



## Forum USA... shortly

### “ Hotel California... in Provence ! ”

Palo Alto has been chosen once again as the site of the new Forum USA to be held on October 18 2007. Since 2003, this workshop that is intended to promote the advantages of the well-named Home Sweet Home program, is the 9th of its type and the 5th in California, everyone's favourite land of conquest and finally "closer" to Provence than the Eastern United States. Logical! The two regions have many points in common including a mild climate, high cultural standard, technological excellence, etc. and especially an entrepreneurial spirit that makes distance unimportant! An opportunity for Provence Promotion to become aware of many company ambitions and to bring them to life in Provence... 60 young companies have already settled in the PACA region after only three years of action!

#### > A new cycle ...

A new cycle of actions for this program starts in 2008-2010, providing an opportunity to reinforce the previously defined themes:

- create more companies faster;
- consolidate the presence of Provence Promotion in the United States and particularly in California, the Agency's main source;
- develop its action range and consequently broaden its network.

#### > Alongside the biggest

Provence Promotion has already begun fundamental actions so that it can reach these new heights. Everything is tending in the same direction - to strengthen and increase loyalty in its network to improve prospects of company creations in the short and medium term. Hence partnerships have already been initiated with:

- « Grandes Ecoles » (University Schools) such as the INSEAD, HEC, ESSEC, Ecole Centrale Paris, Supélec, Sup Telecom, etc.
- bridgeheads in the United States such as the scientific mission in Boston,
- the Medef (French Companies Organization) and its Youth commission now performing a study mission: « How to bring talent back to France? »

A question about the attractiveness of the country to which Provence Promotion already has specific responses.

#### Home Sweet Home numbers

Following 3 years of intense action, Provence Promotion is now capable of producing a summary of nine operations carried out successively in California (5), in Boston, Montreal, New York and London. These 9 key actions do not necessarily highlight the background work carried out daily by the agency, but they do bring out some very flattering figures:

- 60 companies created in the region in 3 years, including 8 prize-winners of the Oseo Anvar competition,
- 750 jobs created (200 predicted for 2007),
- Praise from the economic press and from Europe (for example, Home Sweet Home was crowned as the best initiative in favour of regional development on a European program in 2006, etc.).

#### The reasons for success

The reasons for such success are simple; the engineering developed by Provence Promotion provides entrepreneurs with a single one-stop outlet at which they can solve all set-up problems in the region. It deals with financial, institutional, commercial, economic and relational or technological points, and provides a means of accelerating the set-up phase and then creating an entire network of useful contacts. In the future, no-one will dare say that it is simpler to create one's company in the United States than in France!

#### Thank who?

The most recent companies settled in Provence and « handled » using the Home Sweet Home program include Spinroc, Digdash and Bakery Animation. All three demonstrate the importance of the technological and multimedia sector in the region. Although this activity has taken priority in Provence Promotion's objectives in the past, it is joined by the emerging biotechnology field for which there appears to be a bright future. This is illustrated by the settlement of Innate Pharma in the region. A newcomer thanks to Provence Promotion!



# PROVENCE PROMOTION

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### > Up to the giant Microsoft!

Furthermore, on September 27 2007, Provence Promotion will sign a contract with Microsoft. The computer giant is strongly interested in the software industry in the region, and is ready to get involved in the European IDEES program defined to support innovative start-ups that could become leaders in their fields. Microsoft will promote the agency's programs internally in return for this information exchange action. A new opportunity to bring expatriate French talent back home!

For further information

- See the HSH program : [HSH program.pdf](#)

- Web sites of mentioned companies

Spinroc

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

DigDash

<http://www.digdash.fr/web/fr/index.html>

Innate Pharma

<http://www.innate-pharma.com>