



SWOT workshop

15th Oct 2018

Gdansk Business Incubator „Starter”

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Participants of the workshop:

Representatives of:

- Board of the Maritime Smart Specialization (Port of Gdansk, maritime/off-shore companies, science institutes)
- Gdansk Business Incubator „Starter”
- Regional government
- Metropolitan Area Gdansk-Gdynia-Sopot

Facilitator: expert from the University of Gdansk



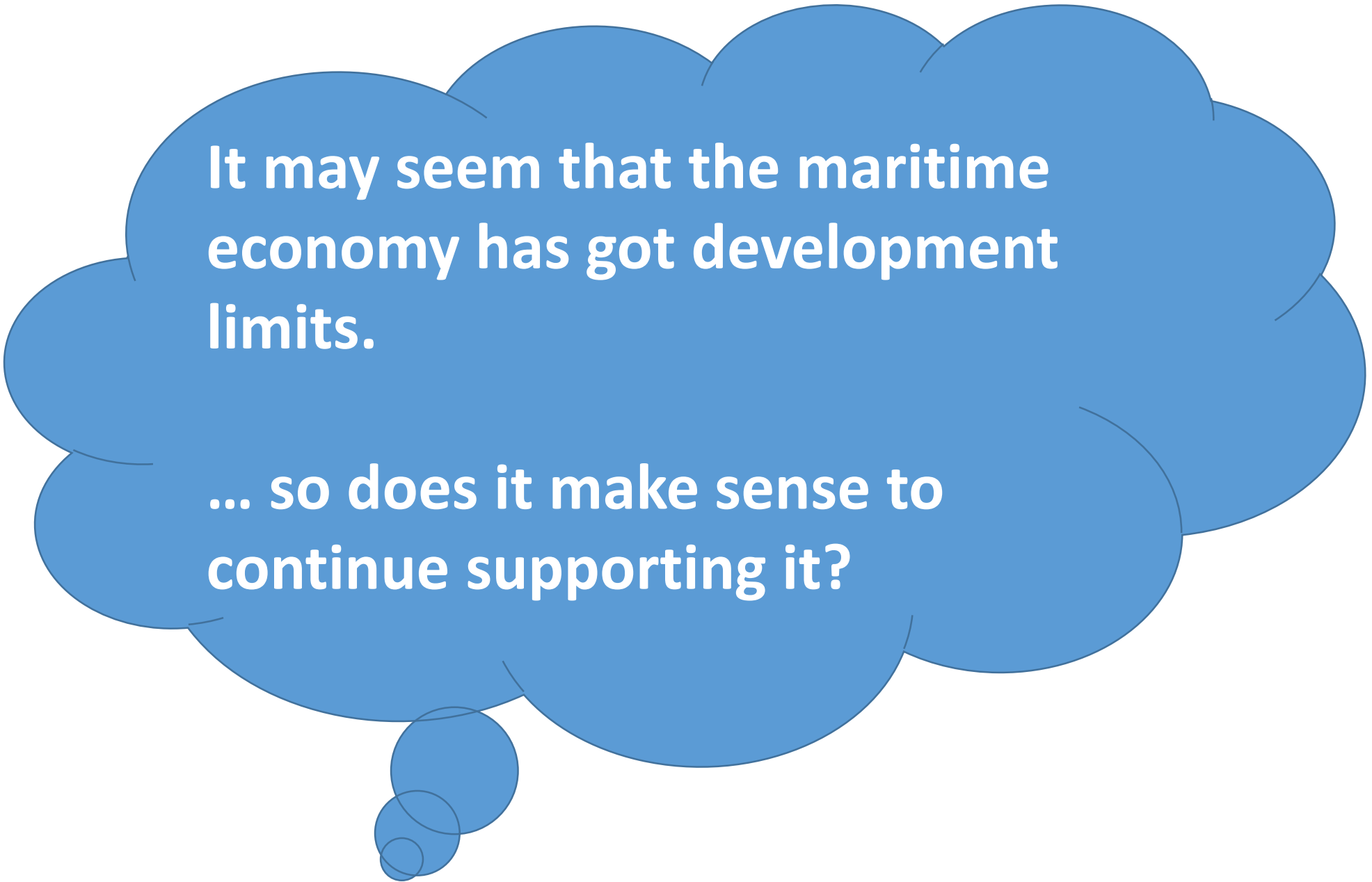
Context

McKinsey Report 2018
ING 2017 Report

changes that may occur in the socio-economic area, i.e. **shared economy** and **circular economy** based on **nearshoring** and **3D printing**, for serious structural and directional changes.

The strength and growth direction of the transport and production sector is questioned - it will be possible to limit the volume of international trade



A large, irregular blue thought bubble with a thin black outline. Inside the bubble, there is white text. At the bottom of the bubble, there are three smaller blue circles of decreasing size, arranged in a vertical line, suggesting a trail of thought.

It may seem that the maritime economy has got development limits.

... so does it make sense to continue supporting it?

STRENGTHS (I)

- 1. International competitiveness of the maritime industry**
- 2. Maritime traditions including infrastructure, scientific facilities and the qualified workforce**
- 3. Existing academic and research background (human resources)**
- 4. The potential in the existing key national cluster**

STRENGTHS (II)

5. Good quality brands of regional shipbuilding enterprises and ship equipments producers.

6. Well-developed and competitive ship design companies

7. Significant ports in the Baltic Sea characterized by high dynamics of development.

8. Presence of both strong domestic entities and foreign investors in the region

WEAKNESSES

- 1. Financial weakness of most entities with national capital, which limits the perspective of investment in the R&D area**
- 2. Limited domestic demand and high dependence on exports and the changing global market conditions**
- 3. A sub-contracting model of the management of a big enterprises - limiting the implementation of innovative solutions**
- 4. Restructuring processes in the industry are not fully completed**

OPPORTUNITIES

1. Dynamic **development of port and logistics and transport activity** - both in the country (also: inland sailing), as well as the Central and Baltic Europe
2. Growth of demand for **new, ecological, innovative solutions** enabling the production of energy from **renewable sources** and stimulating the development of water transport
3. The development of the shipping sector towards **digitalization of processes**, which should result in the **improvement of the safety and efficiency of transport chains**
4. More efficient and sustainable use of **marine resources**
5. Long-term trend in the growth of fossil fuel prices increasing the profitability of investments **in marine renewable energy.**

THREATS

- 1. Current downturn in the off-shore market due to low oil prices and in the scope of offshore wind power engineering development**
- 2. High costs of introducing new products and services on foreign markets**
- 3. Failure to adapt support means to the needs and characteristics of the industry**
- 4. Lack of a strategy for the development of the Polish maritime economy**
- 5. Progressive domestic– oriented economy model (nationalization) in the shipbuilding industry leading to lower efficiency and, consequently loss of competitive position in the world**

What else do we need?

- more knowledge exchange between stakeholders
- communication tools
- regular meetings
- inspiration from abroad
- collaboration and common projects with the ICT industry (ICT PSS)
- more collaboration with young companies and start-ups
- an incubator/accelerator for maritime start-ups



more researches in the maritime
economy

start-up model for the offshore
and port logistics industries

know-how exchange between
science and business



“Think globally - act locally”
might be the solution to face future
challenges 😊

