



**EUROMÉTROPOLE  
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LILLE • KORTRIJK • TOURNAI

**PRESS RELEASE**

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**Not to be missed ...**

## **MIPIM Event 2013** Eurometropolis Lille - Kortrijk - Tournai

**Wednesday 13 March**  
from 6.30 to 9.00 pm  
in Cannes

### **Eurometropolis Lille-Kortrijk-Tournai : an attractive target for impatient investors**

During the 2013 MIPIM fair, the French-Belgian Eurometropolis reveals the new opportunities the region has to offer by presenting the project:

**INVESTiNEUROMETROPOLIS**  
Bringing capitals within reach

This 3550 km<sup>2</sup> region is not only a central location that is close at hand from the major policy centres of Paris, Brussels and London, it also offers potential investors a wide range of solutions, adjusted to their concerns.

The Eurometropolis unites the economic partners\* of this French-Belgian region in an intelligent manner and under a single banner. These partners are responsible for accommodating and assisting investors in the establishment of their businesses. This way, the Eurometropolis Lille-Kortrijk-Tournai supports its joint economic promotion and the competitive power of its constituent entities.

*\* the 5 intermunicipal organisations of the Eurometropolitan region, Lille's Agency, the CCI Grand Lille, POM (West Flanders Development Agency)*

### **Create a link between supply and demand at the Cannes MIPIM fair**

*The MIPIM fair is one of the most important international fairs in the real estate sector.* Investors who have already taken the step, organisations that are able to assist investors in the development of their ideas as well as the Presidency of the Eurometropolis Lille-Kortrijk-Tournai will gladly welcome the participants to a **networking reception** on 13 March in Cannes

*(Plage Royale, in front of the Palais de la Reine, between the Gray D'albion and the Grand Hotel; the beach is across from the Relais de la Reine (nb. 43 on La Croisette) 500m away from the Palais des Festivals).*

The **new promotion tools of the region** currently under development will also be presented at this event.

## Why invest in the Eurometropolis Lille – Kortrijk – Tournai?

*The Eurometropolis offers unlimited possibilities to invest, create, work, innovate, travel, study, train new skills,...*

The region's assets and opportunities include:

### The proximity of major policy centres, combined with a unique financial attractiveness:

- A strategic location in the centre of the London-Paris-Brussels triangle with more than 10 motorways, 2 high-speed train stations, 3 international airports, 7 seaports at less than 90 minutes, the Seine-Scheldt connection that will enable large-size barges to travel between Antwerp and Paris,
- 80 million consumers within a 300 km radius,
- An active population qualified in several fields of 900,000 persons
- 1,500 billion euros of potential purchasing power within a 300 km radius,
- Important development and innovation opportunities in 4 innovating sectors and with 28 centres of competitiveness and excellence in a wide range of industries (TIC, graphics, logistics, textile, design, innovative materials, agri-food and health).

### The assets of this European cross-border region:

**INVEST** **INEUROMETROPOLIS**

the possibility to take advantage of **concrete benefits:**

- ✓ direct benefits:
  - ➔ making the most of the local "test" market (*possibility to "test" products in a multicultural region*)
- ✓ indirect benefits:
  - ➔ taking the opportunity of an increased visibility by joining Europe's very first ETCG (European territorial cooperation group), showing the region's urge for innovation,
  - ➔ being involved in a project of European scale, recognised by the European Commission, where openness to other languages and cultures is crucial
  - ➔ enjoying a coveted quality of life, an art of living where the ability to mobilise civil society, including the economic sector, facilitates the discovery of development opportunities.



*Interreg efface les frontières  
Interreg doet grenzen vervagen*



### LEARN ALL ABOUT ...

The Lille-Kortrijk-Tournai Eurometropolis:

[www.eurometropolis.eu](http://www.eurometropolis.eu)

**Press Contact & registration for the reception**

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