



PROVENCE PROMOTION

Interview with Jacques Pfister

Work, clarify, attract..... in three words !

Improve targeting of companies and the reputation of our region. Jacques Pfister has only just arrived and he already has a host of good ideas! He is the new president of the Marseille Provence Chamber of Commerce & Industry, and since March 2005 has also been the President of Provence Promotion.

With his characteristic conciseness, the successful entrepreneur – the CEO of Orangina, tells us why...and how!

> Why accept the presidency of Provence Promotion when you are already the leader of the Chamber of Commerce and Orangina?

Since the CCIMP is responsible for the rotating presidency of Provence Promotion, I considered it important that I should accept the responsibility, thus confirming the importance of Provence Promotion for the CCIMP and our intention to assure its development alongside the General Council.

> Although you have only recently arrived, what are your main objectives for Provence Promotion?

We are still in a transient period, but Provence Promotion is an important tool that works on two themes - prospecting and promotion. For prospecting, targeting needs to be improved, while for promotion, conditions have to be created to make this department better known. We need to develop our arguments with the different players including the MDER and structures set up by Euroméditerranée in Marseille and the Aix District. Our role also needs to be clarified, to simplify life and to prevent the same work from being done several times.

> In your opinion, what are the main advantages of the region that Provence Promotion should concentrate on and develop?

The region is more attractive in some ways than in others, and the net trend is negative. This is unacceptable, because we have excellent economic assets. I believe that we need to increase our efforts to provide better assistance to companies that invest here. We need to think about strengthening international links and particularly (and especially) improving housing!

Jacques Pfister

At 55 years old, Jacques Pfister is the CEO of Orangina Schweppes that has its head office in Aix en Provence.

He was elected to be the chairman of the CCIMP in November 2004.

He is the former president of the Board of Directors of Euromed Marseille – Management School

His commitments also include:

- National Vice-President of APM (Association Progrès Management – Management Progress Association)

- National Vice-President of the National Association of Cold Drinks (SNBR)

