



***SWOT workshop  
Metropolitan Area Gdansk-Gdynia-Sopot, Poland***



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

**Smart-up BSR**





# SWOT workshop

15<sup>th</sup> Oct 2018

Gdansk Business Incubator „Starter”

Agata Blacharska, Metropolitan Area Gdansk-Gdynia-Sopot  
Potsdam 28.11.2018

# 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





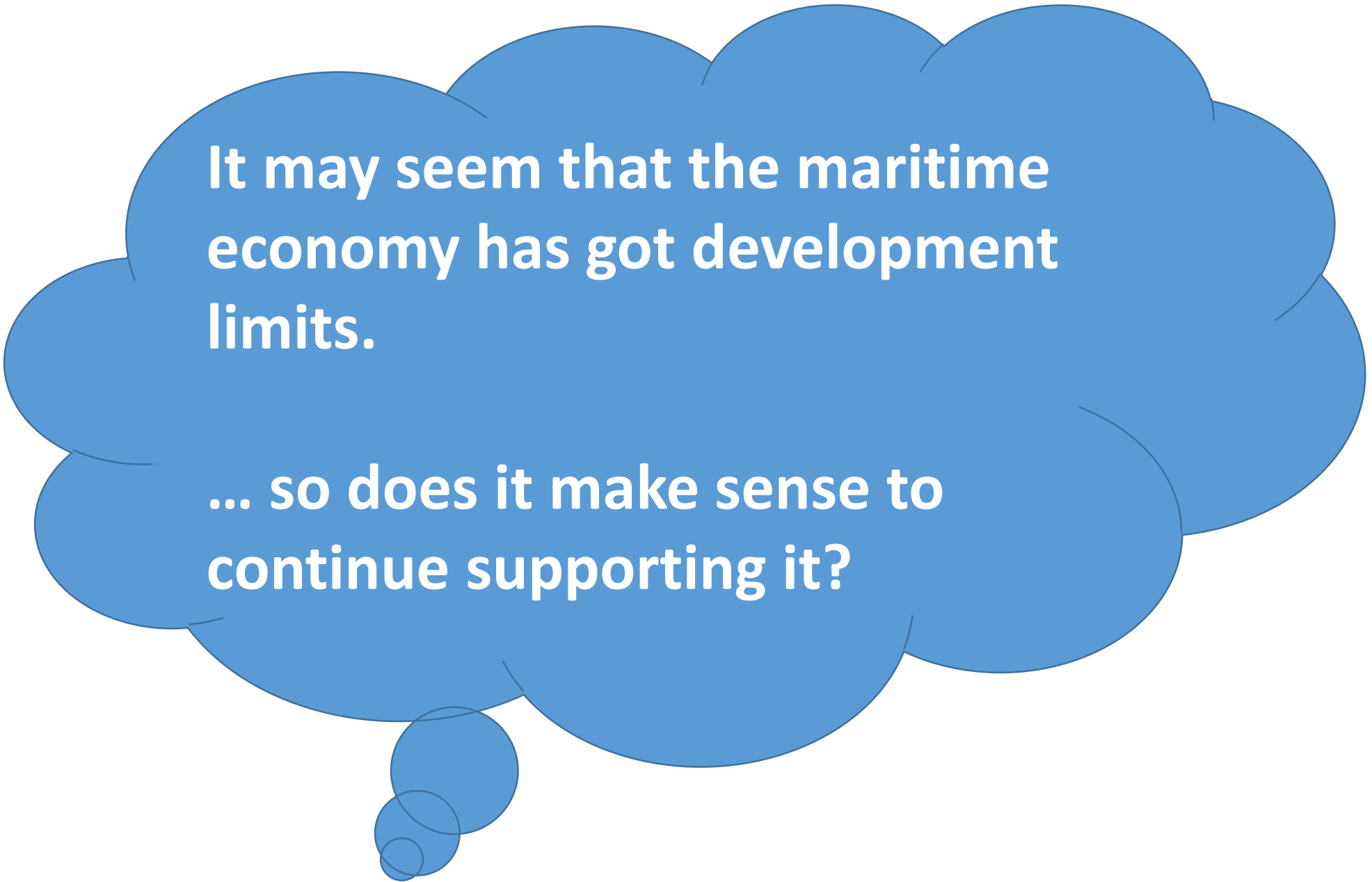
# Context

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





**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 😊

