



# PROVENCE PROMOTION



## Microsoft... tells us

### IDEES program set up by Microsoft in Provence!

The SCS (Secured communicating solutions) cluster, the Belle de Mai nursery, the Marseille Provence Chamber of Commerce & Industry and Provence Promotion... They all came together on December 18 last year to say yes to Microsoft France and its IDEES program (Initiative pour le Développement Economique des Editeurs de logiciels et de Start-up - Initiative for Economic Development of Software Publishers and Start-ups). The objective of this program designed as multiple partnerships was to stimulate and promote the local software industry. Thomas Delaye, the business development manager at Microsoft France, tells why and how his group is genuinely involved in Provence.

#### > No shortage of IDEES

Microsoft France launched the IDEES program in October 2005, with the aim of encouraging development of French start-ups with strong potential. By signing these partnership agreements, local players can now have all the resources of a program that has already assisted about 50 French start-ups since it was created. On average, they have generated 400% growth, raised 3 million Euros and recruited 16 persons.

#### > Tastes of the South

The objective of these agreements is to develop the software industry in Provence to bring out tomorrow's leaders. We would be even more pleased if these champions could emerge from the Pastis and Mistral wind region! This would be a success in a context in which the software industry must maintain a certain nature and character to continue its development!

#### > Mastering Mobility

Because the choice of having Microsoft work in cooperation with local economic players is not without consequences. The PACA region is 2nd in place in this industry after Paris, and has many assets. Apart from human skills, the region is justly proud of its worldwide competitiveness cluster based on secure smart solutions and many high performance activity parks like Aix-les-Milles and Euroméditerranée. Therefore we believe very strongly in development of the software industry in Provence, particularly in the mobility domain. With local economic partners, and local innovators (in particular the SCS cluster), we would like to create the conditions for a "Mobility & Software Valley" to contribute to emergence of new world leaders.

#### Details of agreements

Relevant cooperation prospects for each signatory, ... Details :

##### - Provence Promotion

The agency will offer services so that it can better target its prospects in this sector, benefit from Microsoft's network in international events and improve its range of services to newcomers.

##### - the SCS cluster

Some small and medium high potential companies present in the cluster will benefit from the IDEES program. Microsoft also agrees to participate in activities of the cluster, by sponsoring software projects currently being created.

##### - Belle de Mai nursery

The signed partnership aims at bringing in even more resources to budding projects to facilitate industrialisation and is a factor contributing to their success.

##### - The Marseille Provence Chamber of Commerce & Industry

Microsoft's commitment confirms and intensifies the work already done by the departments forming the Chamber - particularly the Innovation and Industry cluster - to detect and accompany innovative companies in the communication and information technologies industry.