



RECOMMENDATIONS

BEN seminar "Common labour market and business cooperation in CBC region"
Fredrikstad, Norway 15-17 May 2007

Infrastructure in a cross-border perspective

Åsa Torstensson, Minister for Communications, Government of Sweden

1. Local and regional bodies should take advantage of the opportunities given within the Swedish and Norwegian infrastructure planning processes to bring forward their analyses and wishes.
2. Local and regional authorities have to prioritise! It is usually not possible to get all wishes fulfilled immediately.
3. It is important to pursue a trustful dialog locally, regionally and nationally across the borders in order to create a good relationship and good understanding of future needs of the industry regarding education, staff resources and transport of both people and goods.
4. It is important to see the regions as a whole, their continuity across the borders, and to take notice of both women's and men's different needs of transport systems, in order to enhance the individuals' possibility to have the freedom to develop and contribute to the community.

Trade and Industry in a cross-border perspective

Svein Roald Hansen, Member of Parliament of Norway and president of the European Movement.

5. The Nordic Innovation Centre in Oslo is an important instrument in the promotion of an innovative Nordic business sector. The task is to ensure that the Nordic region is an efficient internal market; a region without the barriers between countries that can limit free movement of competence, capital, ideas, people and products. The Nordic Innovation Centre is working actively to engage the Baltic States and Northwest Russian in its projects.
6. We are becoming more and more reliant on each other and the national economies are becoming interwoven. For that reason it's important that we have international rules and common management mechanisms.

Labour market in a cross-border perspective

Torbjörn Frick, Manger manager, Tellus Insurance Advisor Services Ltf, Sweden

7. Nationally financed cross-border statistics are very important for the border regions for example in planning of regional education, infrastructure and transport.
8. To facilitate a common labour market you need a natural point to address, for example information centre's like "Hallå Norden", "GrenseTjänsten", "Öresund direct" where both employees and employers can get good and straight answers as to what rules apply in their specific case, because every case is usually specific.

The impact of cultural relations on the construction of business across borders

Bertil Lundberg, Lecture of the University of Gothenburg, Sweden

9. Cultural Competence is a key. Cultural differences can be a big barrier if you don't have a good knowledge of the other part. So before you try to do business study the politics, history and traditions.

Interreg programme as framework and toolbox for cooperation in CBC region

Dag Eriksen, Director of Business and development, County of Østfold, Norway

10. Use Interreg as an instrument to materialized project ideas in the border regions.
11. To find good project ideas or project methods look at different project databases in other Interreg areas in Europe.

Cross-border regional Optimal Solutions in Scandinavia – G.O.L.I.N

Torben Aaberg, Deputy Director, Oresund Committee, Denmark

Recommendations to the cross border regions:

12. Inside the cross border region: Go for common goals & common agenda, and make sure that strategies are complementary.
13. Towards national level: Emphasize the added-value of the cross border region, go for commitment and channels for dialogue.

Border service for the Labour market - GrenseTjänsten

Kikki Lindset, Advisor, GrenseTjänsten, Sweden.

14. To get a successful cross-border organisation we recommend that all authorities are included from the start in a joint cross-border organisation. This is a successful way to make changes and solve problems related to cross-border activities.
15. All the authorities in GrenseTjänsten have there own experts of Sweden-Norway questions. They are all available to contact and GrenseTjänsten can give the customers the expert's direct numbers and addresses. This is a good service to all of our customers.

Business to Business – "Partenariat" as a method

Yvonne Samuelsson, Managing Director, Gränskommittén Østfold-Bohuslän/Dalsland, Sweden.

16. The contact seminar "Partenariat" is a good method for border regions to use for example echange experience, build network and for new project ideas. The method is also very effective for companies to make business and cooperation.
17. To organise a contact seminar for the first time take advice from somebody who has arrange it before, employ an engaged project manager and use a lot time for information and the recruitment process.

Realizing of investment projects in cross-border regions, Republic of Karelia, Russia

Ilya Shlyamin, Deputy Director, law firm "PR consulting", Russia

18. To get a successful project, you need to attract Russian consultants, have time for pre-project and information to business, public and non-governmental institutions.