



SAILING THROUGH CENTURIES!

Riga 2021 | 41st International  
HANSEATIC DAYS  
19-22 August

*Proposal: December 2020*

## **Economic Forum of the Union of Cities “THE HANSA” on 19<sup>th</sup> – 20<sup>th</sup> August 2021, in Riga**

### **Thursday, 19<sup>th</sup> August**

Arrivals

Registration

14.00-18.00 **Site visits** (*one bus per location; registration open until the bus is full*)

- **Smart technologies business community** in cooperation with the open innovation movement VEFRESH. Introduction of businesses, 20 minutes' presentations: Latvijas Mobilais telefons (*Latvia Mobile Telephone, LMT*), Accenture, Teikums (Jaunā Teika, the New Teika district)
- **Startups and their support** in collaboration with the Investment and Development Agency of Latvia (LIAA) and business incubators of universities. Introduction with incubators, 20 minutes' presentations: Riga Creative Business Incubator; Idea Lab of the Riga Technical University (RTU), Student Business Incubator of the University of Latvia
- **The key tourism development locations.** Non-traditional approach and locations of tourism development, 20 minutes' presentations: seminar hall of Z Towers, Kalnciems Creative Block; Riga Central Market
- **Rail Baltica route and its potential impact on the development of urban economics** in cooperation with the European Railway Lines and Rail Baltica. Visits to stations, presentation of reconstruction progress at Riga Central Railway Terminal
- **The key urban infrastructure development features** in cooperation with the Administration of Riga Free Port and Traffic Department of the Riga City Council, the Southern Trunk-Line, the Eastern Trunk-Line and Kundziņsala development project (eventually including the Krievu sala).
- **Priority development area – the New Business District of Riga** in collaboration with Skanste Development Agency. The key development locations and 20 minutes' presentations: Arena Riga, Venue for Culture and Art “Hanzas Perons”

### **Friday, 20<sup>th</sup> August**

Venue – the VEF Culture Palace, Ropažu iela 2

Working language – English

8.00-9.00 Registration, coffee

9.00-9.10 Address by the Executive Director of the Riga City

9.10-9.20 Address by the Officials of the HANSE and/or

9.20-9.30 Address by the organizers of the Economic Forum of THE HANSA 2020

9.30-9.45 Smart, enterprising and well-known cities by Viesturs Celmiņš, Founder, Director of the Board of VEFRESH



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



9.45-10.00 Riga City Development Strategy till 2030

10.00-10.20 Coffee break

10.20-11.50 **Three parallel panels including introductory presentations**

**Panel 1: Smart urban solutions on small areas: difficulties and good practice**

Potential participants: [representatives of Hanseatic cities](#), LMT, Accenture, RTU

**Panel 2: The importance of support to startups in urban economic growth**

Potential participants: [representatives of Hanseatic cities](#), LIAA (including members of the creative incubator), RTU Idea Lab, student business incubators of the University of Latvia, Startup Association of Latvia, Ministry of Economics of the Republic of Latvia

**Panel 3: Supply Chain Act at EU Level in 2021? Binding regulations for companies to adhere to human rights and environmental protections.** Lecture about recent status by members of the EU Parliament (tbc) and discussion.

12.00-13.15 lunch break

13.15-14.45 **Three parallel panels including introductory presentations**

**Panel 4: Small, new and smart. New technologies in small businesses.** Potential participants: the young prizewinners of the grant program of the Riga City Council “Atspēriens”, Asya, [representatives of Hanseatic cities](#)

**Panel 5: Energetic representatives of culture as drivers of neighborhood development.**

Potential participants: [representatives of Hanseatic cities](#), representatives of Urb Cultural Planning project, FreeRiga, Lastadia creative quarter, “Komēta” festival

**Panel 6: Technologies as recognition fostering tools of location**

Potential representatives: Tallinn (regarding E-stonia and Skype), Riga (infogr.am and drones), [representatives of Hanseatic cities](#)

14.45-15.00 Coffee break

15.00-15.10 Summary of two panels (1 and 4) by moderator

15.10-15.20 Summary of two panels (2 and 5) by moderator

15.20-16.30 Summary of two panels (3 and 6) by moderator

16.30-16.40 Summary of event topics by moderator and “massage for the next forum”

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