



## European conference

# The integrated economic development of cross-border territories

## PROGRAMME

15th April 2014, Paris

Caisse des Dépôts

## Venue:

Caisse des Dépôts  
15, quai Anatole France  
75007 Paris  
Salle Solférino

## Languages:

French, English

## Organisation:

Mission Opérationnelle  
Transfrontalière

38, rue des Bourdonnais  
F-75001 Paris  
Tel +33 (0)1 55 80 56 80

## Contact:

mot@mot.asso.fr

### 9.30

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## Registration

### 10.00

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## Opening words

Marc DESJARDINS, Director of the Network facilitation, Directorate for Territorial Development and Network, Caisse des Dépôts

### 10.10

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## Introduction

### Presentation of the project led by the MOT

"Tools to facilitate the integrated economic development of cross-border territories"  
Mission Opérationnelle Transfrontalière

### 10.30

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## The challenges and the potential of cross-border economic development

Presentations:

- ≡ Stéphanie FUCHS, Head of Service International and Cross-border Action, Conseil Général du Haut-Rhin
- ≡ Aurélien BISCAUT, Director of Lorraine Nord Sustainable Development and Urban Planning Agency
- ≡ Florian NEMETI, Director of Neuchâtel Chamber of Commerce

Debate with the audience

### 11.15

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Pause

### 11.30

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## Practices of economic cooperation

Presentations:

- ≡ Olivier CECCOTTI, Cross-border Projects Manager, Chamber of Commerce Grand Lille
- ≡ Peio OIHAGARAY, Director of Economic Development, Chamber of Commerce Bayonne-Pays Basque

- ≡ Brice FUSARO, Secretary General of GLCT Grand Genève
- ≡ Boris OPOLKA, Administrative co-director, Queyras Regional Natural Park

Debate with the audience

### 12.45

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## Buffet – lunch

### 14.00

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## European perspectives

- ≡ Giulia AJMONE MARSAN, Economist, Directorate for Science, Technology and Industry, OECD
- ≡ Maureen O'REILLY, Economist, on behalf of the Centre for Cross-Border Studies

### 14.40

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## Public action for cross-border economic development

### Round table

Facilitation: MOT

Speakers:

- ≡ Bertrand WERT, DG Enterprise and Industry, European Commission
- ≡ Bernard SOULAGE, Vice-president in charge of Europe and international affairs, Rhône-Alpes Region
- ≡ Anne FUNK, Head of office European Initiatives and French-German Issues, Ministry of Finance and European Affairs, Saarland
- ≡ Jean-Michel ZABIEGALA, Caisse des Dépôts, Nord-Pas de Calais Regional Directorate
- ≡ Christian DUBARRY, Head of European Affairs, Development & International Affairs Department, Bpifrance

Debate with the audience

### 16.10

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## Perspectives and conclusion

### Next steps for the project led by the MOT

Mission Opérationnelle Transfrontalière

### 16.30

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## End of the conference

Cross-border territories are exposed to many differentials, which are both constraints and opportunities for workers and businesses. In these areas, the potential of cooperation in the field of economic development is insufficiently tapped by private and public actors. The ongoing institutional and political evolutions have redefined the intervention of local authorities and strengthened their legitimacy regarding local economic development. They are now offering them the possibility to seize this opportunity, which is determinant for their future. At the European level, local economic development appears in the 10-year strategy Europe 2020 (that aims at smart, sustainable and inclusive growth), especially implemented by the Cohesion Policy 2014-2020.

Given that this theme is insufficiently explored, the MOT intends to analyse the framework conditions and the various obstacles to economic development across borders. The MOT also aims to identify possible political evolutions on this matter, to produce tools and to find the best practices for cross-border cooperation partners. This work will focus on the themes that are rising in importance (clusters, innovation, internationalisation of SMEs, financial engineering, integrated territorial development, etc.). It will also address the role of public and private actors and their linkages, as well as the connections between economic development, employment and training from a cross-border perspective.

Within the framework of a more extensive inquiry project (starting from a phase of diagnosis and leading to the production of practical guidebooks)\*, the MOT will propose methods and recommendations to stimulate local partnerships focusing on economic development and the emergence of projects.

In order to launch this process, to have an overall view on the issue and to study the major challenges, obstacles and needs encountered by local actors, the MOT wishes to initiate the debate with its members and partners during this conference on 15<sup>th</sup> April in Paris. The event will be structured as follows:

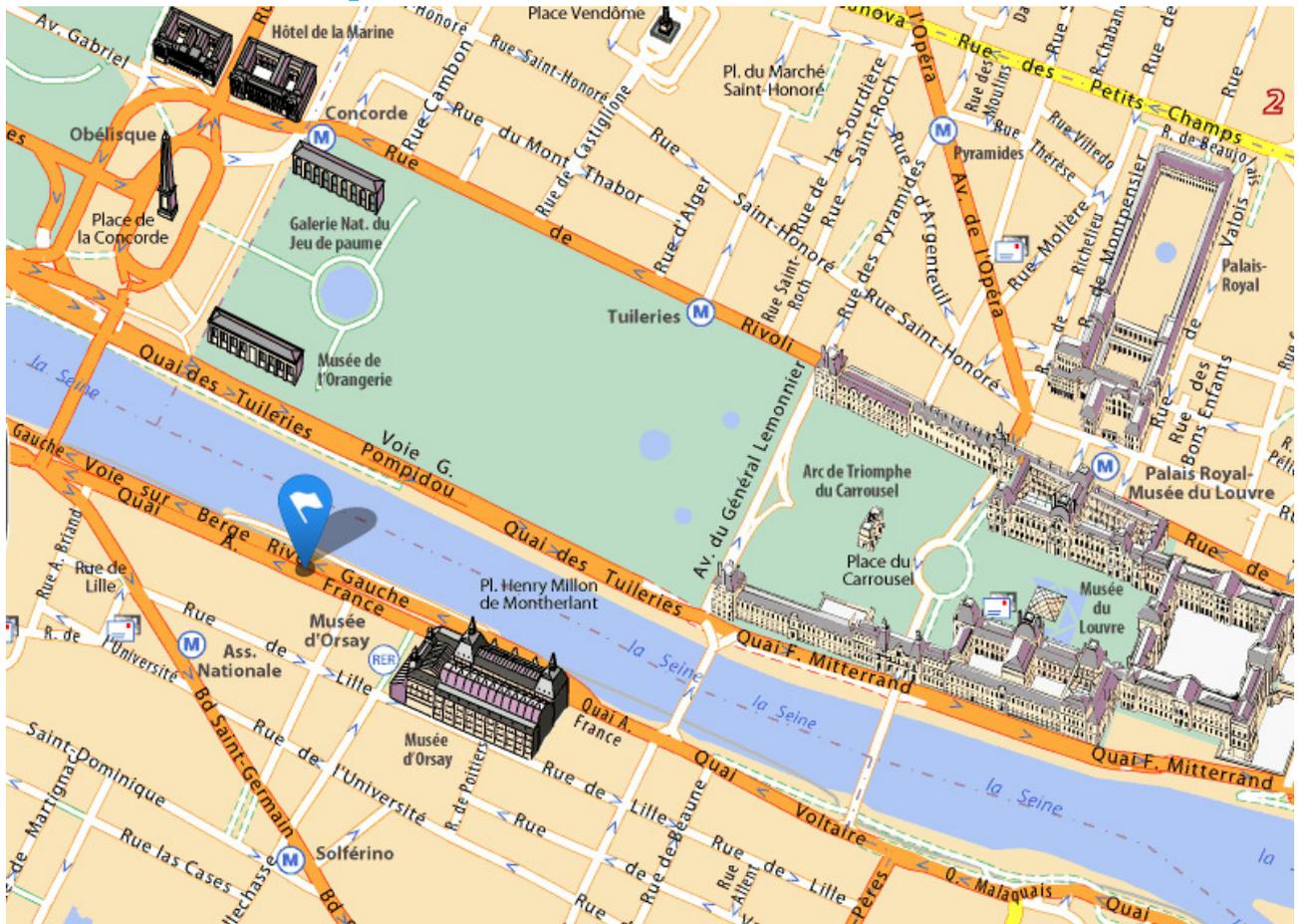
The first session will address the stakes of cross-border economic development through contributions on the needs of territories affected by the domination of the other side of the border, with respect to competitiveness and attractiveness for businesses. Challenges and potentials of cross-border territories will be put into the legal, fiscal, demographic and geographic context.

The second session will highlight examples of concrete actions led by cross-border actors from territories at the French borders, with different economic situations. Examples of other European cross-border territories will complete this session.

The third and last session will be about the role of public action in cross-border economic development. The priority of economic recovery is at the core of current reform processes, at the national as well as the European level. Europe 2020 encourages redefining the positioning of public actors, for a better governance of economic development initiatives. This round table will offer the possibility to discuss intervention methods, which can be used by the public sector to promote cross-border economic development.

\* A 2014-2015 project financed by Europ'Act, the French national programme for technical assistance.

# Access map



## Venue

Caisse des Dépôts  
15, quai Anatole France - 75007 Paris  
Salle Solférino

## How to get there

Public transportation in Paris: [www.ratp.fr](http://www.ratp.fr)  
- RER C, station « Musée d'Orsay »  
- Métro line 12, station « Solférino »  
- Bus 63, 68, 69, 73, 83, 84, 94

Car park Deligny: access by the Seine riverbank  
Taxi companies:  
- Taxis bleus : +33 (0) 891 70 10 10  
- Alpha Taxis : +33 (0)1 45 85 85 85  
- Taxis G7 : +33 (0)1 47 39 47 39

## Accommodation possibilities

Paris Tourist Information Centre:  
- Phone : +33 (0)1 49 52 42 63  
- Paris info: [www.parisinfo.com](http://www.parisinfo.com) (online booking)

- Vision de Paris : [www.visions-de-paris.com](http://www.visions-de-paris.com)  
- CybeVasion Paris : [www.cybevasion-paris.com](http://www.cybevasion-paris.com)  
- ACCOR group hotels (Mercure, Ibis, Novotel):  
[www.accorhotels.com](http://www.accorhotels.com)

### Hotels nearby:

Hôtel de Lille  
40, rue de Lille - 75007 Paris  
Tel: +33 (0)1 42 61 29 09  
[hotel-de-lille@wanadoo.fr](mailto:hotel-de-lille@wanadoo.fr)  
[www.hotel-paris-lille.com](http://www.hotel-paris-lille.com)  
(around 120€)

Hôtel du Quai Voltaire  
19 Quai Voltaire - 75007 Paris  
Tél: +33 (0)1 42 61 50 91  
[www.quaivoltaire.fr](http://www.quaivoltaire.fr)  
(around 120€)

Hôtel Bellechasse  
8 rue Bellechasse - 75007 Paris  
Tel : + 33 (0)1 45 50 22 31  
[www.lebellechasse.com](http://www.lebellechasse.com)  
(around 200€)