



Provence Promotion draws up its roadmap for 2008

“We are going to take the first step ...”

Earn back its title as the most effective local agency in France before 2008! This target for Provence Promotion and its Master Plan were adopted on Friday, September 30. They were drawn up by Jacques Pfister, President of Provence Promotion and the Marseille-Provence CCI and Christophe Masse, Vice-President of Provence Promotion and the General Council. This roadmap illustrates the agreed view of the Agency's objectives and missions, and it also includes plans to combine all the Agency's skills to achieve its aims, with a new organization. It defines its main lines of progress for prospecting and promotion actions. However, they remain sufficiently flexible to allow room for action by Provence Promotion's future general manager to be nominated in early 2006.

> You have set three key objectives for 2008 ...

Yes, this is the view defined in our Master Plan.

In the current context of increasingly worldwide regional competition, we need to:

- Once again become the most effective Economic Development Agency in France to plan ahead and to provide assistance (we were recognized as being the most effective economic development agency by the AFII (Invest in France Agency) in 2000),
- Anticipate and assist economic changes in the Bouches-du-Rhône (leading towards an industrial service with a higher added value, and a high level tertiary activity),
- Put the Bouches-du-Rhône Department in its rightful position in the Europe- Mediterranean league.

> One of your missions is to promote the Bouches-du-Rhône Department in other areas. What are the future factors aimed at by the CCIMP (Marseille Provence Chamber of Commerce and Industry) and the Bouches-du-Rhône General Council, and that Provence Promotion will promote, that are expected to make the difference?

There are six important factors that in the long-term will make our region:

- a High Added Value spearhead for companies at the heart of market and skill concentrations in Europe and the Mediterranean,
- a region with broad specializations aiming at an optimum balance between industrial and tertiary sectors, the tertiary sector encompassing logistics and maritime activities essential for our department,
- a land in which two new economies (the economy of knowledge (Information Technologies and Communication, Multimedia, etc.) and the life sciences economy (Biotechnologies, Health, Cosmetology, Nutrition, Food Processing, etc.) can thrive.
- a cradle for creativity, a capability already well proven in Marseilles with multi-cultural musical initiatives, to be applied in all fields of fashion, industry, science, etc.
- an area setting an example in terms of sustainable development and quality of life,
- the future leader of the Euromediterranean economic community network. Our long-term purpose is to bring together the largest possible number of sustainable economic, scientific and cultural network head offices that will contribute to development of the Mediterranean basin.

> Second mission: prospecting for foreign investors and players that could contribute to development of the Bouches-du-Rhône, including the necessary targeting work ...

Five such targets have been precisely redefined, four outside the Bouches-du-Rhône and one inside it:

- attract companies outside the Bouches-du-Rhône Department, searching for an area to set up,
- convince company creators outside the BDR to set up in the region. This objective carries on from programs already set up such as Start in Provence and Home Sweet Home,
- assist companies searching for partners, particularly for taking over existing companies, as part of our Go Between action;
- introduce persons bringing strategic skills (scientists, engineers, managers, etc.) into companies and research units working in the region, to help strengthen our 8 clusters approved by the State such as the world class “Secure Communication Solutions” microelectronics cluster (telecom microelectronics, software, multimedia, etc. and the “Energy” cluster with the major ITER facility,
- and finally, and our only internal target, to retain Bouches-du-Rhône companies that could be qualified as being “mobile”, either because of a delocalization plan, or because of their intention to find new premises, and to provide an efficient solution.



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> In this precise context, how would you like to organize your range of services?

Improving marketing packaging for all our services will directly help to achieve all our objectives mentioned above. Having a "management by quality" approach requires the availability of variably "marketed" products, especially so as to match the changing requirements of our customers as closely as possible.

Our ambition nowadays is to initiate a range of integrated services that go beyond a simple search for land and/or a building. Our approach for companies, creators, persons bringing skills into the region, or for example setting up in specialty clusters or at ITER, will be to assist them in the various phases:

- setting up, by all host services,
- integration into the region, by fast insertion into networks of local and Mediterranean organizations,
- development and durability in the long-term, by export, innovation, employee housing services, etc.

This is what we call our integrated services offer that is only possible in full partnership with all players involved in assistance for internal economic development, and particularly the Marseille and Arles CCIs.

> How do you organize the Agency to best achieve these ambitions?

The idea for distributing and implementing our "integrated services" offer in partnership is to combine our approach by client type and by industry. We need to organize our new organization using the same combination, so as to optimize implementation of our skills for the benefit of our prospects.

Industries will thus be grouped within two prospecting branches:

- a TIC (Communication & Information Technology) branch encompassing systems, services and high level tertiary activity;
- a branch encompassing "Energy" (including Iter), Chemicals, Life Science Industries (food processing, bio-industry, health), logistics and maritime activities.

> An Agency like Provence Promotion naturally federates a large number of partners. How are you going to coordinate them all?

Our partnership policy will be very ambitious! We will take the first step towards all players and partners, Chambers of Commerce, municipalities, National Agency (AFII – Invest In France Agency), Regional Agency (MDER– Mission for Regional Economic Development), local development agencies, Euroméditerranée, the Port Authority and other developers.

Working in cooperation is in the interest of us all and particularly companies, for which we can provide the most effective and the most highly integrated services. We can provide means that will enable them firstly to set up and then to enjoy long-term growth in our department.

And by offering a greater influence of these partners within its management system, Provence Promotion is only just beginning this approach towards closer synergies.