



PROVENCE PROMOTION

Kalifeye tells us...

Positive flexibility

Freelance employees?... freelance personnel delegates?... Innovation is everywhere in our economy! Proof that the Kalifeye group is opening up flexibility at work, particularly with Kalifeye Portage half way between the status of employee and freelance. This Company managed by Nathalie Collange was set up very recently in the Arbois activity area. It is supported by Provence CEEI (Centre Européen d'Entreprise et d'Innovation – European Enterprise and Innovation Centre), acting as a partner of Provence Promotion.



Nathalie Collange

> One, two, that's all I need

Nathalie Collange : Kalifeye has two complementary activity centres; firstly placement of freelance workers, and secondly employee portage (Kalifeye Portage). The first activity was created in 1998 in a context of competence outsourcing. It then satisfied a real need of companies for specific skills provided by independent consultants. More than 30 000 members are now registered (free of charge) on our site dedicated to freelance workers. The very wide range of profiles enable us to face all company sectors: finance, data processing, HRD, etc. Therefore, employee portage is a second activity, like a complementary tool to our initial offer.

For further information:

The Kalifeye Portage site
www.kalifeyeportage.com

The CEEI site
www.ceei-provence.com

> Portage, 4 trends!

Kalifeye Portage carried out a study for the first time in March 2006 to draw up a state of employee portage in France. This study was carried out with 600 professionals (employees, company Managers, job seekers and retired workers), and showed up 4 clearly defined trends.

- The first applies to data processing in these activities; although it accounts for the lion's share of freelance missions, it is much less predominant for portage (40%), and this is a sign that society is accepting this new status.
 - The age of persons concerned is also changing; there is no longer any need for long experience before choosing portage. It is simply a solution, or a means, for entering the world of work.
 - Its use reveals a state of mind, a way of wanting to combine independence of a consultant with comfort of an employee's, without being overcome by the constraints and risks of a Company Manager. It has the advantages without the disadvantages; it is a compromise which was not present in France in the past.
 - Employee portage is now well represented in companies. There are non-negligible advantages of flexibility and reactivity. This new way of working (very often deliberately chosen by consultants, strategically decided upon by companies), denotes a convergence of interests conducive to work!
- Nothing is imposed by either party; work becomes fun once more!"

> L'Arbois at the middle of the centre...

We chose l'Arbois so as to be in a central position closer to companies ... which was not the case at our previous location in Pertuis. Our installation, very much facilitated by the CEEI company nursery, satisfied this desire; to break this geographic isolation, to benefit from logistics support (offices, training premises available) and to be genuinely amongst our customer companies.

> The region is good....

The new geographic situation alone remodelled our panel of customers. Previously, most were large companies or corporations located in the Paris region. They are now much more "local", and there are as many large corporations as small and medium sized companies in the region. The fact of being physically closer enabled us to meet managers and to reconcentrate on the regional potential.

Activity fields concerned by our placement and portage missions are very broad. In other words, they relate to all types of companies (in terms of size and activity sectors).