

centrope

central european region



meet europe. meet centrope.

www.centrope.com



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



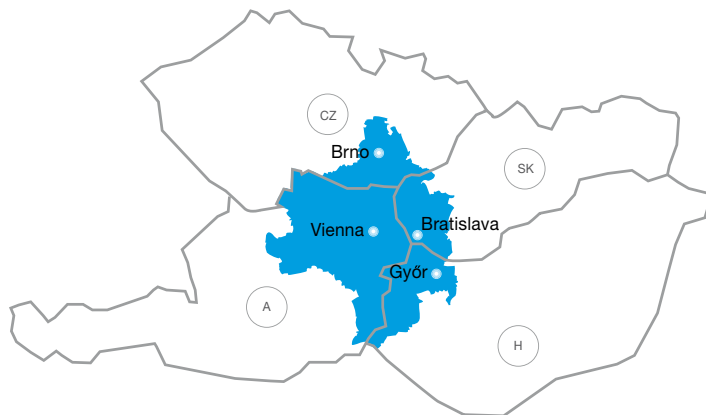
EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

meet europe. meet centrope.

At the intersection of Austria, the Czech Republic, Hungary and Slovakia, **centrope** is emerging as a new and prospering transnational region. Home to 6.5 million people, **centrope** creates new opportunities at an old European place of encounter and passage.

As a region that thrives on complementary markets, cross-border mobility and a widening monetary union, **centrope** embodies the success of the European project. The region draws knowledge from the combined accomplishments of 25 universities and several hundred research institutions, competitiveness from innovative and outward-looking entrepreneurship, creativity from the confluence of languages and cultures. It achieves sustainable growth and high liveability through balanced development in a borderless, polycentric area.

Since its inception in 2003, political leaders of 16 regions and cities have been committed to strengthening the **centrope** area of co-operation and deepening the extraordinary success that European integration has been in the region. Until 2012 and with the support of the CENTRAL EUROPE programme, the **centrope capacity** project is setting up lead initiatives for co-operation in the fields of knowledge region, human capital, spatial integration, tourism & culture and further developing the overall co-operation framework.



Focus Knowledge Region



The challenges posed by the knowledge society are the same for all **centrope** partners: knowledge and its efficient utilisation have become key to competitiveness and economic dynamism. Thus, policies for growth and employment must increasingly be geared towards research and innovation.

Co-operation ventures in the fields of science and higher education, improved possibilities of know-how transfer between research and industry as well as the promotion of entrepreneurial innovation contribute directly to the emergence of new technology and research clusters.

As cross-border co-operation can pool existing potentials and become a catalyst for the influx of scientists, students, R&D-oriented enterprises and capital, the centrope partners strive to shape the transition towards a knowledge-based economy together.

meet innovation. meet centrope.

Focus Human Capital



Education, qualification and creativity are crucial ingredients for future prosperity in a globalised world. It is a declared goal of the Central European Region to strengthen this 'human capital' together through co-operation in training and skill-building measures and among educational institutions.

Moreover, the provision of full employment mobility paves the way for a truly integrated labour market in **centrope**. Employees can now choose among occupations that best fit their aspirations and qualification, and employers can freely recruit talent across the entire region. This, however, calls for co-ordinated action to make the most of the potential advantages resulting from the common labour market.

As a region of opportunities that facilitates access to trans-regional careers and employment and adds to the human capital available to all partners, centrope helps to retain talent and attract people to live and work in and across the common region.

meet opportunities. meet centrope.

Focus Spatial Integration



centrope is growing together, which invariably entails cross-border interdependencies. Throughout the region, efforts are made to meet the demand for modern, efficient transport links as a basis for improved mutual accessibility. These investments are also decisive for establishing **centrope** as a premier traffic and logistics hub at the crossroads of important European transport corridors.

Low-impact, sustainable urban and spatial development likewise constitutes a core task in the coalescing Central European Region. However, effective cross-border regional development is impossible without mutual knowledge of planning systems and continued multilateral co-ordination.

centrope supports a planning and investment approach where all parties involved act in concert and, based on a shared understanding of needs and priorities, complementary objectives are simultaneously pursued on both sides of borders.

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Focus Culture & Tourism



Cultural exchange and co-operation in the arts are particularly good ways for bringing citizens closer together. Drawing on historical ties and a shared heritage in **centrope**, they reinforce cross-border integration by building concrete bridges between people and creating identity.

Moreover, the rich cultural life of the Central European Region can become the foundation for a form of tourism that looks at the region as a whole and represents a significant economic and employment factor.

centrope renders attractions and services mutually better accessible, makes the cultural heritage of the neighbours more visible, co-ordinates the development of tourism infrastructure and markets centrope as a region for cultural and leisure tourism.

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Activities & products of the **centrope capacity project**



Regional Development Monitoring Pilot project: co-operation tool-providing for regular transnational economic and labour market analysis including policy recommendations for a highly integrated economic area.



Expert Dialogues Thematic stakeholder for forums and expert working groups to conceive, develop and advance strategic projects in the four focal areas of co-operation.

Infrastructure Needs Assessment Pilot project: co-operation tool providing for a periodical analysis of the state of spatial development and resulting infrastructural requirements in **centrope**.

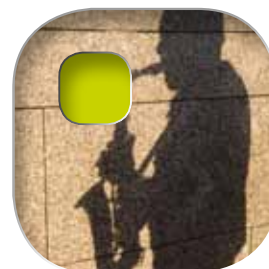


Joint Location Marketing Activities to turn international investors' attention to the business location **centrope** – the fastest-growing cross-border region in Europe.

centrope Summits
centrope Board – semi-annual working meetings at the political level to further the co-operation agenda.
centrope Conference – associated public forum to discuss challenges ahead.



... more to come Strategic alliance projects in the four focal areas of co-operation, further pilot actions, peer exchange initiative with other metropolitan Euroregions, ...



centrope partners

Austria

- Federal Province of Burgenland
- Federal Province of Lower Austria
- Federal Province & City of Vienna
- City of Eisenstadt
- City of St. Pölten

Czech Republic

- South Moravian Region
- City of Brno
- Vysočina Region (observer)

Hungary

- Győr-Moson-Sopron County
- Vas County
- City of Győr
- City of Sopron
- City of Szombathely

Slovakia

- Bratislava Self-Governing Region
- Trnava Self-Governing Region
- City of Bratislava
- City of Trnava

centrope Agency

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