1. Introduction

- GPN approach reconceptualises regional development as a strategic coupling between regional assets and strategic needs of lead firms (Coe and Young 2015)

- Existing emphasis on strategic coupling as a firm-led process

- Need research that reverses the direction of causality:
  - How do regional initiatives shape the strategic decisions of GPN actors? (Kleiber 2013, Yang 2017)
  - Institutional and political processes by which regional and national actors seek to ‘pull the network into the region’

- Focus on the key causal episode of ‘coupling creation’, connecting to parallel sub-field of EEG (Mackinnon et al 2010)