

The purpose of the **Tandem project** spearheaded by POM West-Vlaanderen (economic development agency of the West Flanders Province) and NFID (Nord France Innovation and Development), was to create and develop “tandems” between French and Flemish clusters through the implementation of joint initiatives, notably in the areas of research and services.

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



Thematic seminars provide opportunities to go deeper into an issue, compare approaches on either side of the border, identify the similarities and advantages of each system, and find solutions to incompatibilities.

EXAMPLE:

“**Cross-border Project Café**” seminars have been launched by Start Hop (a French cooperative based in Strasbourg and Offenburg that provides advice on setting-up new businesses). The seminars bring together aspiring entrepreneurs and heads of businesses. Some of the topics addressed are:

financing; client development; establishment; web marketing and social media; creativity and innovation and student entrepreneurship.

<http://starthop.blogspot.fr/p/ubers.html>

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



Roundtables are events that provide a company, research institution, etc. with an opportunity to present its objectives, activities and skills to an audience.

EXAMPLE:

The French-German-Swiss cluster BioValley organises two-hour roundtables (Stammtische) several times a year for groups of 20 to 70 participants.

http://www.biovalley.com/industry/biovalley-services-2#news_id

Networking events covering one or more sectors were organised

between heads of businesses, academics and researchers as part of the “Towards Top Technology Clusters” project financed by the Euregio Meuse-Rhine programme.

<http://www.ttc-innovation.eu/>

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



MATCHMAKING TOOLS

Matchmaking initiatives (bringing two or more economic players together to create a partnership) complement the approaches mentioned above, especially for economic players that wish to bring their cross-border project ideas to fruition.



The aim of mentoring is to pair economic players together to enable the transfer of knowledge. For instance, it is possible to team up a business that has already had a cross-border experience with another that wishes to embark on one; or a young entrepreneur on one side of the border and an experienced company head on the other side of the border, etc.



B2B (business to business) **meetings** aim to connect two companies, with the ultimate aim being the cross-border exchange of goods and services.

EXAMPLES

The CTE GO-KMO (Cross-Border Centre for Businesses) on the French-Belgian border organises “business speed-dating” days for companies in Flanders, Wallonia, Brussels and the North of France,

with each B2B meeting lasting between 20 and 30 minutes. The last event was in October 2014 - SYNERGY DAY.

<http://www.centre-transfrontalier.org/>

B2B matchmaking sessions and brokerage workshops to

facilitate relationships between prospective partners were organised as part of the “TTC – Top Technology Clusters” project.

<http://www.ttc-innovation.eu/>

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

Bihartean regularly organises B2B meetings on different topics: tourism, innovation, high-tech, etc.

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

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