



Interview with Emmanuel Grillo and Gert Bruggers (Ikea) : “Fos-sur-Mer? a natural choice!”

QUESTION: After three years of negotiations with the CCIMP (Marseille Provence Chamber of Commerce and Industry), Port Authority of Marseille and Provence Promotion, you have chosen to set up your new logistics platform in the Fos-sur-mer industrial zone? What were the controlling factors in your decision?



Gert Bruggers et Emmanuel Grillo : The activity developed by Ikea over recent years in France has made it necessary to set up a new logistics base. The decision about the geographic location required extensive study, particularly on our flows in coming years. We spent a year investigating Distriport, and found that the Fos-sur-Mer site was the best option for two essential reasons, that will enable us to build a platform compatible with our concept of the site:

- its proximity to the port: an essential condition for the base that will collect various goods from Asia (this condition severely limited the choice);
- its capability of holding a 130 000 m² warehouse, with no limit on the height of the silos.

Apart from these two points, the site is in a large industrial zone and is laid out in such a way that it is

relatively easy to prevent fires.

QUESTION: What is the action perimeter of this site?

Gert Bruggers et Emmanuel Grillo : Before answering this question, it is important to realise that our sites are all complementary to each other, with each site receiving goods from specific locations and then redistributing them to all Ikea shops throughout France. In this context, the Fos site is not intended to serve the Euromediterranean region, but much more generally France, Spain, Portugal and perhaps Italy. The location of the site gives very easy access to all motorways (Paris, Nice, Strasbourg, Toulouse, Bordeaux...). We are also studying various rail-road transport options, given that it is obviously impossible to use railways only, since none of our stores is directly connected to rails!

QUESTION : Has the use of rivers been envisaged?

Gert Bruggers et Emmanuel Grillo : We already have carried out a study on this subject with the Rhône-Alpes department for container transport. In my opinion, it is better to be proactive on this point, which will no doubt be regulated in a few years.

QUESTION : Will the platform be different from other platforms?

Gert Bruggers et Emmanuel Grillo : This new site is different from the others in terms of its technical innovations. This is the latest platform, and therefore it integrates a new method of stock management. Some silos will be fully automated (about 60% of the total). The others will be managed more traditionally by humans. Container reception always requires close monitoring.



Pour en savoir plus :
www.ikea.com



PROVENCE PROMOTION

QUESTION : this operation has any repercussion in terms of jobs?

Gert Bruggers et Emmanuel Grillo : Between 400 and 500 persons will eventually be hired (2012 / 2013). The first recruitment wave of 200 persons (management, technicians and employees) has already begun. It will take place progressively and smoothly over 18 months. Nevertheless, the current crisis might modify our development plans slightly.

QUESTION : How have you organised your recruitment?

Gert Bruggers et Emmanuel Grillo : To select our future employees, we signed an agreement with the ANPE which is our sole liaison point and we chose the simulation method with it. This method gives us information about the real skills of persons chosen for each job. Another objective is also to attract women to this sort of job, which is impossible through selection by CV.

QUESTION: What good practices are applied on this site in terms of sustainable development, which has been a theme dear to Ikea for a long time?

Gert Bruggers et Emmanuel Grillo : Outgoing flows are closely studied, (particularly rail-road transport) to minimise costs and energy savings. The building also incorporates the results of research carried out by the Group. Thus, we have decided:

- to use green energy for electricity;
- to use high performance heat pumps for heating, reducing the final consumption by a factor of three compared with gas;
- to install fluorescent tubes managed by automated systems so that only aisles in use are lit up;
- waste treatment with 95% sorting (fairly realistic because we are already very close to this figure on other sites);
- development of photovoltaic currently under study within Ikéa.

QUESTION: What has Provence Promotion brought to this project: project engineering, monitoring of HR aspects, research and setting up of regional subsidies?

Gert Bruggers et Emmanuel Grillo : Provence Promotion's role has been very important throughout the negotiation period. In particular, they acted as an interface and liaison, particularly with the DATAR (which gave us a subsidy). The choice of the site, continuous assistance with formalities to be respected are crucial points in our strategy. This project was very large to set up, and is the result of work done by a number of players who joined forces for the cause!



Pour en savoir plus :
www.ikea.com



The weight of numbers

- Launch: summer 2009
- Platform size:
65 000 m² for the first phase (summer 2009)
Eventually: 130 000 m²
- Number of persons hired (estimates):
200 for the first phase
Eventually: between 400 and 500
- Investment: between 140 and 150 million Euros
- Number of containers per year:
15 000 to 20 000 40-foot containers per year (first phase)
Eventually: 40 000

Pour en savoir plus :
www.ikea.com