



# Providing better support to project developers in the setting-up of their project

Many public, semi-public or private-sector structures offer support services to project developers who are interested in developing their activity on the other side of the border, and to businesses in particular. Different types of support are required in different phases of a project. Support is especially needed when they are setting-up the project, which is when project developers must define all of the work parameters (regulations, potential partners, business plan and budget, calendar, etc.).

While these support services complement each other, there is sometimes a lack of transparency on their exact scope of action. It is therefore important to clarify and optimise support channels and strengthen networking.

## WHAT TYPES OF ECONOMIC PLAYERS SHOULD BE SUPPORTED?

To optimise support services on offer, it is important to clearly define the target audience.

The economic players that require the most support are SMEs and micro-enterprises as they are less mobile and therefore more interested in the proximity of the cross-border dimension. In addition, these businesses have fewer internal expert resources than multinational companies. To SMEs we may add other structures such as universities, research centres, clusters, etc.