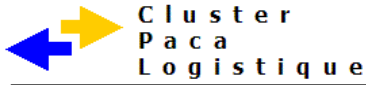




PROVENCE PROMOTION



Interview with Marc Reverchon...

“Bringing together” is the PACA logistics cluster’s motto and priority task

Logistics is a major structural activity sector, but does not occupy the place it should in France! Mobilising all players present in the region is becoming a necessity, and is now urgent. It is a central pivot of the economy, and undoubtedly the essential driving force for many activities. The “PACA logistics” cluster’s primary function is to carry a strong message to the economic and political world. And Marc Reverchon, its new President and also General Manager of the CMN, does not mince his words: "The Provence-Alpes-Côte d’Azur region must consolidate its logistics identity as a gateway to Southern Europe and the Mediterranean. We must anticipate change now, since this is our only hope of assuring our region’s place in the flows of the future."

> Is the volume of logistics in the economy underestimated in France?

Marc Reverchon: Logistics in France accounts for 6.2% of the GNP, compared with 7.9 in Germany, and 10.9% in Belgium & Holland. These figures show that the sector is still not at the level it needs to be in France to perform its more than crucial role. And yet logistics is a cross-disciplinary activity! This is why it is an essential part of the economy as a whole and also of national development. No activity sector can manage without it: logistics is now at the heart of the economy, in that it organises physical and financial and data exchanges that are increasing particularly due to the emergence of Internet.



Marc Reverchon

> And what is its position in the Provence-Alpes-Côte d’Azur region?

Marc Reverchon: Our region has a major role to play in the national development of the activity, but it should also benefit from the development of this sector to create an essential asset for its future. Ports in the region including Marseille-Fos are very valuable assets. At the moment, Marseille-Fos is in the 91st place in the world for container traffic (24th in 1985, 84th in 2005)

> And yet it is potentially a powerful driving force for the economy and a genuine social integrator ...

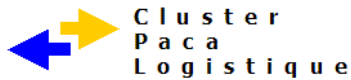
Marc Reverchon: Yes! This can be illustrated with a single figure: handling of another 1 million containers would generate 10 000 jobs! The stakes with a project like Fos 2XL depending on two worldwide shipping companies CMA-CGM and MSC, are 2 million containers.... The arithmetic is done quickly!

The influence of the Logistics activity in Provence-Alpes-Côte d’Azur

- 80 000 jobs
- 7 000 companies
- 12% of the regional gross added value.
- 4.1 million m2 constructed in 20 years - + 1 million in the last 5 years

> In this context, does the PACA Logistics cluster seem inevitable?

Marc Reverchon: Bringing together is the “PACA logistics” cluster’s motto and priority task. The CCIMP and Provence Promotion are already closely involved in this task through their support and communication action. The Cluster originates from the Club Provence Logistique, and apart from a hard core of companies that were already there, it has a strong base consolidated by exceptional infrastructures. It is the only fully internationally multimode region in France. One of the objectives of the cluster is to take advantage of these assets to consolidate the flow capacity and make flows smoother, essential requirements for any logistics activity.



Marc Reverchon... en interview

> What are the major stakes of the "PACA Logistics" cluster for the region?

Marc Reverchon: They combine challenges associated with Prides (Regional Joint Innovation and Economic Development Cluster) labels and the "LogMix" competitiveness centre (even if there is no question at the moment of being a competitiveness cluster because the government has frozen all action until the end of 2008). This does not in anyway prevent us from organizing ourselves and pursuing the following objectives:

- put the Marseille-Fos region into its rightful position among world competition to struggle against the risk of the PACA region becoming isolated from the rest of Europe and prevent the Mediterranean area from being transformed into a transit corridor;
- increase the flow of goods and therefore capture and increase the value of logistics flows at the interface between the Rhone corridor, the Latin Arc and the Mediterranean Basin.
- contribute to sustainable development, attractiveness of the region and job creation.

> What projects have already been started, or are in progress or to be started, alongside these challenges?

Marc Reverchon: actions have already been started in many fields. For example the Maritime MBA will be launched very shortly for training (Euromed Marseille - first students entering in September 2008) alongside many other specialised training courses teaching skills that we sorely need (forklift truck driver, truck driver, etc.).

Moreover, actions aimed at persons with basic training have been taken to promote jobs, developing close partnerships with the General Council, between communities and communes, the Provence-Alpes-Cote d'Azur Regional Council and the academic world.

> And what about structures?

Marc Reverchon: Many initiatives have been taken. Some have already achieved results, like the 70 000 m² Katoen Natie platform, the MP2 terminal, while others such as modernization of the PAM and the gigantic Ikea platform (260 000 m² - end of 2011) are in progress. The increase in the number of projects is very promising. Logistics finally appears to be getting attention!

Major equipment under development

The Lyon -Turin project and modernisation of the Val Durance railway including drilling of the Montgenèvre tunnel. They will reinforce PACA's strategic role as the "European Southern gateway", to capture and process added value flows from or to the rich Turin region.

- The Port-de-Fos/Rhône river connection through dock 2. It will connect the new container terminals (Fos2XL and 3XL) directly with the Rhône river, reinforcing river mode in its pre and post-routing role.

- The Marseille urban logistics platform - Arenc (operator SOGARIS - 30 000 m²).

- Putting new logistics zones into service, including l'Aiguille in Gignac-la-Nerthe and Bréguières in the Var Department, the CLESUD extension, etc.

- Creation of urban railway logistics platforms in built-up areas along the PACA coastline (Nice, Toulon, etc.).

- Construction of Fos 2XL, planned to start operation in 2009. It will double up the container processing capacity to 2 million TEUs. A study has already been started for additional terminals (FOS 3XL and 4XL projects).

- The installation of a Roro-Rail terminal (easy road rail roll-on/roll-off) on PAM West docks and plans for a second terminal on the PAM East docks.

- East of Marseille, creation of the Vallée Verte in La Valentine, a zone dedicated to high added value logistics (for further information, see <http://www.investinprovence.com/download//mistralservicesfr.pdf>)

- Organisation of a containerised railway connection between Lyon and Marseille at the initiative of transit companies.

- Organisation of a "navigating stock" river link to reduce road traffic and optimise stock turnover.

For further information

Read the article already produced on the subject:
<http://www.investinprovence.com/download//logmixfr.pdf>