

# TWIN TOWN MEETING

STRUER, THE 21-23 JANUARY 2014

THEME: BUSINESS AND TOURISM

**Mayors and City Managers from the Nordic Twin Towns Forssa, Sarpsborg, Södertälje and Struer meet in Struer to discuss possible future cooperation on business and tourism**

Summary of agreements made at the meeting:

The municipalities of Forssa, Sarpsborg, Södertälje and Struer have many of the same challenges regarding demography, city development, retail, attracting businesses, tourists and skilled labour etc.

Therefore there was made a mutual agreement to work on initially three areas (that is going to be developed on by time):

## 1. Culture and tourism

- Mutual promoting and marketing culture institutions, events and tourism destinations by exchanging tourism brochures and links to each other's tourist sites.
- Tourism managers are responsible for this exchange.
- Head of departments of culture and tourism (and maybe travel agencies) meet to get to know each other, exchanging ideas and make agreements on meetings in autumn 2014. Purpose - to make a concrete plan on how to make tourists visit the other Twin Towns in 2015, at anniversaries or other special occasions (ex. special deals, part of the family deals, local guides, products of relevance). To make joint marketing towards new markets (ex. Russia, Asia).
- May 20 2014 the steering committee decides on a culture and tourism project. In August – November 2014 an overall plan for 2 – 3 year cooperation is made.
- Erik Østerby from the municipality of Struer takes initiative to invite colleges from the Twin Towns to a meeting (in Copenhagen) aiming at matching expectations and agreeing on ambitions in the joint culture and tourism project.

## 2. Business

- Mutual export agreement. Specific inquiries from companies interested in exporting to the Nordic countries are matched with partner companies of relevance in the Twin Towns.
- Responsible: Business Managers / consultants in the Twin Town exchange contact information.

## 3. A joint Conference in Struer in spring of 2015 on green energy

- At the same time as Struer is hosting the Steering group meeting in spring 2015 a Green Energy Conference is going to be held with relevant and interested companies from the Twin Towns. They go together with Mayors, politicians, officials and other stakeholders from the Twin Towns. The theme within Green Energy will be narrowed down in the near future reflect similarities (ex. Bioenergy)
- The municipality of Struer is responsible of arranging the conference. The Twin Towns are responsible of giving input on agenda and identifying companies (at least 6 or 7) of relevance.