



## **AFII (Invest in France Agency) Mission to Japan... coming up**

### **Everything for logistics!**

In participating in the mission organized by the AFII to Japan starting on December 5 2006, Provence Promotion intends to make itself heard loud and clear! For three days it will sound its trumpet carrying the colors of Provence in a highly promotional event. The objective is to present the logistics highlights of our region

#### **> Logistics needs change with the changing times ...**

Provence Promotion's objective at a series of seminars in Tokyo and Osaka is to present the logistics vitality of Provence and to demonstrate that Southern Europe has become an inescapable logistics crossroads in the existing context of globalization and ever increasing flows. Obviously there is competition from cities such as Barcelona and Genoa, but the Provençal region offers a wide range of logistics tools that are difficult to compete with.

#### **> An enviable record ...**

Thus, Provence has quickly moved from its status as a challenger to become a major player in the logistics field. It enjoys exceptional conditions to welcome professionals from throughout the world:

- a central geographic location from which it can serve all of Europe from East to West and from North to South;
- large amounts of available land at very attractive prices to accommodate large warehouses;
- an international multi-mode transport network including motorways, river and sea shipping, rail and air transport;
- logistics expertise supported by professionals such as Katoen Natie, Norbert Dentressangle, Lorafret, EGL and others.
- national and international enterprises already in the region such as CMA-CGM, Castorama, Decathlon and others.
- support from local institutions working on training and recruitment for the logistics business;
- 3 activity zones dedicated to logistics, namely CleSud (Grans/ Miramas), Ecopôle (Saint-Martin-de-Crau) and Distriport (Port Saint-Louis).

#### **> From the Land of the Rising Sun to Sunny Provence**

On the strength of this exceptional record, Provence Promotion has been assigned the task of presenting the Euroméditerranée Center as being the largest tertiary center in the South of France capable of accommodating head offices of multinational corporations alongside small and medium-sized companies. An additional argument that should also influence this operation to attract shippers, owners and other Japanese logistics companies.