

PROGRAMME

1st part: DIGITAL PREPARATION PHASE (starting from 6 weeks prior to the mission)

Group preparation:

- (1) Sector briefing on maritime and shipbuilding industry,
- (2) Expert round table on actual and traditional topics showing opportunities for Estonian companies in cooperation with German companies in the German market, but also in a German-Estonian consortium towards a third market for example in Asia, Africa or America, addressing focus topics

Potential speakers:

- Mr. Schlegel, Managing Director, VDMA Marine Equipment and Systems – “Life Cycle of a Ship, Growth Areas and Trends, Cooperation Potential for Estonian Companies”
- Nn, [Verband für Schiffbau und Meerestechnik e. V. \(VSM\)](#) (Shipbuilding and Maritime Association) – “Situation and Future of the German Dockyards, Ways into the Supply Chain for Foreign Companies”,
- Mr. Andreas Born, Director of Location Bremen of the Maritime Cluster Northern Germany – “The Maritime Cluster and its Members – Networking Opportunities for Estonian Companies”
- Other experts to be determined once the interests of the participants are clearer.

Individual preparation:

Between 1st and 2nd part for all participants: Different individual sessions in order to define an ideal partner profile and shape the message to the market and the sales pitch and to prepare a convincing presentation.

2nd part: PHYSICAL TRADE MISSION

Day 0 (May, 15 th 2022)- BREMEN: Arrival to BREMEN, individual meeting with team, group briefing and welcome dinner	
During the day	Arrival to Bremen and Check-in hotel (depending on availability, for example H+ Hotel Bremen, 4*)
	Last individual briefing for the B2B meetings
	Official Start of the Mission
Late afternoon	Short introductory meeting with all participants and team members
	Last group briefing about the group program content, networking opportunities and logistics
Evening	Welcome and Exchange of Experience Dinner, optionally with German companies active in Estonia and Estonian company representatives in Germany with focus on shipbuilding and maritime industry <i>Added value: Gaining of additional experience and getting to know from other failures and learnings, enlarging the network in Germany</i>
	Remark: <i>If day 0 would be too much time dedicated to the mission, then the group briefing can also be a breakfast briefing and the presentation event begin later in the morning on day 1</i>
Day 1 (May 16 th 2022) - BREMEN: Onsite Visits Focus Smart/Green Maritime Technology, B2B meetings and networking reception with Maritime Cluster Northern Germany, departure to Hamburg	
Early Morning (by bus: onsite visits, all located in the surroundings of Bremen or Bremerhave maximum)	Visit at shipyard depending on interests of participants, for example: Bredow Dry Docks : one of Europe’s leading conversion, repair and maintenance yards Rönner Group : newbuilding, repair and conversions of ships, building hulls for yachts and supplying and outfitting yachts and other vessels <i>Added value: Insights into shipbuilding, conversion and repair, meeting with purchasing departments and presentation of Estonian technologies, checking cooperation opportunities (profiles of Estonian companies sent before)</i>
Late Morning	Onsite visit for smart maritime companies for example at: Atlas Elektronik GmbH : world-leading supplier of naval electronics (hydroacoustic, sensor engineering, IT) Marinom GmbH : Autonomous maritime systems On site visit focus green maritime companies for example at: Saacke GmbH : environmentally friendly and energy-efficient firing systems for seagoing vessels, offshore plants and LNG tankers ScanDiesel GmbH : general importer in German-speaking countries exclusively with engines, engine accessories, technical equipment and original spare parts for ships, also alternative power units <i>Added value: Getting to know cutting edge applied technology, setting benchmarks, enlarging network, market observation plus opportunities and presentation of Estonian excellency</i>
Lunch	Networking Lunch in the canteen of the German companies in order to continue the talks
Afternoon	Pre-arranged individual B2B meetings at the premises of the German counterparts
Early Evening	Networking Reception with Members of the Maritime Cluster Northern Germany with Welcome Words by Mr.



	<p>Born, Director of Bremen Chapter (we can also skip this if the shorter programme is preferred by Estonian side)</p> <p>Overview on Estonian Maritime and Shipbuilding Industry by Association and short presentation of Estonian companies in clusters and members of Maritime Cluster Northern Germany</p> <p>Pre-arranged and spontaneous networking</p> <p><i>Added Value: Enlarging the network, having additional meetings, raising awareness in the German maritime and shipbuilding community</i></p>
Evening by bus	Driving to Hamburg – during bus ride intermediate feedback of each participant individually shared with the group and with the AHPI consultant responsible
Arrival to Hamburg	Hotel check-in (depending on availability, for example Novum Hotel Eleazar City Center, 3*)
Day 2 (May 17th 2022) - HAMBURG: Participation at Maritim 4.0 conference including cooperation event, networking event with VDMA	
Morning	<p>Presentation at Maritime 4.0 conference and networking event for maritime digital companies</p> <p>Session “4.0 Maritime Technology Solutions Made in Estonia for the German Market”</p> <p>Overview about the Estonian digital shipbuilding and maritime sector by association</p> <p>Presentation of digital solutions by Estonian companies to an interested German audience preselected and invited at the conference premises</p> <p><i>Added value: Raising awareness amongst multipliers and clients and showing general capability</i></p> <p>Other Estonian companies: Suitable site visits depending on interests in groups (for example SKF Marine GmbH) or individual B2B meetings</p>
Lunch	Networking Lunch with participants of the conference, the visited companies or B2B representatives
Afternoon	<p>Cooperation event with pre-arranged and spontaneous individual B2B meetings between Estonian companies and German counterparts at conference (2-5 meetings possible)</p> <p><i>Added value: Spontaneously additional meetings can take place with German counterparts, who got interested through the presentation</i></p>
Evening	<p>Networking get-together with VDMA and their members with welcoming speech of CEO Mr. Hauke Schlegel, short presentation of Estonian companies and pre-arranged networking with individual tables for participants (we can also skip this if the shorter programme is preferred by Estonian side)</p> <p><i>Added Value: Enlarging the network, having additional meetings, raising awareness in the German maritime and shipbuilding community</i></p>
Day 3 (May 18th 2022) – HAMBURG: Onsite Visits Shipyard and R&D Players, B2B Meetings and Round-Up Event	
Early morning (by bus: onsite visits, all located in the surroundings of Hamburg)	<p>Visit at shipyard depending on target groups of participants. For example:</p> <p>Lürssen Group (luxury yachts and naval/coastguard vessels)</p> <p>Meyer Werft (cruise ships for international shipping companies)</p> <p>Thyssen Krupp Marine systems (Naval surface vessels)</p> <p><i>Added Value: Awareness of needs of shipbuilding in practice, pre-arranged meetings with purchasing department (profiles of Estonian companies sent beforehand)</i></p>
Late morning	<p>For digital marine companies on site visit and discussion with Fraunhofer CML – Applied Research Center for Maritime Logistics and Services</p> <p><i>Added value: Getting to know applied technology research in sea traffic and nautical solutions, ship and information management, checking cooperation opportunities</i></p> <p>For green and other maritime companies on site visit of Ship Model Basin HSVA - service and consulting company for industrial customers worldwide at the forefront of hydrodynamic research</p> <p><i>Added value: networking with leading player in the field of energy efficiency, ship dynamics, safety, arctic technology and analysing opportunities in participation in strategic maritime research</i></p>
Lunch	Networking Lunch in the canteen of the R&D players
Afternoon	Pre-arranged individual B2B meetings at the premises of the German counterparts
Evening	<p>Debriefing session with individual feedback and follow-up needs (first group and then individual sessions)</p> <p><i>Added value: Transmitting follow-up needs to team in Germany and learnings from other participants</i></p>
Official End of the Mission	
Afterwards	Departure in the evening or on the next day

3rd part: DIGITAL CLOSING PHASE (1 week after the mission) - Closing and wrap-up call as mentioned in the framework proposal on page 50-51, as well as finalizing the feedback collection via the electronic questionnaire.