



*A collaborative network of Enterprise Hubs, Regional Incubators and Technopoles focusing exclusively on knowledge based companies in the life-sciences and healthcare sector was initiated under this Interreg Transenterprise project. The project aims were to increase the amount of cross-border activities between these communities of entrepreneurs and to facilitate, pilot and promote the exchange of best practice in knowledge-based sectors of the Transmanche region.*

**Partners involved**

Seven UK partners were involved in the project from Sussex, Surrey and Kent and six from the French side ; Nord-pas-de-Calais, Picardie and Upper-Normandy.



**Objectives**

- ◆ To explore different models, including those from the US, and best practice in the creation of knowledge-based start-ups and support of entrepreneurs
- ◆ To establish a “Transmanche 100 Club” for entrepreneurs
- ◆ To encourage the integration of the supply chain and to provide business to business opportunities for SME Companies from the two countries in the Transmanche regions
- ◆ To increase awareness and to actively promote the support available for companies through incubators, technopoles and the associated networks
- ◆ To provide cross-cultural learning opportunities on entrepreneurship and mentoring for start-ups in order to help them grow

**Outcomes**

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| <ul style="list-style-type: none"> <li>◆ 6 International Workshops</li> <li>◆ 2 Entrepreneur Days</li> <li>◆ 2 International Exchange Days</li> <li>◆ Transmanche 100 Club</li> </ul> | <ul style="list-style-type: none"> <li>◆ 1 International Meet The Buyer Event</li> <li>◆ Transenterprise II Bilingual Website</li> <li>◆ International mentoring scheme</li> </ul> |
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**PROJECT PART-FINANCED BY THE EUROPEAN UNION**



## Workshops and Exchange Visits

The first international workshop took place in Brighton during May 2006 and was heralded as a successful start to the programme with presentations from the French and UK partners outlining their strategies and targets for collaboration in the life of the project. The next cross-border event took place in Douai in July 2006 which provided an opportunity for companies in the partner regions to exchange ideas and business practices, the aim being to build stronger links and facilitate international commerce between the South East of England and Northern France. Surrey Enterprise Hub hosted the third workshop in October 2006 which focused on cross cultural communication. The workshop included presentations on how to communicate clearly



taking language and cultural differences into account, developing a proposition for going to market and correct business messaging. The theme of the fourth workshop which took place in Canterbury at the University of Kent was "how to expand your business into Europe". Presentations included Technology Transfer Partnership Opportunities in Central Europe, European Support Network for the Facilitation of Research and Trading across the Channel. The fifth Transenterprise II workshop took place at Kent Business School, 14<sup>th</sup> and 15<sup>th</sup> May 2007. In all 43 delegates participated here including 6 from Northern France. Representatives from 30 companies took part which facilitated good networking opportunities. The event also benefited from the attendance of 4 newly signed bilingual international coaches. Presentations included using PR to promote your business, multi-media opportunities and boosting your business through the use of the internet and how small business can utilise TV advertising. The final workshop was hosted by EISIGELEC Research Institute in Rouen, France and focused on successful market expansion and how to overcome regulatory and organisational challenges of international business. In addition to these events, the project also facilitated two exchange visits and two days with the focus on entrepreneurship across the partner regions.

## International Meet the Buyers Event

This was a most successful event which was held in Ashford in November 2006. In all 32 organisations, 118 visitors and 60 companies took advantage of pre-arranged meetings with key buyers and decision makers from companies such as Syngenta, Pfizer and the NHS. The day also included a series of free seminars with master classes on negotiation, sales, IP, import and export regulations, business communications across cultures and successful selling. It is estimated that at least £2m of business was generated as a result of this event.

## Transenterprise II Website

Transenterprise II Website

Welcome to the Transenterprise II Website

Transenterprise is a European funded project - a collaborative network of Enterprise Hubs, Regional Incubators and Technopoles - with the aim of encouraging the exchange of best practices in incubation and to encourage the internationalisation of start-up companies from both sides of the Channel.

This 2-year project comprises a series of interactive workshops and exchange visits, the organisation of partnering events to engage start-up companies, the establishment of a Transmanche 100 Club involving 100 Chief Executives from both sides of the Channel and a coaching scheme for young entrepreneurs.

Want to learn more [about Transenterprise II?](#)

**Latest News/ Actualités**  
**BioChannel 2006**  
A l'Hôtel International d'Ashford, Kent, UK  
Mardi 28 novembre, de 9:00h à 17:00h.  
**- Read More -**  
**Transenterprise 2 Workshop 3: Successful Sales**  
Customer Communication Workshop  
October 9th - 10th, 2006  
\*\*\*PLEASE NOTE CHANGE OF VENUE\*\*\*  
Surrey Technology Centre, Occam Road,

**Events/ Événements**  
**Workshop - Successful Sales**  
October 9 (8:00 am) - October 10 (11:59 pm), 2006  
**BioChannel06**  
November 28, 2006 (All Day)  
**View Full Calendar**

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The Transenterprise II website was launched in July 2006. This was a bilingual tool for all partners to share knowledge, best practice and promote events. It also provided a portal of information on the companies each partner worked with which was designed to match companies' expertise across the transmanche region.

[www.te2.eu.com](http://www.te2.eu.com)

## International Mentoring Scheme

This scheme was set up to work with UK and French companies to help grow their businesses and research partners for cross-border working. There are few business angels in France and French SME's do not always have the infrastructure to branch out internationally. We were able to capitalise on the expertise of senior business professionals who had lived and worked on both sides of the Channel and these individuals were tasked with sourcing communities of expats



from each partner region. We also engaged with the local Chamber of Commerce in France and the Club's d'Entrepreneurs to assist in associated networks and research successful partnerships. All mentors attached to the project were registered on a database and these included 8 from France. This part of the project was felt to be the most rewarding and over 200 companies received free mentoring advice which could not have occurred without Transenterprise II.

## Transmanche 100 Club



The Transmanche 100 Club was launched with the first event in September 2006. These events provide a very useful networking forum for peer to peer exchange of business best practice. This is especially pertinent for newly formed and start-up companies. One of the features of these sessions has been elevator pitching and how to best present your business ideas to potential customers. In all 21 groups took part with 127 companies registered on the website from both UK and French sides.

## Benefits Achieved

- ◆ We have out-performed our objectives for engaging company participation in the project
- ◆ The project has enabled international mentoring to take place to companies in the UK to assist them in taking their products to market in France. Without the project this level of support would not have been possible.
- ◆ The project's success has meant direct links have taken place with UK SME's and their French counterparts promoting opportunities for collaboration.
- ◆ The project closes having formed a secure platform for ongoing collaboration between our two countries

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