



# Panel discussion: Branding a cross-border region

EUREGIO

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# EUREGIO

Synonym for European  
Region without Borders

SOCIO-CULTURAL CROSS-BORDER COOPERATION

as important as

ECONOMIC CROSS-BORDER COOPERATION

Not seldom condition for successful projects  
in economy and infrastructure

# EUREGIO

- Youth exchanges and elderly meetings
- School meetings and partnerships
- Educational materials for all school forms
- Museum guides
- Art exhibitions
- Cooperation of music schools and joint orchestras
- Advisory services for citizens and frontier workers in daily problems
- Events with police, customs administrations, border guards, employment offices, trade unions, hospitals etc.

# EUREGIO – mobilises in working groups all stakeholders from both sides of the border

Economy

Infrastructure

Innovation and research

Tourism

Culture etc.



And creates in this way a solid foundation for cooperation on both sides of the border. Many joint project ideas are developed and partners are easier to find.

# EUREGIO

- EUREGIO train Münster - Enschede
- Proper name for many businesses in the region
- Proper name for many projects

Tourism Marketing Border Region

- EurSafety Health-net

Network GMA

- Passive house construction

Mechatronics for SME

- Advisory services for citizens

Telemedicine and Personalized Care

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# EUREGIO

= Quality label in all  
cross-border questions



