30 – 16.15 Draft customer's evaluation questionnaire, Danish external marketing research company
- 16.15 – 17.00 Content and participants in 1<sup>st</sup> International Workshop 18<sup>th</sup> – 19<sup>th</sup> of May 2017 in Gdansk, discussion, all participants
- 17.00 – 17.30 Any other matter
- 17.30 – 18.00 Bus transfer to the Shipbuilding & Shipping Museum Rostock  
[www.schiffahrtsmuseum-rostock.de](http://www.schiffahrtsmuseum-rostock.de)
- 18.00 – 19.00 Rostock's shipbuilding roots and old shipping routes, guided tour through the Shipbuilding & Shipping Museum Rostock, Mrs. Dr. Kathrin Moeller, Director
- 19.00 – 20.00 Light dinner, hosted by Bureau Hanse Sail, Shipbuilding & Shipping Museum Rostock, wardroom
- 20.00 – 20.30 Fare well, end of the meeting, bus transfer to the hotel



## Registration

Please register (1) your participation with delivering your name, address and contact information and (2) your needs for accommodation by e-mail until March 17<sup>th</sup> 2017 (deadline) to Bureau Hanse Sail Rostock, Mrs. [Anke.Dartsch@Rostock.de](mailto:Anke.Dartsch@Rostock.de), using BALTIC PASS as code word.

We've reserved accommodation from March 29<sup>th</sup> to 31<sup>st</sup> at a rate of EUR 69,00 per night including breakfast at

Motel One,  
Schroederstraße 2  
18057 Rostock  
[www.motel-one.com/rostock](http://www.motel-one.com/rostock)

located next to the meeting venue and the city center.

If you need any pick up / drop off services within city limits just let us know, if you've any questions don't hesitate to contact [www.hanesail.com](http://www.hanesail.com), Mrs. Anke Dartsch, +49 381 381 2950, [Anke.Dartsch@Rostock.de](mailto:Anke.Dartsch@Rostock.de).

See you in Rostock, best regards

Holger Bellgardt  
Head of Bureau Hanse Sail