Conference
Electrifying Potential: Shore-side Power Generation in the Baltic Sea Region
Facilitating the transformation to a greener shipping and cruise industry in the Baltic Sea Region

and CBSS Expert Group on Sustainable Maritime Economy (EGSME) Meeting
6-7 May, Elsinore, Denmark

DRAFT AGENDA

May 6th

15.30 - 17.00  EGSME Meeting (members only)
18.30 – 20.00  Pre-Conference Networking Reception

May 7th

08.00 – 17.00  Conference
08.00 – 09.00  Registration and breakfast
09.00 – 09.30  Opening: welcome remarks

Danish Minister for Industry, Business and Financial Affairs
Simon Kollerup (TBC)

Danish Minister for Environment
Lea Wermelin

CBSS Secretariat Director General
Maira Mora (TBC)
09:30 – 11:00

**First Session:**

**Practical experiences with shore-side power generation**

Presentations from key sector representatives working with shore-side power for ships.

**Speakers:**

Port of St. Petersburg  
*Vadim Kashirin, CEO (TBC)*

AIDA Cruises  
*Felix Eichhorn, President (TBC)*

Freeport of Riga  
*Ansīs Zeltiņš, Chief Executive Officer (TBC)*

*Interactive Panel discussion including questions from audience (speakers are joined by Halvard Aglen, CEO, Kristiansand Port Authority (TBC) and Johan Röstin, CEO, ForSea (TBC)).*

11.00 – 11.15

**Coffee Break & Networking**

11.15 – 12.00

**Second Session: The Value of the Brand – The Baltic Sea as a green tourist destination**

Branding expert on the potential added value for shipping by branding maritime transport in the Baltic Sea Region as a sustainable alternative to other modes of transport. Highlighting availability of shore-side power compared to other regions.

*Interactive Q&A session*

Branding company (TBD)

12.00 – 14.00

**Lunch and Study visit to the Port of Elsinore**

*Tour of shore side facilities by CEO Jesper Shrøder, Port of Elsinore (TBC)*
14.00 – 15.30  **Third Session: The European Green Deal and Ports**

EU Directorate-General for Mobility and Transport  
*Jorgen Bjerre, Deputy Head of Unit, on The European Green Deal, ports and shore-side electricity for shipping.*

EU Directorate-General for Regional and Urban Policy  
*Pekka Jounila, of the European Strategy for the Baltic Sea Region (TBC)*

INEA  
*Morten Jensen, Head of Unit, on funding opportunities through the Connecting Europe Facility (TBC)*

*Interactive Panel discussion including questions from audience (Speakers are joined by Oddgeir Danielsen, Director, Northern Dimension Partnership on Transport and Logistics (TBC), and Bogdan Odakowski, Director General of the Baltic Ports Organization (TBC)).*

15.30 – 16.00  Closing remarks by chairing country Denmark and way forward by next chairing country Lithuania

16.00 – 17.00  Networking drinks and snacks