



PROVENCE PROMOTION

Forum USA shortly

Once upon a time from West to East: continued!

The French Embassy created Forum USA in the 1990s to reverse the brain drain trend towards the United States. The objective was to set up a genuine recruiting event dedicated to expatriate talent such as research workers, engineers, scientists, and to bring them back as quickly as possible!

Buoyed by successes in previous years (762 candidates in 2005, 32% of which have non-French nationality), the movement is continuing in 2006 in Boston (April 8-9) and San Francisco (April 11-12), where the emphasis is placed mainly on innovation and company creation. Another opportunity for Provence Promotion to demonstrate its condensed know how in its almost magical "Home Sweet Home" formula!

> Dream Places and Teams for the 2006 version

The forum will take place in prestigious meeting places such as MIT in Boston and the University of California in Berkeley (San Francisco), and will be open to Americans for the first time, in an effort to strengthen the scientific and technological aspect of this event and to increase the excellence of profiles.

Most participants in these forums come from the best French universities (Ecole Polytechnique, les Mines, HEC, ESSEC, etc.) and American universities (MIT-Harvard) and Caltech-Berkeley. Therefore, they represent a genuine source of entrepreneurs.

> A message: "It's easy in France as well!"

This year, we are proposing a "Company creation space" that brings together all French partners in this quest for creative and innovative entrepreneurs:

- research organisations (INRIA, CNRS, INSERM);
- incubators (RETIS);
- regional development agencies (Provence Promotion, Ile-de-France, CRIF);
- other innovation players (INPI, Technology Directorate).

They are bound by a common philosophy (assistance with company creation) and also by a pragmatic ambition: to provide a practical demonstration that innovation in France is as easy as anywhere else.

The YEI (Young Entrepreneurs Initiatives) program is composed of ten partners including Provence Promotion, and is working in this direction. It emphasises the common will to imprint the policy of company creation in France on this forum.

> A keyword: "self-confidence!"

In the past, innovation in France has appeared to be difficult in the eyes of expatriate French and even Americans, but substantial changes have occurred recently.

Following the increased awareness of institutions about the need to boost innovation and to set up strong and clear incentive measures, mentalities are marked by greater vitality and fewer preconceptions ...

Provence has two major assets in this new situation (without talking about the sunshine!): firstly its vitality for the development of new technologies and its key position in innovation. The eight competitiveness clusters existing in the region clearly show the place of Provence in this conquest of new technological markets.

> One-stop shopping: "Start in Provence" by Provence Promotion

Provence Promotion has developed an engineering approach specific to the "Start in Provence" company creation program within the framework of the "Home Sweet Home" marketing action targeted on expatriates. This engineering approach offers a complete infrastructure that can be modulated to suit the plans of entrepreneurs who want to return to the PACA region. It is a one-stop shopping opportunity that includes all financial, economic, institutional and personal aspects: assistance with start up, incubators, support by the Minister of Research and the ANVAR, organisation of meetings with future partners, organisation of daily life, etc.

Provence Promotion: the figures of success

Provence Promotion was congratulated and awarded the 2005 economic Initiatives prize in 2005 (awarded by the French economic press and the Senate), and has broad knowledge with technical aspects for detecting talent and facilitating setting up of start ups. Its know how has been well proven, the figures speak for themselves:

- 42 start ups accompanied with setting up in PACA since the end of 2003;
- 1 commitment for more than 500 jobs over 3 years;
- 6 prize-winning projects in the company creation competition organised by the Minister of Research and the ANVAR (half of the best innovative projects in the PACA region during the last 3 years).

For further information:

<http://www.forumusa.org>
The forum USA

<http://www.france-science.org/innovation/yEI/home.html>
The Young Entrepreneurs initiative (YEI)