

# Interreg Private Sector Engagement Roadshow



October 21-22 2026

France, Belgium Border (Participants to be based in Kortrijk, Belgium)





## **Private Sector Engagement Roadshow**

**21-22 October 2026**

Belgium | France

### **Roadshow Objectives**

This roadshow has the objective of supporting Interreg programmes to further engage with the private sector, particularly SMEs, breaking the barriers of challenges. It will equally be an opportunity to peer exchanges and learning from field visits of successful Interreg funded projects which are already engaging with the private sector. Finally, it is an opportunity to see on the ground how Interreg is supporting the economic development of regions, making them resilient and supporting the right to stay. Main roadshow outcomes are expected to be:

1. Increased understanding on how to break the challenges of engaging with the private sector, particularly SMEs.
2. Peer to peer exchange from programmes and projects on private sector engagement.
3. Learning from on the ground expertise from Interreg projects supporting private sector engagement and regional economic development.
4. Development of network of practitioners on the topic for further exchanges and collaborations.



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### Day One

**Wednesday, 21 October 2026**

**09.00 – 10.00**

#### **Welcome to the Roadshow (Kortrijk, Belgium)**

- Introduction to the roadshow
- Participants introduction
- Expectations and agenda review
- Logistics information

**10.00 – 10.30**

#### **Transport to site visit one**

**10.30 – 12.00**

#### **Site visit one (Local SME engaging in Interreg project)**

- Introduction to the project.
- Introduction from the SME hosting the visit
- Site Visit and Q&A

**12.00 – 13.00**

#### **Transport to site visit 2 and lunch**

**13.00 – 14.30**

#### **Site visit 2 (Local SME engaging in Interreg project)**

- Introduction to the project.
- Introduction from the SME hosting the visit
- Site Visit and Q&A

**14.30 – 15.00**

#### **Transport to site visit 3**

**15.00 – 16.30**

#### **Site visit 3 (Local SME engaging in Interreg project)**

- Introduction to the project.
- Introduction from the SME hosting the visit
- Site Visit and Q&A

**16.30 – 17.00**

#### **Return to Kortrijk**

**19.00 – 21.00**

#### **Networking and dinner**



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### Day Two

Thursday, 22 October 2026

08.30 – 09.00

Transport to local incubator (Venue to be confirmed)

09.00 – 10.30

#### Overcoming Barriers on Private Sector Engagement

- Dealing with challenges
- Learning from the local expertise.
- Exchanging practices
- Adopting solutions

10.30 – 11.00

#### Coffee Break and networking

11.00 – 12.00

#### Site Visit

- Learning more from the local ecosystem
- Further exchanges
- Q&A

12.00 – 12.30

#### Roadshow wrap-up and agreed next steps

12.30 – 13.00

#### Return to Kortrijk

#### Practicalities

##### Location

[Kortrijk, Belgium](#). The roadshow will take place at the border between France and Belgium. Base for participants will be the city of Kortrijk very close to the border. The city is well known for its innovative approach, large number of SMEs and has the status of [UNESCO Creative City of Design](#).

Kortrijk is located 32km from Lille, France, and 93km from Brussels, Belgium.

Transport will be provided from Kortrijk to the site visits and back. Site visits will take place in both sides of the border, in the regions of Flanders, Wallonia, Hauts de France.

##### Venue and site visits

The exact venue for the start of the roadshow will be provided later, but will be in the City Centre of Kortrijk. Names of the visited projects and SMEs will equally be provided later.

##### Travel and accommodation

Participants are responsible to make their own travel and accommodation arrangements. Kortrijk is well connected both from France and Belgium via rail. Closest airports are Brussels, Charleroi, Lille.

##### Other information

The event is planned as an in-person meeting. Registrations are open and places are limited.