Engaging the Private Sector

*West Cork*: 100,000 population, 3,250 sq. km, 450km coastline, diverse rural economy. *WCDP*: 20 years experience, multi-annual, multi-programme development (non-FLAG), strong record in enterprise development,

- Development strategy should be integrated and innovative.
- Must reflect local conditions and opportunities and be coherent and relevant.
- Innovate for growth, prosperity & sustainability
- Animate and be pro-active in building alliances.
- Build on networks, skills and competences to create co-operative and competing relationships (cluster?).