



LA VOIE DU  
BUSINESS TRANSMANCHE

LINKING INNOVATIVE BUSINESSES  
ACROSS CHANNEL

**WWW.CHAIN-BUSINESS.COM**

# CHAIN2 CHANNEL INNOVATION NETWORK

INTERREG IVA FRANCE (CHANNEL) ENGLAND  
PROGRAMME ANNUAL EVENT 2012

BOGNOR REGIS, 21-22 NOVEMBER 2012



france (channel) england  
**interreg**

European Regional Development Fund  
The European Union, investing in your future



Fonds européen de développement régional  
L'union Européenne investit dans votre avenir

# BACKGROUND

CHAIN2 follows up the CHAIN project, with more ambition  
3 years project (launched in 2011)  
Supported by the British embassy!

# PARTNERS

Science parks, innovation and incubation centres from Brittany, Normandy and South East England

# OBJECTIVES

International actions which have a positive effect on businesses supported by partners

International collaboration between companies: business, R&D, new suppliers, new clients, EU projects, etc.



# COMMON TOOLS

A multi-thematic crossborder database gathering more than 500 businesses

Several business conventions organised every year in France and in the UK alongside large events

- 3 In 2012 (Internet World, Cambridge Wireless, SIAL and OPTO, etc.) -> more than 100 b2b meetings
- In 2013 and 2014 events to be determined (Sciences and technologies of the sea, ICT, life sciences, logistics and green transportation, etc.)

## Training sessions

- Case of Technopôle Brest-Iroise

## Soft-landing

A screenshot of the Chain website. The header features the 'Chain' logo with the tagline 'LA VOIE DU BUSINESS TRANSMANCHE' and 'LINKING INNOVATIVE BUSINESSES ACROSS THE CHANNEL'. A navigation menu includes 'Home', 'Users', 'My Companies', 'My News', 'My account', 'Export', and 'Search'. The user 'Jérémie BAZIN' is logged in, with a 'Log out' link. The main content area is titled 'Search companies' and contains a search form with dropdown menus for 'Sectors', 'Partner', and 'Country', and a text input for 'Keywords search' with a 'Search' button.

**Chain** LA VOIE DU BUSINESS TRANSMANCHE  
channel innovation network LINKING INNOVATIVE BUSINESSES ACROSS THE CHANNEL

Jérémie BAZIN  
[Log out](#)

Home Users My Companies My News My account Export Search

### Search companies

Sectors Choose a sector ▼

Partner Choose a partner ▼

Country All countries ▼

Keywords search

Search

# CHAIN2 AS AN INNOVATION AND ECONOMIC DEVELOPMENT VECTOR

We see the Channel as common space i.e. as a link, not a as border...

**Statement: current exchanges between SMEs are limited**

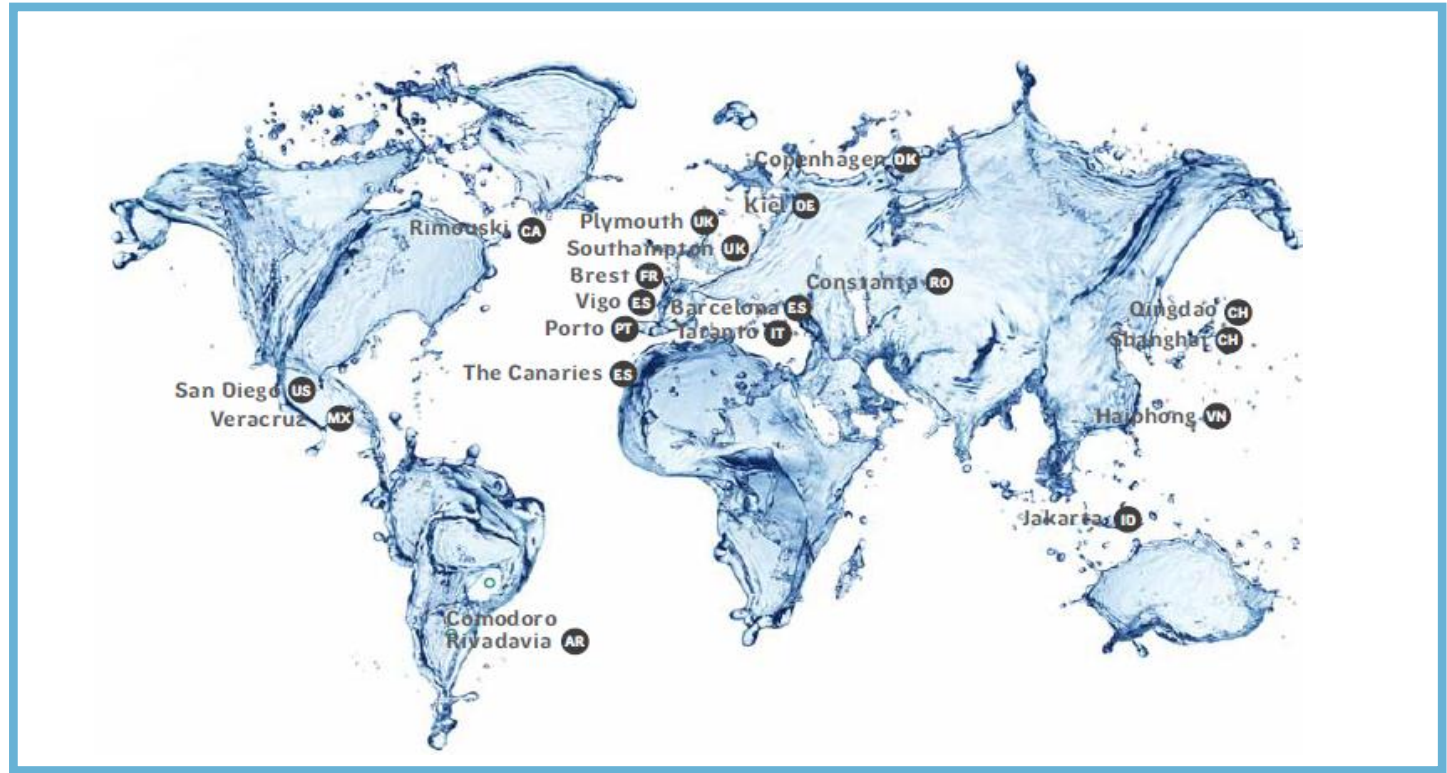
- British/French SMEs prefer to market elsewhere
- Make SMEs aware that market opportunities are next door
- There is a need to strengthen these links (when they exist)

**Focus on innovative FR & UK businesses**

**Contribution to the European/International development of companies**



# THANK YOU FOR YOU ATTENTION! QUESTIONS?



[www.mitin-network.org](http://www.mitin-network.org)

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