



GREEN **STRING** CORRIDOR

Logistics and business development in the **STRING** corridor

*Scope: Strengthen the global role of the **STRING** region as a Scandinavian and North European distribution hub*



Source: www.norden.org

We will identify potential actions and implementation initiatives that will strengthen the global position of the **STRING** region as a Scandinavian and north European distribution hub.

Activities:

*Changed conditions for European logistics and transport in the **STRING**-region*

The analysis, based on statistics, identifies the development of freight transport and the business related structural changes of the freight transport sector within the **STRING** region.

SWOT analysis

A SWOT analysis of the transport and logistics industry in the **STRING** corridor will identify which industries are strongly represented in **STRING** region, and describe the immediate assessment of their strengths and weaknesses. Identify opportunities and threats that arise due to

changes in the framework conditions – e.g. a new fixed Fehmarn Belt Link.

The main outcome of this analysis is to provide input for specific project ideas and initiatives that can be raised in the further work of the project.

*Mapping and analysis of transport sensitive industries in the **STRING** region*

Designated transport sensitive industries that will be affected by infrastructure changes and improvements in the **STRING** corridor.

*Strategic cooperation between logistics clusters in the **STRING** corridor*

Identify growth potentials for cross-border cooperation between transport nodes and logistics clusters in the **STRING** region.

Fehmarn business survey

Observe the development of industries in the **STRING** region though measuring their attitudes and expectations in relation to the upcoming fixed link.

Duration: 2012 - summer 2014.

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