

The role of Fontys UAS in a cross-border regional ecosystem

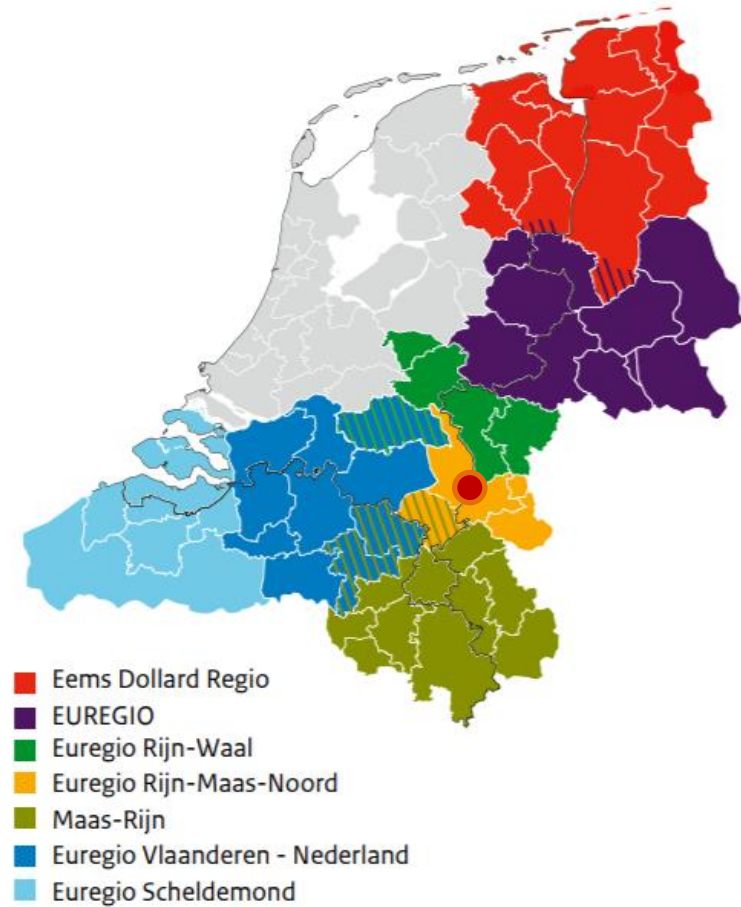
Research Chair

Cross-Border Business Development, Fontys UAS

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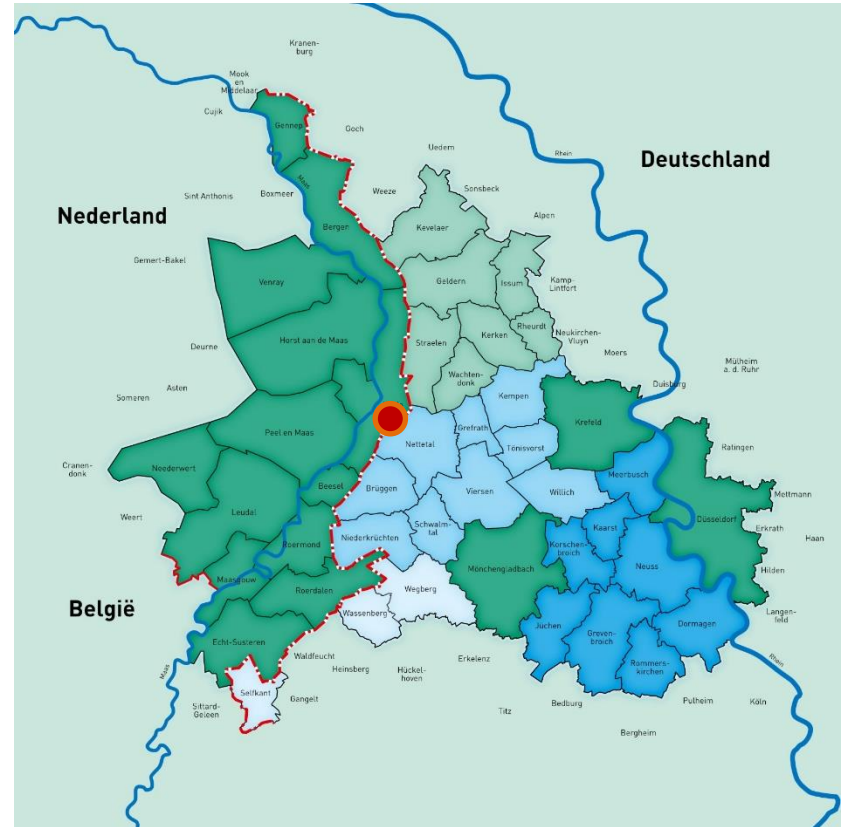
Figuur Overzicht Nederlandse Euregio's in de Duitse en Belgische grensgebieden
2017



- Eems Dollard Regio
- EUREGIO
- Euregio Rijn-Waal
- Euregio Rijn-Maas-Noord
- Maas-Rijn
- Euregio Vlaanderen - Nederland
- Euregio Scheldemond

Bron: Ministerie van BZK, 2018

Geographical context



Euregion-specific challenges and dynamics



Research Chair Cross-Border Business Development

Strategic pillars:

- Towards a Dutch-German labour market, Innovation in the Dutch-German Borderland, **A futureproof cross-border ecosystem**

Respond to:

- increasing recognition CBC
- gap between policy and reality (border as a chance vs border as a barrier)

High Potentials Crossing Borders project



INTERREG VA Project Nederland-Deutschland

[Website: High Potentials Crossing Borders](http://www.highpotentialscrossingborders.nl)



Many thanks for your attention

Vielen Dank für Ihre Aufmerksamkeit

Hartelijk dank voor uw aandacht

