



## PROVENCE PROMOTION

### **Interview with Marc Reverchon, president of “PACA logistics” cluster ...**

**“We want this cluster to put Marseille-Fos in a strong worldwide competitive position!”**

A lot is happening in the logistics industry in the Provence-Alpes-Côte-d’Azur region! Many projects are under way including Fos 2XL, intermodal connections and a port reform plan, all demonstrating a common will to consolidate the region’s international competitive position for international flows. Its president, Marc Reverchon, confirms that the "PRIDES (Regional Joint Innovation & Economic Development Cluster) label awarded to the PACA logistics cluster obviously strengthens this ambition.



Marc Reverchon

#### **> How does this label breathe new life into the logistics cluster?**

Marc Reverchon: The PRIDES label awarded to the “Paca Logistics” cluster is yet another reason for working together. It is excellent news that will help us to broaden the scope of the cluster. This is why we are welcoming new members. We aim to have 150 to 200 members by the end of the year, and hope to include intercommunity institutions, academic institutions and enterprises from different industries.

#### **> Is the cluster ready to function?**

Marc Reverchon: The Paca Logistics Cluster Founding General Assembly took place on April 2 and was attended by more than 100 participants, illustrating its importance in peoples’ minds. The composition of the Board of Directors was defined in this most recent meeting. The new organization has been set up and therefore we are ready to start doing some real work.

The label will also facilitate financing for structural projects vital for the future of the industry.

#### **> More specifically?**

Marc Reverchon: The already large number of projects will certainly be enriched by the ideas and experience of new members. For example, some projects may be mentioned such as those designed to improve information about logistics flows:

- PME 2.0 logistics: track progress of goods in real time,
- PRIDE: Innovation Development Operation RFID Port: to integrate the RFID technology to automate the passage of containers and optimize tracking in the different legs of their voyage.
- Med Info Log: networking of network logistics engineers.



**> Most concentrate on research but others are more economic ...**

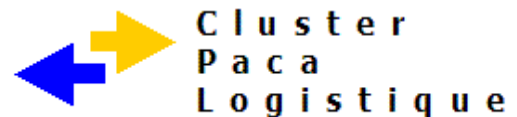
Marc Reverchon: Yes, like the one with the objective of studying the advantages of installing photovoltaic energy in warehouses (for which the existing global surface area represents a potential of 4 million m<sup>2</sup>): is it cost effective, and if so under what conditions?

There are also other types of projects intended to make up HR shortages in the industry, particularly for some type of profiles such as forklift truck drivers, and heavy goods vehicle drivers.

But even more specific and practical are studies initiated between communities on housing, transport and personnel movements ... What are the best solutions for everyone who works on logistics sites ... that are rarely on downtown sites!

**> The industry is taking measures that are useful in the short term and lead in the right direction for the long term. What national relations have been set up?**

Marc Reverchon: many contacts have already been set up with our LSN (Logistics Seine Normandy) sister cluster. The idea is to combine our policies to facilitate logistics flows in France. Another objective is to avoid economic colonization by which the Mediterranean area would simply become a transit corridor. One of the Cluster's key objectives is to make the Marseille-Fos region clearly competitive on the world stage.



**For further information**

- Read a previous interview with Marc Reverchon published on the investinprovence.com site  
<http://www.investinprovence.com/download//mreverchonfr.pdf>
- The Provence Logistique site

<http://www.provencelogistique.com/>