

## New European project TACIS “EU enlargement and Foreign Direct Investments in Border Regions to the NIS”

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“One region - three markets” - such is the working motto of the new European project “EU enlargement and Foreign Direct Investments in border regions - actions for three border regions Brest-Bialski Povet - Shatsk (Belarus-Poland-Ukraine)” developed by the German-Belarusian House and approved by the European Commission in early December, 2006.

The aim of the project is to develop a positive image and a favorable investment climate of member-countries - Poland, Ukraine and Belarus.

Taking into account that fact that the level of development found in border regions is often much lower than in central regions, it is very important to implement modern innovative projects in such region in a bid to invigorate the economic climate. It is noteworthy that a special role in the development of cross-border solutions and initiatives aimed at transforming the unfavorable location of this border region into a strategic advantage and creating the region’s positive image is assigned to joint efforts of neighbor-countries. Being EU neighbor-countries, Ukraine and Belarus are therefore in the spotlight of the new Good Neighborhood Policy pursued by the European Commission which is a co-sponsor of this project.

The modern territorial marketing of today is impossible without coordinated joint efforts and cooperation with neighboring countries. Therefore just as the EU needs its eastern neighbor-countries, so do the “new neighbor-countries” need the EU. Otherwise, the border region has little or no possibility of harnessing the advantages of cross-border cooperation, nor does it have a chance to take part in the territorial competition.

The German-French border region PAMINA (Karlsruhe, Landau, Strasburg) possesses experience of how a border region can successfully operate on the international/global level. “We would like to use this knowledge during the realization of our project”, said chief manager of the project Ms. Patricia Ruppert, (MBA (UK)), managing director of the German-Belarusian House Karlsruhe-Minsk at the presentation of the project held on January 24, 2007 within the framework of the first transnational meeting of the Belarusian and



**On the photo:** Ms. Patricia Ruppert, Managing Director of DWH, presents the EU TACIS project «EU enlargement and Foreign Direct Investments in Border Regions to the NIS» in frame of the 2<sup>nd</sup> transnational meeting of Belarusian and German experts in Karlsruhe (24.-28.02.2007)

German experts dedicated to Karlsruhe project. “And we are grateful to doctor Horst Zajonc, former head of the Office of economic development of Karlsruhe who, together with his former colleagues, has kindly agreed to share his invaluable experience in the field of territorial development and attraction of investors under this project”. The implementation of the project will be supported by the Ministry of economy of land Baden-Wurttemberg, based in Stuttgart and headed by Mr. Director Doctor Hans-Dieter Frey. It should be noted here that land Baden-Wurttemberg, along with Bavaria, is one of Germany’s strongest federal lands in terms of economic development.

Free Economic Zone “Brest” (FEZ “Brest”) and Brest region act as major partners in this project. Bialski Povet and Shatsk region have been involved as cross-border neighbor-regions with the aim of joint development and implementations of measures thanks to which region “Brest-Bialski povet - Shatsk” will soon be presented as “one region = three markets”.

“Implementation of this project will serve as continuation of successful cooperation between us - the German-Belarusian House - and Free Economic Zone “Brest” which has been going on for 12 years already”, underscored Ms. Patricia Ruppert in her presentation, “This cooperation is based on two previous projects that have also been aimed at the development of Brest border region and implemented with involvement of the European TACIS financing”.

The project completion deadline - end of 2007.

On January 24 - 28, 2007 within the framework of the transnational meeting of Belarusian and German experts in Karlsruhe all the scheduled measures and projects were discussed and concrete completion deadlines for each stage specified. On February 20, 2007 in Biala Podlaska the first working session of Polish, Ukrainian and Belarusian project partners will take place. In the course of the meeting the sides will discuss the joint measure scheduled for the nearest future.



**On the photo:** Dr. Horst Zajonc, Senior Expert and retired Director of Office of Economic Development of City of Karlsruhe and founder of the cross-border Economic Club PAMINA, gives a report to economic development and territorial marketing on the 2<sup>nd</sup> transnational meeting of Belarusian and German experts in Karlsruhe (24.-28.02.2007)