



# PROVENCE PROMOTION

## Innocréa... shortly

### Is the truth elsewhere?

There are four parallel universes at the heart of our economy that are continuously in contact with each other without ever wanting to mingle. These four spheres are expanding independently (too much) and consist of companies that use technological innovation, creators and artists, higher education and research, and public and partly public organizations that work hand in hand with innovation.

Having realized this, the Innocréa international conference (to be held in Marseille, from February 19 to 21 2007) will host the first meeting of innovation and creativity professionals. It is only the first step in a much more global procedure that will eventually give rise to creative interactions at the service of companies and more broadly growth in our region. Robert Maury, General Manager of Provence Promotion and Philippe Zanin, Innovation and Industry director in the CCIMP (Marseille – Provence Chamber of Commerce and Industry) present this creative ambition.

#### For further information on the web:

[http://www.blueyeti.fr/documents/innocrea\\_prog.pdf](http://www.blueyeti.fr/documents/innocrea_prog.pdf)  
The Innocréa site

<http://www.gmem.org/>  
The Gmem, the National Musical Creation Center

<http://www.citemedmode.com/>  
The Euromediterranean Fashion City

### > What is Innocréa's starting point?

Philippe Zanin : The only sectors in which there are specific physical interactions between the four fields (economic, creative, research and the public innovation assistance service) are fashion and design, both of which are inherently avant-garde. The concept of this conference is legitimately to take inspiration from these pioneer approaches to very pragmatically orient them towards other economic activities. The first step is to bring innovation, research and creative professionals together to work in a network, and get them to talk to each other and work together. This step is particularly important because Innocréa wants to develop a multi-cultural approach that draws its creative wealth from the diversity of the world's cultures.

### > Why did you choose Marseille?

Robert Maury : Marseille has the ambitious aim of becoming one of Europe's top 20 cities, and is actively supported in this aim by the CCIMP and Provence Promotion. Before it can achieve this, it needs to satisfy a number of criteria, especially in terms of culture, art, innovation and international representation. Creating a world conference in Marseille combines all these objectives perfectly.

The Phocian city also has all assets and experience necessary for this purpose; for example, its cosmopolitan nature that has already provided the spark for many artistic and musical events. This creative motivation has contributed to initiatives such as the GMEM (National Musical Creation Center) or the Euroméditerranéan Fashion City. It needs to demonstrate this in the Innocréa show.

### > Precisely how?

Philippe Zanin : To begin with, by being creative in its organization! The action program for this fair includes two noteworthy innovations:

- mornings will be set aside for discussions based on discussions about experience gained with innovative projects based on technologies, research workers and creators (artists, stylists, designers, etc.) with the intention of highlighting their success stories as well as their practical difficulties;
- afternoons will be "co-innovative" with creative workshops in which experimental methodologies described in the mornings will be applied to specific problems. Companies and regional authorities participating in the fair will choose these problems. They will apply to subjects dealing with improvements to their near environment. For example, themes important to companies such as safety and cleanliness in urban areas could be discussed.

### > And more precisely, what is Provence Promotion's role?

Robert Maury : Provence Promotion is working with the CCIMP in setting up the conference, but especially it will continue to play its role of foreign promotion. It is very important that foreign companies should participate and invest in this event, which is a first of its kind. Innocréa's success will be shared by the City of Marseille; a better image will undoubtedly bring in value and style to this creative city and improve its economy.