

As a result of the Ghent Residential Fair in 2006 businesses, institutions and municipalities have developed the idea of joining forces in promoting and developing the image of the region. The organisation “Your New Future” is based on a gentlemen’s agreement. In this organisation taskforce trade and industry, institutions and municipalities co-operate in the interest of Zealand-Flanders. The board has been formed by the three Zealand-Flanders mayors, three representatives from industrial life (including Dow and Rabo Bank) and a representative of the housing associations. Furthermore co-operation is rendered by representatives from real estate, development, the tourist industry, education, medical care, housing, banking and public services. This concentration of knowledge, experience, and network provides “Your New Future” with a broad basis, including much surveying capacity and an extensive work force. Beside promotion of the region and profiling Zealand-Flanders, development of the labour market and the stimulation of immigration are also fields of co-operation.