



The Lille-Kortrijk-Tournai Eurometropolis Jobs Forum

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There are very high levels of cross-border commercial transactions but they are difficult to quantify given that retail frequentation data is confidential as it is property of retailers. Lille is the preferred destination for luxury goods and the Belgian side of the border is more attractive for other types of retailers (although the hypermarkets in France still attract many Belgian customers). Along the coast, cooperation has developed particularly in the areas of port logistics<sup>9</sup> and tourism.

With respect to innovation, cooperation is growing apace, supported by public and semi-public players.

- ↘ **The French-Flemish project TANDEM**<sup>10</sup> was tasked with creating links between clusters and research and innovation centres on both sides of the border and making knowledge available to the world of business.
- ↘ Another example of cooperation in the area of innovation is **Innov'Eurometropolis**,<sup>11</sup> an innovation platform bringing together partners from the Lille-Kortrijk-Tournai Eurometropolis (networking, identification of players).

Promotion of the territory remains a competitive field in which the advantages of cross-border cooperation appear limited for the local players.

<sup>9</sup> For examples, see the following projects: C2C -Connect to Compete (2007-2011), PATCH - Ports Adapting to Change (2008-2012) and CAST - Coastal Actions on Sustainable Tourism (2010-2013), co-financed by the 2 Seas programme. For more information: [www.interreg4a-2mers.eu](http://www.interreg4a-2mers.eu)

<sup>10</sup> Implemented between 2011 and 2014, co-financed by the INTERREG France-Wallonia-Flanders programme.

<sup>11</sup> Implemented between 2011 and 2014, co-financed by the INTERREG FWL programme. For more information: <http://fr.eurometropolis.eu/nos-actions/developpement-economique/innovation.html>

↘ However, a joint initiative to promote the territory has been launched in the **Lille-Kortrijk-Tournai Eurometropolis**, with the aim of communicating about its common assets and attracting businesses (the Invest in Eurometropolis project<sup>12</sup>).

- ↘ The **Centre Transfrontalier des Entreprises**<sup>13</sup> (Cross-Border Business Centre) network has been created for SMEs wishing to establish themselves on either side of the French-Belgian border and offers support services. This network is composed of several public and private economic bodies (Greater Lille CCI, VOKA (Flanders Chamber of Commerce and Industry), UNIZO (Unie van Zelfstandige Ondernemers - Union of Independent Entrepreneurs), CCI Wallonie-Picarde, POM, and the intermunicipal agencies IDETA and IEG).

<sup>12</sup> Implemented between 2011 and 2014, co-financed by the FWL programme. For more information: <http://fr.eurometropolis.eu/nos-actions/developpement-economique/investineurometropolis.html>

<sup>13</sup> Implemented between 2008 and 2014, co-financed by the FWL programme. For more information: [www.centre-transfrontalier.org](http://www.centre-transfrontalier.org)