

The communication campaign '**For Enterprise. It's Us**' was partly repeated by the end of 2009. We put radiocommercials on national and regional radio (RADIO 1- RADIO 2) and completed our project with the labeling of 34 private enterprises from the region with the title of ambassador West Flanders 'for enterprise. It's us'. The province and the provincial development co. (POM) made a list of 60 companies that distinguished themselves and put West Flanders on the map as a dynamic region and that are involved in regional matters. After a meeting on the 26th of October (Brugge) where we explained the meaning of the ambassadorship, 34 enterprises took on this challenge and responsibility. They were awarded on December 3th 2009 (Roeselare) with the title ambassador West Flanders. Together with the Province they will commit themselves to promote West-Flanders as a top region for businesses. The companies who became ambassador will integrate the logo of this campaign in their communication on websites, newsletters, events, corporate buildings. They also promised to cooperate with the provincial government to further expand 'the brand' West-Flanders.

This ambassadorproject was covered very well by regional media. We also launched a newsletter on ambassadorship.

Click here to see the flyer: [Aff ondernemen.pdf](#)