



# PROVENCE PROMOTION



## Interview with RFI Global...

### The Provençal “smart cards market”

How to efficiently break into the international smart cards market? By setting up in the heart of “French Silicon Valley”! RFI Global Services is the latest example. The English group has chosen Marseille to set up its first office in France with the aim of developing its activity... in particular with the assistance of Provence Promotion (which is never far away when a new enterprise is to be attracted to Provence!). Jean-François Girard, Manager of the RFI Smart Business unit, tells us about it ...



Jean-François Girard

#### > Upsetting the chips market...

Jean-François Girard: the company decided to diversify its activity to support its growing international development. For a number of years, one of the major concerns of our customers has been security of the software and products used, especially in the Smart Cards field. RFI Global Services wanted to base its activity on this market, through an entity dedicated to the security of onboard software or more broadly of any “smart object”. This is the group’s first installation in France!

#### > Closer to “French Silicon Valley”!

There are not many smart card specialists in Europe. The PACA region is very popular and has a good image in this activity sector. It has also been nicknamed “French Silicon Valley”.

Therefore, we chose to set up in Marseille to get close to competitive centres located around the former Gardanne mines. Most smart cards specialists are there.... It was important for a company like ours to be surrounded by a large source of skills.

#### > Local team, international market!

Our activity began officially in September last year in the Prado business centre. Specifically, we took over the activity of the Aspect Software Company and we kept the existing team, so that we became operational very quickly.

The company now employs three permanent staff (formally employees of Aspect Software) that form part of the RFI Smart business unit.

We intend to double our work force during 2007 and continue this development in 2008 with about 10 employees in all in Marseille. The nature of our activity and the target market will mean that this team will often need to work in other countries.

We have a clear vocation for international business.

#### > The Provence Promotion address book

The AFII (Agence Française pour les Investissement Internationaux – French Agency for International Investments) referred us to the Provence Promotion team that took charge of our affairs. They demonstrated that they were available to assist us and guided us towards different organizations including lawyers, chartered accountants, etc. They have excellent knowledge of the local fabric and provided us with a real added value during the different steps of our installation project.

### RFI Global Services

RFI Global Services is a British company created by Stephen Kirk and Brian Watson in 1987, and offers complete consultancy and conformity test services to industries throughout the world in the wireless and related technologies sectors, including PDA, mobile telephony, smart cards, etc. At the moment the company has outlets in Europe and in Asia, with installations in Korea, China, Taiwan and Hong Kong.

### For further information:

[www.rfi-global.com](http://www.rfi-global.com)

