



# PROVENCE PROMOTION



## Interview with Christophe Masse

### Média 13... Sooner or later you will meet us!

Enterprises, you cannot get away from multimedia! (and so much the better!). Christophe Masse, Member of Parliament for the Bouches-du-Rhône and vice-president of the General Council responsible for economic development is firmly convinced of this, like many others, and this is why he developed Média 13. This travelling event (like a virtual train) is intended to bring together all professionals interested in the “multimedia” and “audiovisual” industries in all activity sectors, with no “discrimination”. In each event, Média 13 will gradually create links with the 5000 companies related to the information and communication techniques sector ... and all others. A vast framework, being set up and organised by Christophe Masse.



**Christophe Masse, Member of Parliament for the Bouches-du-Rhône and Vice-President of the General Council responsible for economic development**

#### > Why did you create Média 13?

Christophe Masse : Firstly, to satisfy a need expressed by all companies in the “multimedia” and “audiovisual” industries! To set up a dynamic structure to bring together these players, to give them an opportunity to meet each other, to discuss and disseminate their know how. It is also an economic challenge for us at the General Council, because these 5 000 companies have created more than 20 000 jobs! Marseille is now at the head of a Digital Valley, recognised as being the third information and communications cluster in France after Paris and Rhône Alpes. Média 13 is supported by heavyweight players such as Cinéma au Soleil, Medmultimed, INC-PA (Cultural Digital Industries in Arles). It seemed important that this technological and economic momentum, and this force for innovation should be represented by a federating entity. This was the role of the first Média 13 event in November 2005, to act as a shop window or a soapbox, to initiate exchanges and be able to contribute to them. This first step was a success, because it is now well known in the region!

**if you want to know more:**  
<http://www.cg13.fr/presse/dossiers/media13.pdf> The complete press release about Média 13

#### > What conclusion do you draw from this first meeting?

Christophe Masse : For the first time, we have defined two objectives:  
- to give companies in the two activities an opportunity to meet each other, so as to discuss their common problems; the idea was to set up a basis for an intra-activity network.  
- to be able to meet potential customers from so-called traditional companies; the end purpose being to build up an external fabric with everyone participating in the economy.

To achieve our aims, the event was organised around a conference-debate (current state of the industry) and a showroom. The showroom had a very specific purpose, which was to demonstrate NICT applications in typical uses: communication, training, information, education, etc. that exist in all companies. More than 15 companies participated, mostly from the Belle de Mai Multimedia incubator, Marseille Innovation, and the Château-Gombert Science Park.

#### > What are your plans for future events?

Christophe Masse : Two more meetings are planned at the moment, one in Arles in June, and the other in Marseille in January (dates to be confirmed). This is in line with our intention to have each meeting held in a different commune.

Our intention for future events is to emphasize the importance of traditional sectors of the economy. One of the roles of the General Council is to provide a clear explanation and to increase awareness of companies in the Bouches du Rhône Department and the region. Our end purpose is to bring together all links in the chain, from the producer to the consumer, and to act as mediator and assistant to everyone!



# PROVENCE PROMOTION



## Interview with Christophe Masse

### > And what is Provence Promotion's role?

Christophe Masse : The result of these meetings consisting of a genuine added value, will not be achieved without links outside our region. This is the aspect for which Provence Promotion can play a genuine promotion role to search for capital and new projects, which is perfectly in line with its missions and its multimedia activity. We believe that attracting potential customers, investors, future commercial, industrial and scientific partners, is one of its expertises and will contribute to the enrichment of the entire region!

Another aspect that Provence Promotion could be involved in is to combine the two activities (multimedia and audiovisual) into a single specialty. Combining these two potentials could create synergies, optimise resources and make it possible to share means.

### > And your other partners?

Christophe Masse : The final purpose is to create a "natural" combination of these activities with the economic fabric. To achieve this, our view must include all activities that might be complementary with the "multimedia" and "audiovisual" activities. I am thinking particularly of all related fields such as microelectronics, research, training and education. Without forgetting the Secure Smart Solutions competitive world cluster, and the CMPGC (Provence Georges Charpak Microelectronics Centre), the PACA CIM (Microelectronics Integrated Centre) «Micro-packS» R&D centre, Paul Cézanne University and eventually large corporations...

### > Is it important to be so far in advance?

Christophe Masse : Although the etymology of the word "accompany" means walking alongside someone, our mission also includes the "political" meaning of the term, to propose an avant-garde vision and therefore be in the lead. This is why these meetings will be aimed at broader themes such as education and images, with the intention of a harmonious development of new technologies over the entire region ...