

## IDENTIFYING SUPPORT NEEDS

It is essential to identify the needs of economic project developers in order to ensure that the support services provided are relevant and useful, and to adapt support resources. This may be done by **surveying businesses in order to identify their needs**. A common methodology may be established at the network level and then applied by each structure to the project developers they support.

## WHICH SUPPORT MEASURES AND TOOLS SHOULD BE USED?

It is important to adapt support measures to the target audience and use several types of tools in one cross-border territory.



**Comparative data sheets** describe the situations on both sides of the border with respect to aspects such as procedures for establishment, import/export, government aid, business creation and acquisition, taxes, labour laws, real estate, patent law, etc.

Each (public or private-sector) support structure may compile sheets depending on its expertise, and make some of the information available free of charge and the rest, if need be, for a fee (especially for private structures).

### EXAMPLE:

**The Union Lémanique de l'Artisanat et des Métiers (ULAM)** has drawn up practical factsheets to guide craft enterprises that wish to work in the neighbouring country (France and Switzerland). The factsheets address several topics grouped under four categories: permits and licenses, trade, customs, presentation and VAT.

<http://www.ulam.info/>

**The Greater Region's CICM (Interregional Council of the Chambers of Trades)** has produced practical factsheets for craft enterprises that wish to extend their activities to the other side of the border.

<http://www.cdm.lu/about-us/cicm>

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



**Location advisory services** aim to help businesses to set up on both sides of a border.

### EXAMPLE:

**EUREX**, a group of chartered accountants, consultants and auditors, highlights the advantages of setting-up in France and/or Switzerland (description of services on offer and examples of advantages on each side).

<http://www.eurexfrance.com/>



**Training** provides more in-depth information about each country's specific features and on how to adapt. Training courses may address cultural differences in the business world or specific characteristics of management.