



FOCUS ON AERONAUTICS IN PROVENCE

Provence: from aeronautics to space, a comprehensive field of expertise

The aeronautics industry represents 5.5 million euros and 8 large contractors:

- AREVA TA
- Dassault Avion
- CNIM (components)
- ECA (robotics)
- Thales Alenia Space
- Eurocopter
- SNECMA Moteurs
- ECT-Industrie (embedded system)

Key Figures

35,000 jobs
45,000 military jobs
2,500 individuals in private R&D
1,700 researchers
250 specialized SMEs (180 from the PEGASE Cluster)

19 Centers specializing in optics, radar, communications, mechanics, material science and engineering

16 Research Centers and Institutes of higher education

Ecole Centrale Marseille, ENS Arts & Métiers, I3S, IAE Aix-en-Provence, INRIA Sophia-Antipolis, LMA, LSIS, Unimeca, ONERA, Université Paul Cézanne et UNSA.

Schools for Aeronautics personnel: EALAT, Ecole de l'Air, EPNER, Euromed Marseille, Hélicsim, IFAERO, ...

Aeronautics IUT (University Institute for Technology): Gap, Aix, Salon

5 Fields of Excellence:

- Helicopters: More than 500 helicopters delivered each year
- Satellites : Design and manufacture of dozens of satellites per year
- Simulations, Essais
- Drones and Dirigibles: Expertise across 5 large fields (aeronautical design, sensors, signal processing, inspection and airworthiness, flight-measurement-receiving trials)
- Light aviation and green aviation.



A Competitiveness Cluster: PEGASE

Pégase, the youngest of the Provence-Alpes-Cote d'Azur competitiveness clusters was approved on July 5. 2007 and brings together more than 200 members including large industries, research institutes and SMEs. The cluster's goal is to promote the design and manufacture of innovative aircraft respond to the emergence of new user needs.

Pégase unfurls its wings

The Pégase Cluster was recently awarded public grants totalling 9 million Euros to fund four innovative contracts. This will result in 180 million euros ret-invested over the next 5 to 7 years and the creation of 1,000 jobs over ten years.

This cluster is opening up extra-regional collaborations by breaking down borders within the aeronautics field (development of RFID solutions, large-volume data visualization software, communication interfacing tools or even SIC (single-crystal silicon-carbide) power components).

Creating jobs, promoting synergies and sharing research: in step with the goals of the Pégase Cluster.



NOVADEM takes flight

The NOVADEM company is only two years old but people are already talking about it! The adventure began when its two founders, Pascal ZUNINO and Fabien PAGANUCCI, won the International University Competition for Miniature Drones organized by ONERA and DGA.

Their success has continued. They had no trouble winning the awards and financial support necessary to head up the NOVADEM project: the market launch of their newest creation, the NX110 drone.

In 2008, the development of a pre-production series should allow them to validate the concept of this device and conduct live tests. Both light (1.5 kg) and small (the device is housed in a 25cm diameter, 50 cm high barrel), this mini-drone was created for operation in emergency situations when human intervention is too dangerous.

There are numerous application possibilities - either civil or military:

Art/monument inspection, surveillance, hazardous chemical situations, search & rescue for disaster victims...

Clients interested in civil safety, either police or industry based, should be attracted by NOVADEM.

A mini-drone, yes....but with a not-so-mini future!

For more information:

www.novadem.com

E-mail : info@novadem.com



Interview with Michel Eloesser, German buyer

Why did you choose France?

Opportunities on the French market and our direct connection with the company we acquired* brought us to France. Furthermore, we were able to rely on the Invest in France network in Frankfurt and the Provence Promotion office in Marseille in terms of market analysis and our first steps in France.

This support helped us through several operations as well as acted as an intermediary for us – by supplying information all the way to providing an on-site help person (opening accounts, research for financial aid and subsidies, for example). We still keep regular contact with them.

What advantages did you discover in France?

We've seen a healthy growth in turnover since acquiring the company three months ago. Our sales approach allowed us to break onto the market and our customers recognize our expertise. One factor in our success is the reconciliation of local knowledge (expertise, understanding customer needs and expectations) with our German precision and savoir-faire.

Do you have other development projects for France?

From our site in Marseille, we're prospecting first at the local level and then we're planning to spread our operations to all of France through a subsidiary network.

Interview with Michel Eloesser, CEO of the Aloha Composites company, PACA

*previous German supplier

Provence Promotion: help for establishing in the region

Provence Promotion is the Bouches-de-Rhone's Economic Development Agency, created by CCIMP, the Chamber of Commerce and Industry for Marseille-Provence and the General Council.

Provence Promotion's vocation is to promote the implantation of new businesses, either French or foreign (research companies to acquire, research land, grants and subsidies, market elements, recruiting...)

Its mission is free and confidential and involves:

- Offering a unique negotiator for assistance, support and development of all project stages (financing, regulations, economic arrangements (financial assistance and subsidies...),
- Providing relevant and organizational economic, fiscal and financial information,
- Studying and bringing together the relevant partners,
- Supporting companies and employees with their integration to a new environment. These skills are developed in direct collaboration with the region's economic contributors.

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