



# PROVENCE PROMOTION



## Interview with Robert Rouaud (LogMix cluster)

### “LogMix will be the Euro-Mediterranean heart of mixed mode logistics”

The Provence-Alpes-Côte d’Azur region was excited by the concept of creating a second competitiveness cluster concentrating on logistics and complementary to the LSN (Seine Normandy Logistics) cluster, following the suggestion by Christian Estrosi, Member of Parliament for the Alpes Maritimes and chairman of the General Council.

The LogMix cluster was created for this purpose and has set itself the target of bringing together all local assets so as to present a strong and internationally competitive logistics industry ... An enormous challenge presented by Robert Rouaud, organizer of the CCIMP logistics activity.

#### > How is the creation process of the LogMix cluster progressing?

Robert Rouaud: The Prefect has appointed Marseille Provence CCI to perform a feasibility study to identify the different ways that this cluster could be organised. This study has confirmed that our region has all the assets necessary to act as “candidate” to a world class logistics competitiveness cluster. And it is quite natural that the Club Provence Logistique (Provence Logistics Club) was made responsible for handling this dossier. The Cluster is now in its creation phase, which is perfectly consistent with logistic forces in the PACA region.

#### > Have key players already been assembled around its candidature ?

Robert Rouaud: The economic environment approves this project. Thus, more than 120 companies and players attended the official presentation of the candidature on March 23 in the Region’s Prefecture. Apart from the participation of the Marseille Provence CCI, note the importance of the Club Logistique (Logistics Club) (association created in 2000) bringing together the main players involved in this activity: economic institutions and local communities such as the Arles District CCI, the PACA Regional Chamber of Commerce and Industry, ASLOG Mediterranean Delegation, Provence Promotion, New Greater Western Provence Association, professional transport and logistics federations, etc.

#### > And when can we expect some firm decisions?

Robert Rouaud: The cluster is now working on two approaches:

- regionally, within the Regional Economic Development Scheme (SRDE) to obtain the Logistics Prides (Regional Cluster for Innovation and Joint Economic Development) label, and therefore to become the main player in structuring this activity (the dossier has been submitted to the Region which supported emergence of this new activity);

- nationally, so as to obtain the label as a competitiveness cluster (the final dossier should be deposited during Autumn 2007).

#### The six key themes of the LogMix cluster

- Mixed mode innovation and performance
- Sustainable development - Social and environmental responsibility
- ICT and information systems
- Anticipation of geo-economic changes (prospects)
- Employment and training
- International development
- Local development and attractiveness

#### Key figures for the regional logistics industry

Companies: 7 000

Employees: 80 000 employees, including 40 000 direct jobs related to the port activity (Marseille Fos, the only French and Mediterranean fully multi-mode site).

Human growth: 1 000 new jobs each year between now and 2020, namely 10 000 jobs.

Training: 2 000 students



## **Interview with Robert Rouaud (LogMix cluster)**

### **> What will be the objectives once it is in place?**

Robert Rouaud: LogMix will have to satisfy the obligations of the two presented dossiers. Therefore, its approach must include all criteria for a competitiveness cluster (respecting the three-way partnership between companies, R&D and training) and for a Prides (structure of the local logistics policy at regional level).

Therefore, the objective is to assemble industrial players, but also research centres and organisations providing training for the subject. In this respect, note that with the CretLog, the region has one of the leading research centres on the European scale, and we have about 500 research workers specialised in logistics.

### **> Therefore this is a genuine cooperative work that will support the cluster ...**

Robert Rouaud: Yes, and that will lead to setting up tools to anticipate changes to this quickly growing activity. The objective is to satisfy future needs in terms of training, employment, technologies, etc., which is a vital point for the future of the activity. Finally, this cluster will only be useful and visible, particularly internationally, if it meaningfully federates all players concerned with regional logistics (as it has already started to do). This is one of the major objectives to be achieved.

### **> Has the cluster already any budding projects?**

Robert Rouaud: 15 have already been identified for termination within 2 or 3 years. The ambition with this new cluster is also and especially to work in a cooperative approach with other clusters such as the Normandy cluster, but also others in the PACA region (Sea cluster, SCS (Secure Smart Solutions) cluster). This transverse approach is the only way to provide a satisfactory solution to the activity's development needs including technological (development of RFID Tags, NICT, etc.), human (employment and training) and environmental aspects.

#### **For further information**

##### **Club Provence Logistique**

[http://www.provencelogistics.com/provence/economie/club\\_provence\\_logistique.htm](http://www.provencelogistics.com/provence/economie/club_provence_logistique.htm)

##### **The Cret-Log site**

<http://www.cret-log.com/>

##### **Presentation of the kick-off conference for the candidature for the Logistics competitiveness cluster.**

<http://www.investinprovence.com/download//courrier.pdf>