# TOOLS FOR INDIVIDUAL SEARCHES FOR POTENTIAL PARTNERS

This category of tools may be considered the most basic service, and consists in efficiently and rapidly providing information on a pool of cross-border partners.



**POINT OF FOCUS**

The real usefulness of these tools depends on the systematic updating of data, which requires an updating procedure and the securing of ongoing financing for them.



The **directory** is the most widely used tool, in electronic (website) or paper form. It contains essential information about economic players (corporate name, location, contacts, size, activities, etc.). Additional functions, such as multi-criteria searches (business sector, location, etc.) or glossaries are very useful.

While a cross-border directory is preferable, other less integrated options must not be ruled out, such as the synchronisation of national directories (which are sometimes very comprehensive and up-to-date) or making national directories accessible on both sides of the border (by promoting them to a target audience, translating them into the language of the neighbouring country, etc.).

**EXAMPLES:**

**As part of the Innov'Mugabe** project developed by the South Basque Country Conurbation and Bidassoa Activa, in 2012 an online directory was created for businesses along that part of the French-Spanish border.

http://www.bidasoa-sudpaysbasque.com/fr/annuaire-entreprises.html

**The Upper Rhine French-German-Swiss Conference** regularly publishes an Excel format directory of innovation players (fourth edition in 2012) compiled by the Lower Rhine Economic Development Agency (ADIRA).

http://www.conference-rhin-sup.org/fr/economie/telechargements.html



Another useful tool is **mapping**, which makes it possible to visually locate economic players.

**EXAMPLE:**

**The Innov'Mugabe project** also created a tool for locating companies listed in the web directory.

http://www.bidasoa-sudpaysbasque.com/fr/localisation-entreprises.html



The search for partners is also facilitated through **individual support provided to companies.**
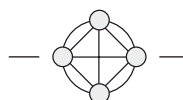
**EXAMPLE:**

**Bihartean**, a cross-border structure that brings together the Bayonne-Basque Country CCI and the Gipuzkoa Chamber of Commerce, specialises in finding and connecting suppliers and service providers, as well as identifying new clients/market segments.

http://www.bihartean.com/secciones/bihartean/index.php

*More details may be found in the factsheet on the project.*

# NETWORKING TOOLS FOR ECONOMIC PLAYERS

In addition to individual searches for partners, it is also necessary to create opportunities for economic players in cross-border regions to join larger networks, through trade fairs, fora, thematic seminars, workshops, business visits, etc.



**Cross-border inter-clustering** connects or groups clusters on both sides of the border. The different links established enable clusters to open up to their environment.

**EXAMPLES**

**Bihartean** organises meetings between corresponding clusters in Aquitaine and the Basque Country. Thematic roundtables bring clusters from both regions together to work in concert to design and develop new cross-border projects.

http://www.bihartean.com/secciones/actualidad/noticias/noticias.php

*More details may be found in the factsheet on the project.*