



Seed4Start project, in the Greater Region

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- ↘ ADIRA (Lower Rhine Development Agency) **mapped out the main players in innovation in the Upper Rhine** in 2012, categorising them into six families and nine sectors.
- ↘ **The French-Belgian project “Tandem”⁹⁹** has encouraged the creation of “tandems” between French and Flemish groupings of businesses or clusters to create sustainable bridges between the academic/scientific world and businesses.
- ↘ These two projects highlight the exploratory nature of the cross-border cooperation approach in the area of innovation, and the differences between innovation ecosystems across borders.

There is therefore clear-cut potential to strengthen cross-border interclustering and technology transfer. The priority is currently to identify possible synergies between players to structure cross-border partnerships and projects, with the ultimate aim of promoting regional excellence on a larger scale.

DEVELOPING CROSS-BORDER EXPORTS

The desire to capitalise on the strengths of the cross-border economic fabric to promote territories’ value and visibility within the global economy is what stimulates public, semi-public and private players to facilitate cross-border cooperation between businesses and productive systems. Several chambers of commerce and industry at France’s borders have adopted this approach.

- ↘ **For example, EURO 3 and Bihartean¹⁰⁰** are two EEIGs (European Economic Interest Groupings) set up by chambers of commerce on both sides of the border to support businesses in their **cross-border export** activities and facilitate cross-border integration of shared economic sectors.

This cross-border cooperation should enable businesses to develop their catchment areas in the neighbouring market, strengthen their ability to meet the needs of a larger market, and develop their exports in Europe and the rest of the world.

⁹⁹ The Project Factsheet page 93.

¹⁰⁰ The Project Factsheet page 117.