

EURADA-NEWS  
Périodique Mensuel  
Bureau de Dépôt  
B – 1040 Bruxelles 4  
Numéro d'agrément: P904017  
Période couverte: Août 2009  
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# EURADA NEWS

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## EDITORIAL

In recent weeks, a new concept has emerged: stress-testing business for survival in a crisis. US banks have undergone this stress test. Next year, 30 large EU insurance companies will be submitted to it too. Economists at IMD (the Institute for Management Development in Lausanne, Switzerland) recently published the results of a similar stress test conducted in 57 countries. The three countries best equipped to survive the crisis are Denmark, Singapore and Qatar. Also worth recalling from the IMD's work is both that the outcomes of stress tests vary considerably compared to tests measuring the relative competitiveness of individual countries and that comparatively smaller economies often seem to be better sized than larger ones to adjust in tough economic times and recover.

Parameters used by IMD to develop its stress test include:

- Economic outlook: GDP growth, inflation, unemployment, trade balance and economic resilience;
- Government: management of public finances, legal and administrative framework, adaptability of public policy, bureaucracy, government decisions;
- Business: ethical policies, credibility, business values and entrepreneurship;
- Society: political instability, social cohesion, flexibility and versatility, attitudes toward globalisation and economic and social reform requirements.

It is conceivable to apply an adjusted version of this stress test to regional economies. To do this, there is a need to reckon with at least four types of parameters:

- a) Regional exposure to national economic trends. Some regions may be affected more than others by national GDP and unemployment trends – both positive and negative.
- b) Specific regional business features, in other words the ability of regional businesses to survive the crisis and recover, i.e.:
  - Reliance on industries hit hardest by the crisis (automotive, construction, finance, convenience goods, business services, etc.).
  - Business fragility (activity, employment, investment, domino effect of bankruptcies in the industry);
  - Business exposure to the risk factors associated with the crisis: excessive debt, failure, propensity to invest in RTDI;
  - Business robustness (order books, ability to diversify industrially or geographically, interim jobs, difficulty in securing debt, rates, morale among business leaders, financial reserves, etc.).
- c) Tailored regional/local authority responses to the challenges presented by the crisis (business support, gambling on the future when it comes to infrastructure, etc.).
- d) Financial capacity of the region (its ability to secure its own funding in a context of budget deficit).

While the margin for manoeuvre of regional authorities is known to be fairly restricted, decisions made in the area of business support services are likely to make the difference with other regions. Worth recalling is that while business competitiveness is measured in terms of cost, talent, service, quality, reactivity, adaptability and innovation, this needs to be true of public authorities too.

## IMPORTANT DATES

9/11.9.09	CEEC Congress in Ruse (BG) in cooperation with the Business Support Centre for SMEs
17/18.9.09	CNER Congress in Bourges (F) – "Reinventing local economic development"
24/25.9.09	Board of Directors
4/7.10.09	IEDC Annual Conference (Reno, Nevada) <a href="http://www.iedconline.org">www.iedconline.org</a>
27.10.09	IRE Seminar
28.10.09	Working Group on Territorial Marketing
23.11.09	EURADA General Assembly (Madeira)
23/25.11.08	3rd World Forum on Regional Economic Development (Madeira)
3/4.12.09	InterCluster 2009

## LIFE OF THE NETWORK

### REGIONAL MARKETING

Date Wednesday 28 October 2009 at 9.30 am  
Venue Maison des Associations Internationales  
Rue Washington, 40  
B – 1050 Bruxelles

See below draft agenda and registration form.

Attention should be drawn to the fact that the meeting will be held only in English.

## REGIONAL MARKETING

28 October 2009 at 9.30 am

Maison des Associations Internationales  
Rue Washington, 40  
1050 – Bruxelles

### Draft Agenda

- 9.30 – 10.00 Welcome coffee
- 10.00 – 11.30 How to successfully market the technology base of your region in order to attract investors / end users ?  
Speaker: René BUCK – Buck Consultants International (NL)
- 11.30 – 12.00 Coffee break
- 12.00 – 13.00 Opportunities from technology commercialisation  
Speaker : Jenny FAWN – SRI Consulting Business Intelligence (UK)
- 13.00 – 14.15 Networking lunch
- 14.15 – 16.45 Lessons from a members' experience + Open forum  
Speakers: Vincent Golain – ARD Paris Ile-de-France (F)  
Jacques Evrard – Brussels Enterprise Agency (B)  
Mr X – OCO Consulting
-

## REGIONAL MARKETING

Wednesday 28 October 2009 at 9.30 am

**MAISON DES ASSOCIATIONS INTERNATIONALES**  
Rue Washington, 40  
B - 1050 Bruxelles

### PARTICIPATION FORM

NAME \_\_\_\_\_

First Name \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Tel. \_\_\_\_\_ Fax. \_\_\_\_\_

E-mail \_\_\_\_\_

Will you participate in the lunch buffet of Wednesday 28 October 2009 ?

YES – NO

Form to be returned as soon as possible to :

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[christian.saublens@eurada.org](mailto:christian.saublens@eurada.org)

## IRE – INNOVATING REGIONS IN EUROPE

Date Tuesday 27 October 2009 at  
Venue Maison des Associations Internationales  
Rue Washington, 40  
B – 1050 Bruxelles

Up to now, approx. 60 organisations have expressed their interest in the creation of a community of practice aimed at continuing the contacts between the members of the former IRE Network.

These organisations will first meet in Brussels on 27 October next. The draft agenda of that meeting is to be found below. The EURADA members interested in participating can contact the Secretariat.

## MADEIRA WORLD FORUM – 23/25 NOVEMBER 2009

Crises are sources of challenges and opportunities and of challenging the current models. The economic and social development of the territories will not escape this, especially as the societal issues prevailing before the crisis (an ageing population, climate change, globalization, youth employment, ...) have not disappeared with that crisis.

After having surfed for several months between the imperatives of immediate action and preservation of investment for the future, it's now time for reflection on the types of public interventions best adapted to the new situation.

EURADA, in partnership with ADERAM, Agência de Desenvolvimento da Região Autónoma da Madeira (Portugal), and with the support of Alberto João Jardim, President of the Government of the Autonomous Region of Madeira, are pleased to inform you that they will organise the **Third World Forum on Regional Economic Development** on 23/25 November 2009 in Funchal .

The Forum's topic will be **"Towards a World Competition based on Innovation for Economic and Social Wellbeing"**.

The discussions of the **Third World Forum on Regional Economic Development** will concern i.a. the type of regional economy that the practitioners in economic development will shape, the nature of support services to be offered to businesses, the type of strategy to be developed, the regional assets to be strengthened and the wellbeing innovations to be invented in order to boost our territories.

The Forum will be followed by a seminar on the regional development opportunities offered by renewable energies.

The **Third World Forum on Regional Economic Development** is a unique opportunity for you to exchange ideas and practices with experts and practitioners from countries and regions all over the world.

The **Third World Forum on Regional Economic Development** will take place in Funchal, the capital of the Island of Madeira (P), from 23 until 25 November 2009.

The programme and conditions of participation will be available early September.

**For the EURADA members: There will be no Agorada 2009+ organised in Brussels this Autumn. The General Assembly will take place in Funchal.**

## **IRE COMMUNITY OF PRACTICE**

### **1<sup>st</sup> Get Together**

Tuesday, 27 October 2009 at 9.30 am

**Maison des Associations Internationales  
Rue Washington, 40  
B - 1050 Bruxelles**

### **Draft Programme**

- |               |  |
|---------------|--|
| 9.30 – 10.00  | Welcome coffee   |
| 10.00 – 10.30 | General introduction <ul style="list-style-type: none"><li>• Jean SEVERIJNS</li><li>• Christian SAUBLENS</li></ul>   |
| 10.30 – 12.00 | Personal introduction of the partners of the various sub-groups : <ul style="list-style-type: none"><li>• Regions</li><li>• Agencies and other intermediary organisations</li><li>• Consultants and companies</li><li>• University / Science representatives</li></ul> |
| 12.00 – 12.30 | Overview of the most expected topics for future work   |
| 12.30 – 13.00 | The way forward  |
| 13.00 – 14.15 | Networking lunch   |
| 14.15 – 17.00 | Innovation policy for the future   |
| 14.15 – 15.00 | Background of EU policies  |
| 15.00 – 15.45 | Group discussion : Part 1*   |
| 15.45 – 16.15 | Coffee   |
| 16.15 – 17.00 | Group discussion : Part 2*   |
| 17.00 – 17.30 | Conclusions  |

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\* Groups of 6 persons maximum

## STRUCTURAL FUNDS

### SIMPLIFIED MANAGEMENT

End of July, the European Commission has proposed a series of measures aiming at simplifying the management of the European funds in order to help regions overcome the crisis. The European Commission tries to take the impact of the crisis on public finance into account.

*The changes introduced clarify certain rules and simplify the day-to-day management of the European Funds. The principal measures are:*

- In 2009 and 2010, as part of its 'anti-crisis' measures, the Commission may at the request of the Member States reimburse 100% of the public costs declared by the Member States for projects financed by the ESF. Specifically, Member States will not be obliged to provide national cofinancing, thus speeding up the implementation of projects to support employment. This option does not call into question the distribution of the Funds between the Member States, nor the total budget for the Funds, nor the obligation for Member States to provide subsequent cofinancing.*
- The Commission proposes establishing a single category of 'major project'. Previously, the Commission's approval was required for projects where the total cost exceeded €25 million for the environment and €50 million for other sectors. The threshold for approval is now set at €50 million for all areas. Smaller-scale environmental projects will therefore be able to start up more quickly.*
- The rules relating to 'revenue-generating' projects (for example, toll motorways or projects involving the leasing or sale of land) are also simplified in order to reduce the administrative burdens on the Member States.*
- Cohesion Policy programmes may be simplified by Member States to take account of the new realities. In addition, certain provisions concerning the obligation to maintain investments over a five-year period will not apply to undertakings which go bankrupt.*
- Investments in sectors linked to energy efficiency and the use of renewable energies in housing will be encouraged, given their considerable potential to provide growth and jobs.*
- The Commission proposes a modification aimed at increasing flexibility with regard to the rules on decommitment. For example, grants for a major project will in principle be protected as soon as the Member State submits the project to the Commission. Grants are currently only protected once the Commission has approved the project.*
- The European Regional Development Fund (ERDF) will be able to support the renovation or construction of housing for communities faced with social exclusion, particularly Roma, in both rural and urban areas. Previously, the construction of housing was ineligible under the ERDF and only housing in urban areas was eligible for renovation.*



## TRANSPORT

### PUBLIC CONSULTATION

DG Energy and Transport gives interested persons / organisations the opportunity to react until 30.9.09 to a public consultation entitled "A sustainable future for transport: Towards an integrated technology-led and user friendly system".

Website to be consulted:

[http://ec.europa.eu/transport/strategies/2009\\_future\\_of\\_transport\\_en.htm](http://ec.europa.eu/transport/strategies/2009_future_of_transport_en.htm)

## ENERGY

The European Commission has published in O.J. L182, 15.7.09, a template for national renewable energy action plans. This template can of course inspire any organisations wishing to develop a strategy in this matter.

## EDUCATION

### MOBILITY OF YOUNG PEOPLE

DG Education & Culture has just issued a Green Paper entitled "Promoting the learning mobility of young people" which is the basis of an online public consultation open until 15.12.09.

Online questionnaire on [http://ec.europa.eu/dgs/education\\_culture/consult/index\\_fr.html](http://ec.europa.eu/dgs/education_culture/consult/index_fr.html)

## CALLS FOR PROJECTS

### FP7

O.J. C 177, 30.7.09, contains a list of 51 calls for projects, of which :

- Regions of knowledge
- Regional potential
- RTD infrastructure
- SME
- ERANET

The details are to be found on Cordis website <http://cordis.europa.eu/fp7/calls/>

As a reminder, the topic of the "Regions of Knowledge" 2010 programme is "Transnational cooperation between regional research-driven clusters" in the field of healthcare. It seems that the 2011 topic will be "Sustainable Transport".

## REGIONAL INTELLIGENCE

### FORTUNE 500 WORLD'S LARGEST CORPORATIONS

A number of regions introduce in their advertisements the number of enterprises mentioned in "Fortune 500" established on their territories.

The 2009 edition which relates to 2008, underlines the increased importance of the number of Chinese enterprises mentioned in this list (37 as against 6 in 1998) and the reduced number of American enterprises (currently 140 as against 185 ten years earlier).

The table below shows the developments in the number of enterprises per country between 2004 and 2009, i.e. over five years.

Country	Number of enterprises	
	2004	2009
<b>Europe</b>	170	188
B	3	5
UK	35	26
B-NL	1	–
UK-NL	2	1
DK	2	2

Country	Number of enterprises	
	2004	2009
<b>America</b>	207	165
USA	189	140
CDN	13	14
Brazil	3	6
Mexico	3	4
Venezuela	1	1

Country	Number of enterprises	
	2004	2009
F	37	40
FIN	4	2
D	34	39
IRL	1	2
I	8	10
L	1	1
NL	12	12
N	2	1
E	7	12
S	6	6
RU	3	8
CH	12	15
A	-	2
H	-	1
PL	-	1
P	-	1
TR	-	1

Country	Number of enterprises	
	2004	2009
<b>Asia</b>	116	136
China	15	37
India	4	7
Japan	82	68
Malaysia	1	1
Singapore	1	2
South Korea	11	14
Taiwan	1	6
Thailand	1	1
<b>Australia</b>	7	9
Israël	-	1
Saudi Arabia	-	1

With regard to the growth in revenue over 10 years, the Top 40 contains enterprises in the following countries:

USA	19	Japan	1	NL	1
CH	2	RU	2	E	1
UK	2	I	2	D	1
South Korea	2	Malaysia	1	Mexico	1
F	1	N	1		
Brazil	1	A	1		

## BIBLIOGRAPHY

### IEDC

The Climate Prosperity Handbook. Getting started guide: Climate prosperity strategies in your community

[http://www.iedconline.org/Downloads/ClimateProsperity/ClimateProsperity\\_Handbook.pdf](http://www.iedconline.org/Downloads/ClimateProsperity/ClimateProsperity_Handbook.pdf)

[http://www.iedconline.org/Downloads/ClimateProsperity/ClimateProsperity\\_GettingStarted.pdf](http://www.iedconline.org/Downloads/ClimateProsperity/ClimateProsperity_GettingStarted.pdf)

### IBM GLOBAL BUSINESS SERVICES

Economic Development in a Rubik's Cube World. How to turn global trends into local prosperity

<http://www-935.ibm.com/services/us/gbs/bus/pdf/gbw03024-usen-00-megatrends.pdf>

### ECOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

Are the US outperforming Europe in university technology licensing?

<http://cdm.epfl.ch/repec/cmi-wpaper/cemi-workingpaper-2009-003.pdf>

### FRANCE : ENTERPRISES WITH A FUTURE

The French magazine "L'Entreprise" n°280 of July/August 2009 has issued a classification of 80 innovative or high growth potential enterprises less than 8 years old. In order to be on that list, they have either a turnover of more than one million Euros, or have raised funds for a minimum of one million Euros.

Analysing the data concerning fund raising shows that out of the 80 enterprises registered, 60 of them have effectively raised funds and that the amounts raised vary between €89,000€ and €22.2 million.

The amounts raised are as follows :

<b>Amounts</b>	<b>Nb enterprises</b>
0 €	20
< €500,000	6
Between €500,001 and €1,000,000	7
Between €1,000,001 and €2,500,000	20
Between €2,500,001 and €5,000,000	15
Between €5,000,001 and €10,000,000	7
> €10,000,000	5
TOTAL	80