



# Creating conditions conducive to finding sound economic partners

The emergence of cross-border economic development projects depends greatly on potential project developers' ability to identify relevant partners, particularly those on the other side of the border. Public and semi-public players therefore have the role of facilitating networking and creating partnerships between companies.

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## DIFFERENT WAYS OF ESTABLISHING LINKS AMONG ECONOMIC PARTNERS

It is important to ensure that there are several different ways of making links between partners in the territory in order to meet the very diverse needs of project developers. Tools for individual searches for potential partners enable economic players to focus rapidly on what they are interested in. Networking events may open up wider perspectives and give visibility to players at the cross-border territory level. Lastly, "matchmaking" brings two or more economic players together to start a partnership.

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