

EC Regional Programs

Many EC regions have programs that can help Canadian companies locate potential partners and set up effective alliances. For example, the Agency for Corporate Development is the main office that assists foreign firms interested in either locating in Ile de France or forming partnerships in the region. The Rhône-Alpes also provides effective services. Perhaps the region with the most comprehensive approach, however, is Baden-Württemberg.

Baden-Württemberg's State Development Corporation (LEG) is an excellent example of the kind of support EC regions are beginning to give to outside firms. It assists foreign firms that intend to locate there or that intend to enter into cooperation with a company from the region. All of its staff speak English and its services are free of charge. They fall into five categories:

1. Partner search

LEG has a list of more than 300 companies from the region which have indicated an interest in finding a partner, in some cases explicitly requesting that it be an overseas firm. These companies come both from technologically-oriented and consumer goods industries. If none of the firms on the list is suitable, then LEG conducts a targeted partner search among the region's industrial and trading companies, based on the specific needs of the foreign firm.

2. Location search

LEG can propose a selection of specific sites to satisfy the needs of the foreign firm. The agency can then provide support in negotiating with the State and local authorities, including a discussion of financial incentives.

3. R&D partner search

LEG has experts in R&D management that can help firms define their needs and identify the research institute that has the right know-how and experience. They can provide contacts and support during subsequent discussions with research institute experts.

4. Supplier search

LEG has industry experts that provide a list of firms manufacturing the products an investor needs and will put the investor in touch with the ones chosen.

5. General product support

LEG can also provide on-going support during the entire course of a project. The agency's project managers can help firms not only in the planning stage but in their implementation too. They provide the necessary information and contacts, and support firms during negotiations with partners, public authorities and the banks, also helping to put together the financing package.

A few EUREKA projects that include Canadian participation.

EUREKA 5: "Membranes for Ultra Micro Filtration UF/MF Module" is concerned with the development of membrane systems for the production of drinking water and for the treatment of waste water. Cost: \$53.5 million. Duration: 78 months. Participants: Danske Sukkerfabriker (Denmark) Lyonnaise des Eaux (France) Zenon Environmental Inc.(Canada)

EUREKA 20: "Eureka Advanced Software Technology" is developing software engineering factories constructed around the UNIX System V and the Emerald acceptance structure, the industrial version of the ESPRIT PCTE prototype. Cost: \$341.2 million. Duration: 84 months. Participants: Société Française du Génie Logiciel, a subsidiary of CAP-SESA (France) Bull, CISI, Sema-Group and Steria (France) Nokia (Finland) **DMR (Canada)** LPS, INTECS, DATAMAT, and Bull-Italia (Italy)

EUREKA 226: "Eurolaser" is a consortium for the development of a high power solid-state laser system. Cost: \$84.2 million. Duration: 72 months. Participants: Quante (France) Haas (Denmark) Laster Quanta (Spain) ADALS (France) Setenia (Italy) Q.ARC (UK) **National Optics Laboratory (Canada)** **GENTEC (Canada)**