



Provence Promotion at the SIL (Barcelona) and the Aslog Conference (Strasbourg) shortly

Provençal logistics plays and wins!

logistics is becoming strategically important within companies, due to globalisation and the increased number of flows. The status of this transverse function has changed from «expenses» to a source of productivity, and it is increasingly being handled by specialists. The PACA region has set itself the target of letting the world know that logistics is one of its strong points! The PACA region has many new logistics assets, including its strategic position at a geographic crossroads on the Mediterranean Arc, world class infrastructures and a complete product range in the subject. These are all very important assets that Provence Promotion intends to promote by participating in two major events, namely the International Logistics Fair (SIL) in Barcelona (May 23-26) and the Aslog Conference in Strasbourg (June 21-22).

For further information:

http://www.eventseye.com/fairs/salon_professionnel_2305.html
SIL practical presentation

<http://www.silbcn.com/sil/>
The SIL site

<http://www.aslog.org/fr/index.php>
The Aslog site

> Ace of Diamonds

The PACA region has an exceptional combination of advantages in the logistics field:

- its unavoidable geographic position at the heart of the Mediterranean Arc;
- a multimode capability unique in Southern Europe with international class infrastructures for all types of transport (road, rail, sea, river and air);
- land necessary for large warehouses;
- logistics experts present in the region: Katoen Natie, Norbert Dentressangle, Lorafret, EGL, etc.
- national and international companies already present (CMA-CGM, Castorama, Decathlon, Coca-Cola, Office Dépôt, etc.) ;
- a systematic effort to provide training in logistics businesses at all levels from the CACES (Aptitude Certificate for Operation of Special Machinery) to a PhD.

All these characteristics demonstrate the attractiveness of the area and Provence's position as one of France's leading players for logistics ... a highly professional player!

> Barcelona, Queen of Spades ...

The SIL will be held in new exhibition halls at the Barcelona Fira. It is dedicated to all logistics professionals (transporters, logistics service providers, port authorities, development agencies such as Provence Promotion, etc.), but also to a complete range of activities related to logistics (equipment manufacturers, utility vehicle manufacturers, computer applications for Supply Chain Management, traceability (RFID) and fleet management).

This global fair has an international scope, even if its action is concentrated more specifically on Europe and the Mediterranean Arc. More than 600 exhibitors are expected at this event, which has demonstrated its efficiency over the last 7 years.

> Teamwork ...

Provence Promotion will be well accompanied, as usual, for its 6th participation in this fair! In addition to Provence Promotion, the stand will host the Provence Logistics Club including the Marseille Provence CCI (Chamber of Commerce & Industry) and the Arles District CCI, and Provence West SAN (New Urban District association) (the CCIMP (Marseille Provence Chamber of Commerce & Industry) manages Marseille Provence airport, the SAN includes the Clésud logistics platform in Miramas (600 000 m2 of warehouses) and Distriport). All these partners founded the Provence Logistics Club dedicated to logistics problems in the region. Two other members, the Compagnie Nationale du Rhône and Euroméditerranée are participating in the operation. This grouped presence reveals cooperation of regional players to make this region a genuine and unavoidable logistics platform!

> ... to succeed!

Provence Promotion is present in 2006 to achieve 3 objectives:

- to prospect and meet service providers, manufacturers, distributors at well-targeted meetings;
- to make the region known and to improve its reputation as a logistics crossroads, and make Provence Promotion better known as a preferred facilitating agency and contact;
- to build: 6 set up projects have been identified in the last 6 years, and 3 of them are now being confirmed.



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> Aslog, a conference of players-experts...

The French Logistics Association (Aslog) brings together all players in the Supply Chain. The XXVth conference will concentrate on the "Logistics in the Value Chain: Controlling or Controlled?" theme. It is an inevitable meeting place for all operational players whose business is related to logistics; time to study problems in the sector, changes to businesses, techniques; experience sharing, national and international contacts.... The latter point is particularly true because for the first time, Aslog, a founder member of the ELA (European Logistics Association), is simultaneously organising EUROLOG, the 15th edition of the European Logistics Conference. Combining two conferences assures the presence of participants from international horizons.

> ... of which the Provence Logistics Club is the official sponsor

The Provence Logistics Club, of which Provence Promotion is a member, has agreed to be one of the main sponsors, alongside Renault Industrial Vehicles. A stand will be reserved for it, which will provide the Provence Logistics Club with an opportunity to:

- be positioned and recognised as a major logistics player;
- benefit from a conference room, to present the special assets of the region, in parallel to the workshops and conferences organised by Aslog;
- allow company leaders (service providers, distributors, etc.) installed in the PACA region to talk about their experience

Let's be clear! The reality of the PACA region is much better than its present image. Existing infrastructures in the region are some of the first in France in this field and Provence Promotion intends to herald this strong position loud and clear!