

WHAT TYPE OF INFORMATION SHOULD ECONOMIC PLAYERS BE PROVIDED WITH?

Support structures play an important role in the dissemination of basic information on cross-border economic activities:

- principles of access to neighbouring markets, the European market or international markets in general;
- characteristics of the economic fabric on each side of the border (sectors, higher education and research institutions, competitiveness hubs, clusters, etc.);
- arguments in favour of cross-border activities (exports or provision of services, sub-contracting, bi-location, etc.);
- specific features and advantages on each side of the border with respect to a series of criteria (taxes, labour laws, business assistance, real estate, labour and skills, economic fabric, etc.);
- guidelines for exporting or provision of services (VAT, competition);
- procedures for setting-up in the other country.



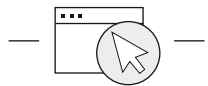
POINT OF FOCUS

Efforts must be made to:

- highlight advantages for each party and ensure that there are no marked disparities, in order to create a climate of trust and a win-win environment.
- regularly update information to avoid disseminating out-of-date or incorrect data.

WHAT MEANS SHOULD BE USED TO RAISE AWARENESS AMONG ECONOMIC PLAYERS?

Awareness may be raised among project developers via general or special interest web portals, practical guides, events designed to draw on previous experiences (testimonials from project developers), videos, etc. It is crucial to combine several tools and ensure that they are accessible to the target audience.

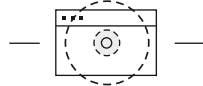


General interest web portals

EXAMPLE:

The European Commission's "Your Europe - Business" portal is designed for businesses that wish to develop within the European Union's internal market. This portal contains general information on how to develop a business, VAT, foreign trade, human resources, financing methods and public procurement rules.

http://europa.eu/youreurope/business/index_en.htm

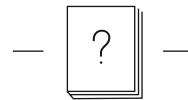


Websites devoted to promoting cross-border territories

EXAMPLE:

The "Invest in Eurometropolis" website highlights the assets of the Lille-Kortrijk-Tournai Eurometropolis for investors (clusters, sites of excellence, research centres, logistics, business parks and business tourism). It also helps to locate these structures.

<http://investineurometropolis.fr/>



Practical guides

EXAMPLE:

The guide on doing business in Germany designed for French companies "La pratique des affaires en Allemagne à l'usage des entreprises françaises pour faire des affaires en Allemagne" (and the equivalent guide for German companies) reviews the economic fabric, the legal framework for business activities, investment incentives, company law, human resources, taxes, accounting rules and controls.

[http://www.ey.com/Publication/vwLUAssets/Pratique_des_affaires_en_Allemagne/\\$FILE/La-pratique-des-affaires-en-Allemagne-FR.pdf](http://www.ey.com/Publication/vwLUAssets/Pratique_des_affaires_en_Allemagne/$FILE/La-pratique-des-affaires-en-Allemagne-FR.pdf)