

Galicia – Norte Portugal

European Grouping for Territorial Cooperation –EGTC–

“INTERNATIONALIZATION POLICIES AND STRATEGIES OF THE NORTH PORTUGAL REGION”



IPVC INTERNATIONAL WEEK



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Internationalization policies. Countries and Regions

FRAMING PORTUGUESE INTERNATIONALIZATION

❑ *The paper of international direct investment:*

- Concentration of foreign direct investment in services.
- Presence of foreign capital in infrastructure sectors -telecommunications, audiovisual, Electricity, Water / Environment, Accessibility, Building-.
- Relative inability to attract direct investment in the industrial area of major and formative character.

❑ Exports:

- Change in the structure of Portuguese exports
- Change in the pattern of specialization in export structure



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Internationalization policy from the perspective of the company

POLICIES, IDEAS, CONCLUSIONS

❑ Competing in a Global Way:

- Northern companies start their international business by exporting. They also use their own means to start their exports.
- For northern companies exports have a higher importance in terms of sales volume and destination countries than the opening of branches abroad.
- The level of knowledge/information determines the choice of geographical destinations.
- Companies face in the Northern companies face internationalization as isolated entities, not taking advantage of the networks.
- Company size has a huge influence on the profile of internationalization of firms and, by extension, the success of it.

❑ What to do:

- *Create a tax environment that stimulates enterprises.*
- *Create and stimulate appropriate funding mechanisms.*
- *Support to improve the level of advice and information.*



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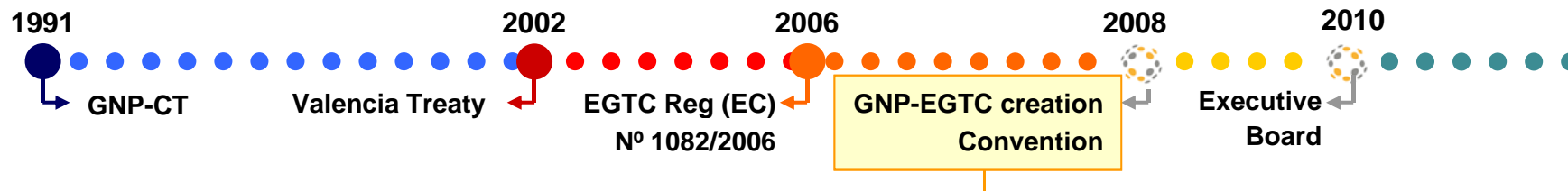
“The Galicia-Norte Portugal EGTC”



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The Galicia-Norte Portugal EGTC



Main Objectives



Promoting cross border relationship.

Adding value to the euroregional entrepreneur base, by promoting competition through knowledge and innovation.

Developing transport and access to basic transport systems.

Increasing euroregional social and institutional cohesion.

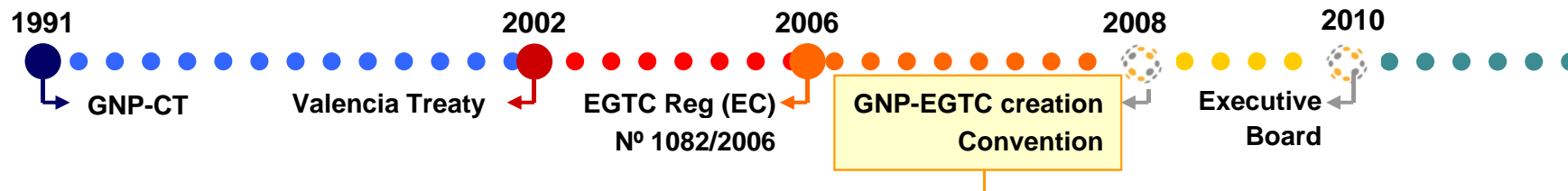
Facilitate and encourage the territorial cooperation between Galicia and Norte Portugal, collaborating with the GNP-Working Community, in accordance with the 2007-2013 Cooperation Strategic Plan Objectives.



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Main Functions



Contract and agreements' execution and management, arranged under the GNP-Working Community supervision.

Services of general interest, infrastructures provision, public construction, common management of facilities.

Cooperation actions development

Implementation of the GNP-Working Community 2007-2013 Strategic Cooperation Program

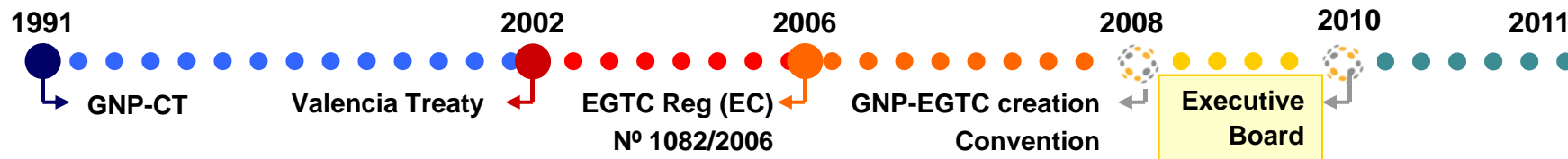
Management of the 2007-2013 Operational Program of Spain-Portugal Cross Border Cooperation (POCTEP).



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The Galicia-Norte Portugal EGTC



GNP-EGTC TEAM

Alberto Feijoó
Xunta Galicia President



Carlos Lage
CCDR-N President

Superior Board



Jesús Gamallo



Nuno Almeida

GNP-EGTC Assembly Xunta Galicia Members



Norberto Urzal

José Vázquez

Francisco Seijo

Jesús Gamallo

GNP-EGTC Assembly CCDR-N Members



Teresa Lehman

Nuno Almeida

Paulo Gomes

Rui Monteiro

Direction



Elvira Vieira
GNP-EGTC Director



Juan Lirón
GNP-EGTC Sub-Director



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2010

GNP-EGTC Operability

Enterprises



CEP Agreement



Conference: Entrepreneurship in the integration of the Iberian Market

Culture and Cooperation with Local Authorities



Xacobeo 2010 – Portuguese Route to Santiago de Compostela

Universities



Partnership in the Campus Mar Project



Presentation of study – Competitiveness in GNP (U. Minho)

Training and Employment



Guidelines for Approval of Certificates of Professional Training in GNP

Citizenship



Study: Evaluation of the perception of the Euroregion GNP



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2010

GNP-EGTC Operability

Mobility



Meeting: System for collection of tolls SCUT



Study: interoperability among toll systems GNP



Study: Impact of tolls on trade GNP



Online guide to cross-border transport GNP

Tourism



Database: Provision of hotel accommodation in GNP

Cooperation



Directory of Agents of cooperation in GNP



Strategic Planning Meeting of the GNP and the role of the GNP-EGTC

Statistics



Statistical Yearbook GNP 2010



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2011

GNP-EGTC Consolidation

Representation and Internationalization



EGTC conference – The launch of the EGTC Platform (Lille and Brussels)



Meeting with General Director for Regional Policy, Dirk Ahner (Brussels)



Plenary of the Galicia / Norte Portugal Working Community (Porto)



125th Anniversary of the International Bridge Valencia – Tui (Tui)



EGTC and Multilevel Administration Conference (Budapest)

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2011

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Consolidation of the GNP-EGTC

LINES OF ACTION	INITIATIVES	DATE
Cooperation and Internationalization	Open Days of the Euroregion Galicia - North Portugal	July 2011
	Establishment of Laboratory Pilot projects of territorial cooperation	Second Half 2011
	Cooperation award-EGTC GNP	2011 - 2012
Universities and Business	Annual Conference of Ciencias and business	November 2011
Sector	Institutional meetings in key sectors based on the PEC-GNP (2007-2013)	Ongoing
	Databases of the Euroregion Sector - Creative and Cultural Industries;	October 2011
	Workshops (education, health, mobility and transport, culture, sport and recreation, tourism, social work etc.)	Ongoing
Information and Communication	Information Office of the Euroregion Galicia-Northern Portugal (GIE-GNP)	June 2011
	Shares of visibility, promotion and operation of the EGTC – GNP and the Euroregion GNP	Ongoing
	Communication Plan GNP	Ongoing
Territory: Fostering local competitiveness	<u>Territorial Marketing Plan of the Euroregion</u>	2012
	Strategic Plan for the Intervention of EGTC - GNP, 2011-2020	First Half 2011
Health	Management Support Unit and Project Financing	April 2011
Management of Infrastructure and equipment	Master Plan for a Network of Cross-Border Public Services and Equipment	2011 - 2012
Sports	Sports Championship of the Euroregion	May 2011
Work Community	Conjunction with WC in the execution of all activities	2011 - 2012



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2012

Territorial Marketing Plan for GNP

Diagnosis (involving several Eurorregion stakeholders)

Lack of a Territorial Brand

Main Goal

Create a Territorial Brand for the Eurorregion GNP

Identifying the basis for the Brand Identity

Textile – Automotive – Sea – Creative Industries – Tourism

(Nanotechnology Area)



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2012

Territorial Marketing Plan for GNP

1st Open Days

1st week of July

Vigo – Braga – Porto (one day each)

**Present “Good Practices” made in GNP to European agents
and decision makers, raising their awareness**

Prepare the fundraising with European entities



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THANK YOU FOR YOUR ATTENTION

LOOKING FORWARD TO SEE YOU IN
EUROREGION GALICIA – NORTE PORTUGAL

European Grouping for Territorial Cooperation

Galicia – Norte Portugal

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