



PROVENCE PROMOTION



PACA Entreprendre... tells us

At the crossroads between the Rum Route and Enterprise

Cécile Poujol arrived at Pointe-à-Pitre on November 23 and can be proud of her achievement! Since this young Provençal girl had to overcome many “natural” obstacles before putting her 40 foot craft to sea and facing all its challenges. Financing, construction, sponsoring... She had already gone a long way before leaving port! After still having no sponsors a few days before departure, she finally left with the backing of PACA Entreprendre that had already sponsored her company creation project.

Norbert Etienne, director of PACA Entreprendre that put some “wind in her sails” with other partners such as Provence Promotion, tells us ...



Norbert Etienne

> From the dock to the open sea

Norbert Etienne: Before sponsoring Cécile Poujol the navigator, we had already sponsored Cécile the company creator. She was one of the 2006 prizewinners in the PACA Entreprendre association of company leaders determined to assist young company creators or purchasers. This is the context in which Cécile had received a 30 000 Euro loan to reach the objective that she had set for herself, namely to create a pool of Provençal skippers with their boats to promote offshore racing in the Mediterranean.

> The team spirit for a “solitary” prizewinner

But we wanted our support to go further. Her boat had been unnamed in the past, and therefore we decided to sponsor her participation in the race. We achieved this through additional donations from several of our members who were attracted by the innovative idea of giving a boat running the Rum Route the name of PACA Entreprendre, thus showing that company leaders in France and in French regions are willing to make a commitment to new entrepreneurs. We managed to collect 30 000 Euros through donations made by our members. This partnership was made official on October 20 this year, a few days before the start of the race.

> The art of navigation in an Enterprise

Therefore, our sponsoring approach was to support a regional company creator to carry the values of our association through this sporting adventure. Cécile Poujol has the same state of mind both at the helm of her boat and when leading her company. Her participation in the Rum Route and creation of her enterprise both involved some risk, the taste of adventure and unfailing determination. Strong values that PACA Entreprendre intends to defend and promote in company creators and purchasers. Therefore this opportunity was unique to present the work of our association in an innovative manner with strong media coverage.

> Moving heaven and earth to take to sea

Because finally, and independently of her purely sporting result, we would like to congratulate Cécile who has successfully mobilized and attracted the attention of everyone contributing to the economy of the region, particularly during creation of her company. PACA Entreprendre and also the UPE 13, the Conseil Général 13 and Provence Promotion... and of course all the media, thus had an opportunity to discover this young dynamic and atypical company leader.

The weight of figures

Nationally, the Réseau Entreprendre (Entreprendre network) to which PACA Entreprendre belongs represents 2 500 involved company leaders and 2 000 assisted new entrepreneurs who have created more than 15 000 jobs. There are now 120 prizewinners from PACA Entreprendre who have received individual and collective assistance and who have benefited from unguaranteed interest free loans.

For further information:

Sur PACA Entreprendre : www.paca-entreprendre.org
Sur Cécile Poujol : www.cecileenmer.com

