



PROVENCE PROMOTION

UK Trade & Investment shortly

My Provence is rich !

It's now time to roll up our sleeves and start preparing the ground on the other side of the Channel. This mission will be performed by the United Kingdom Economic Mission that has decided to inform the public about its work, for example in Provence, with the helpful and very «friendly» assistance of Provence Promotion. Thus, an English speaking information campaign aimed at small and medium-sized companies will be held at Marseille Provence Airport and in hotels in the region from February 1 to March 31. The United Kingdom Consulate members John Duncan, a Business & Investment adviser in Paris, and Rebecca Penna, Commercial Affairs Attaché in Marseille, tell us about this project in their own words.

> Consulates tune their antennas ...

John Duncan : "As representatives of the United Kingdom Economic Mission, the different Consulates in France and its regions act as antennas. We are making good use of our prospecting and our multi-disciplinary structure. Our added value as part of the global "UK trade & investment" organization, lies in our ability to provide British companies wishing to export their products and services with all sorts of information about French regions and their potential.

> Small and medium-sized companies are targeted ...

John Duncan : "The main purpose of the operation that we are carrying out now is to inform small and medium-sized companies about our mission as informer and adviser:
- companies that might not instinctively think of asking for our help;
- companies that have not succeeded in setting up successful relations in a particular region.
We are there to help them by showing the way, and giving them a welcome helping hand. We work in many sectors of the economy since priorities change as the world changes.

> Provence Promotion homes in on its targets!

Rebecca Penna : "We asked Provence Promotion to help us attract the attention of these companies and these persons and to expand our network in the South, because we have worked with Provence Promotion for several years and it has a great deal of information about the region. Our cooperation was very successful, since our target represents a strong potential in terms of investments.

The first working meetings began in June 2004. The first step was a study to obtain as much information as possible about British presence and about networks in the South, then communication actions were started including a flyer, and then a poster. The result is that with the complimentary support of many hotels and Marignane Airport that did everything that we asked of them for this operation, the flyers will be available and the posters will be displayed in boarding lounges throughout the period of the operation."

<http://www.amb-grandebretagne.fr/>: the United Kingdom Embassy site in France

Our guests in a few lines

John Duncan

John Duncan OBE* was born in Dundee, Scotland, in April 1958 and raised in Kenya and in England. He started his diplomatic career in 1980, and worked in Paris, Brussels, Khartoum and Tirana.

Before starting work in Paris in May 2002, he worked in Mons, Belgium, as political adviser for the United Kingdom with General Wesley Clark, NATO SACEUR (Supreme Allied Commander Europe), and Sir Rupert Smith (DSACEUR), during the Kosovo war.

From 1985 to 1988, he was seconded to the Ministry of Development and appointed to the Sudan as part of the British humanitarian aid during the great famine (1984/5). He then supervised construction and renovation of electrical power stations and major irrigation work. In 1990-91, he was Assistant Secretary to the Minister for Overseas Development and Africa, Linda Chalker.

In 1992, he set up the first joint French-British diplomatic mission in Albania. He was United Kingdom Chargé d'Affaires and representative of the British presidency of the European Union. He has been a Business and Investment Adviser since May 2002.

*OBE: Order of the British Empire
Kosovo NATO medal
Outstanding Civilian Medal - Service to the American Army

Rebecca Penna

Rebecca Penna has been in the region for 10 years, and joined the United Kingdom Consulate in 1997. She has been working in the Business Team during the last five years, and was recently appointed the Business Department Head for the United Kingdom Economic Mission in the PACA and Languedoc-Roussillon region.