

Wirtschaftsförderung LÜBECK  GmbH



Branding the Fehmarnbelt Region



Grænsløst samarbejde

Fehmarnbeltregion

Grenzenlose Zusammenarbeit



Grænsløst samarbejde

Fehmarnbeltregion

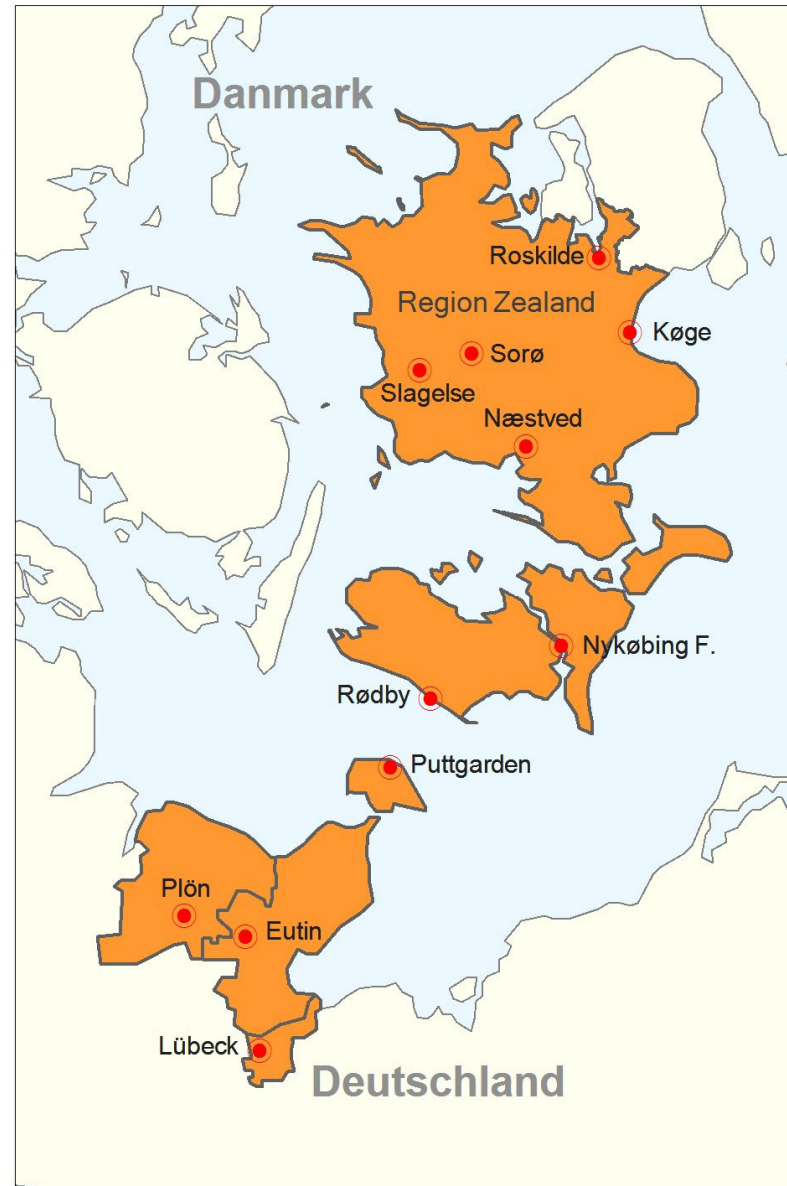
Grenzenlose Zusammenarbeit

The Fehmarnbelt Region

Facts:

Population:
1.353.000

Regional GDP per
Inhabitant:
Aprox 29.000 €.



Overall aim

“Outline the strategic approach, the specific steps and the success criteria and measurement for branding the Fehmarnbelt Region”

Bottom line: make the most out of the opportunities for the economic development presented by the construction of the new fixed link.

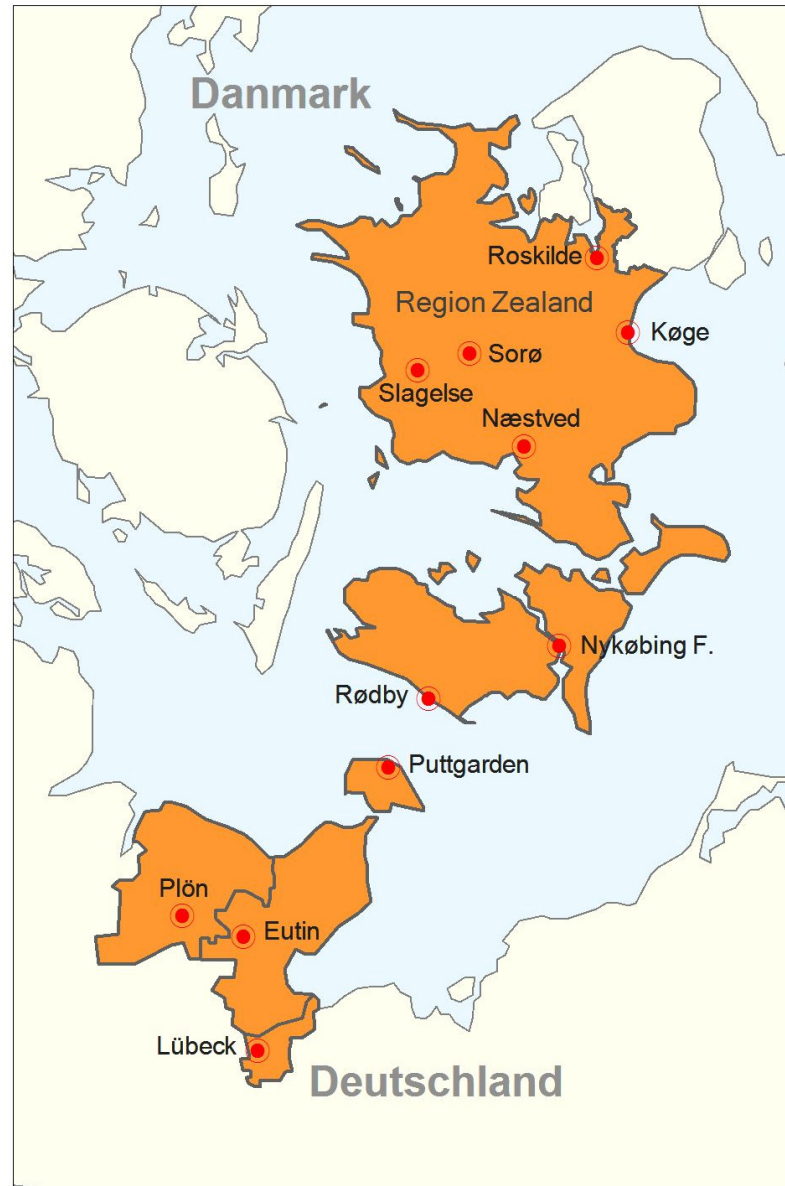
The Fehmarnbelt Region



Travel time now:

CPH-Hamburg
4,5 hours

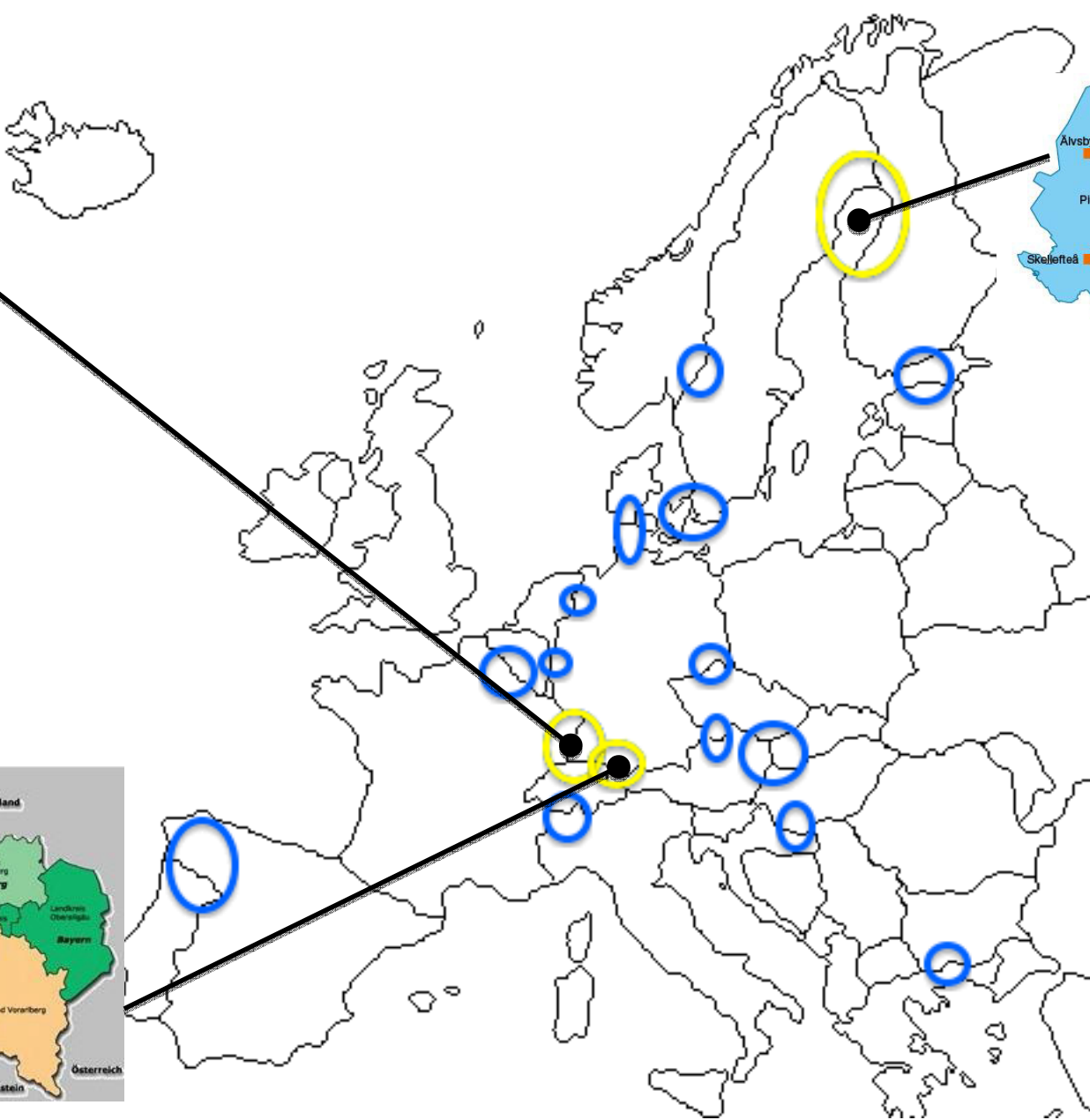
CPH-Nykøbing F.:
1h 40 minuttet



Travel time 2021:

CPH-Hamburg
3 hours

CPH-Nykøbing F.:
59 minuttet



FEHMARN
in meer mittendrin

WT|SH Wirtschaftsförderung
und Technologietransfer
Schleswig-Holstein GmbH

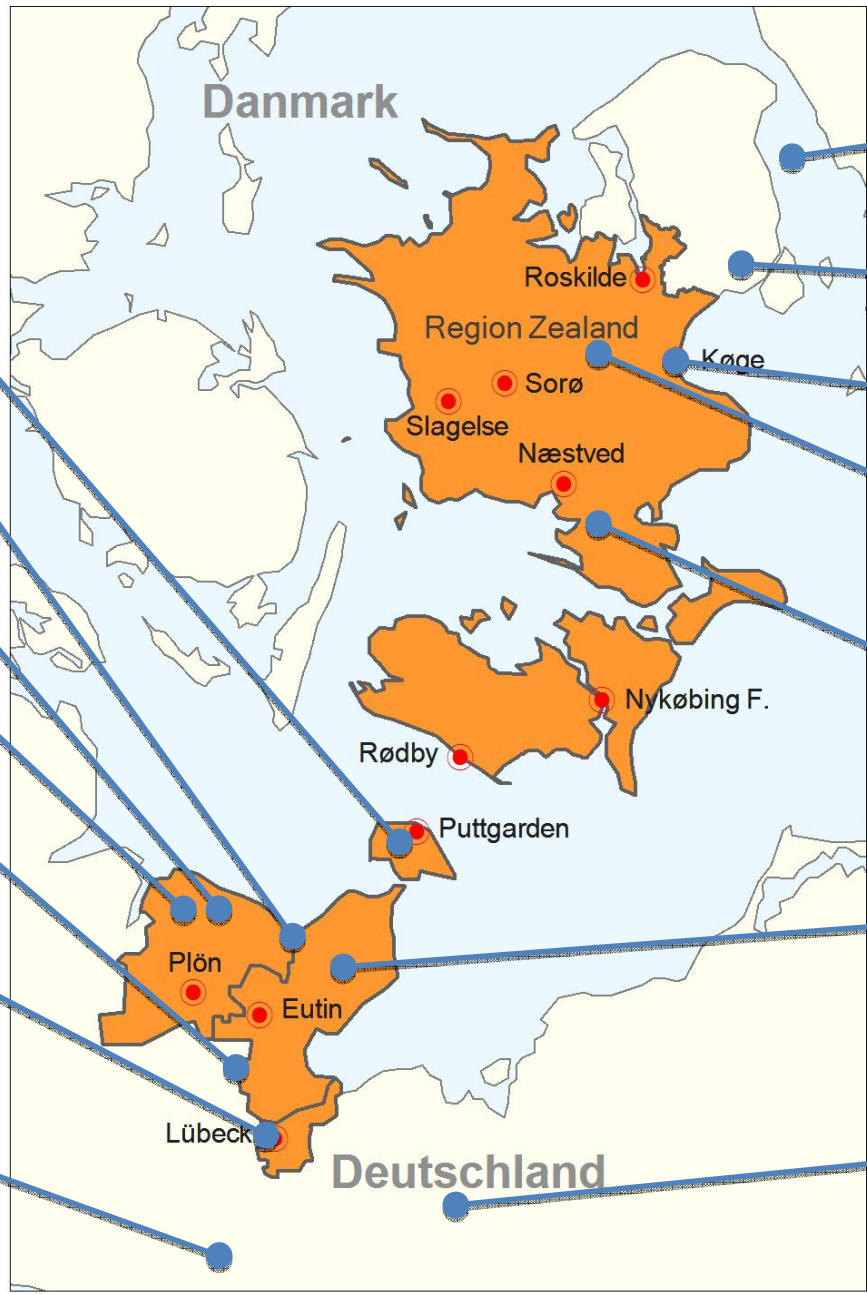
KielRegion

SH
Schleswig-Holstein
Der echte Norden

metropolregion hamburg

Hansestadt LÜBECK

Hamburg



ØRESUND

WONDERFUL COPENHAGEN

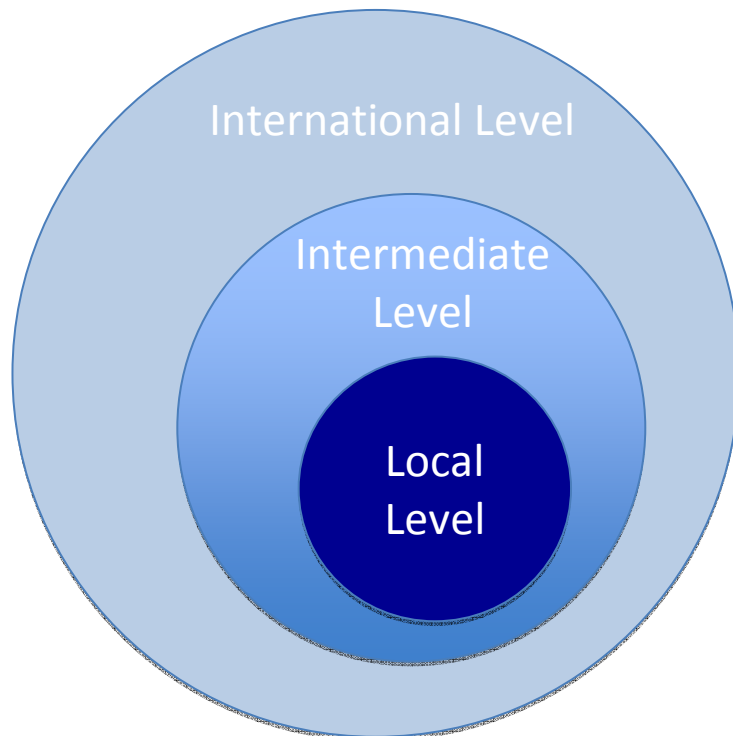
VisitKoege.com

VisitDenmark

INVEST IN DENMARK

Hanse Belt
Region mit Rückenwind

Invest in Germany
Land of Ideas



As part of the
Copenhagen-Hamburg region

As the link between
Copenhagen and Hamburg

Two options:
- as part of the Copenhagen or
Hamburg metropolitan region
- independently for particular
target groups