



# PROVENCE PROMOTION



## The SECA... shortly

### “Provence, the winning number! ”

The numbers speak for themselves and the references are prestigious! Therefore, the 12th European Customer Relations and Call Centres Show (SECA – April 1/3 in Paris) will provide Provence Promotion with a new opportunity to show visitors (those who are not already aware of it!) the extent to which their region is perfectly adapted to host a developing sector with a high job creation potential.

#### > Don't lose the line

Because the SECA is an unavoidable date for anyone who wishes to play a role in the customer relations and call centre. During the twelve years of its existence, the show has become a genuine observatory and barometer for the industry. There are many subjects discussed at the event (innovation, new markets, new players...) and are all interesting to the expected 10 000 visitors.

#### > The call of Provence

Therefore, for the 2008 show, Provence Promotion decided to once again emphasize the advantages of its region and all companies that have already decided to set up in Provence. The purpose is to show that the region already plays an important role in this sector alongside countries like Tunisia, Morocco, Egypt, etc. Provence's advantages include in particular a qualified and stable labour force with more than 50 000 jobs in the tertiary sector and a cosmopolitan population from all around the Mediterranean Basin including Italy, Portugal, Morocco and Algeria. Its enviable geographic position makes it a popular destination for the American community outside Paris, which is an important advantage in an activity field in which the English language can make all the difference.

#### > The F2RC at the front of the line

The development agency will also present the Regional Customer Relations Federation (F2RC) at this show. This entity was created to promote and structure the business in the PACA region where 220 companies and 7 000 jobs have already been created. The F2RC follows the professional federations model, and is supported institutions and social partners. The Provence-Alpes-Côte d'Azur region has been mentioned as the leader for several projects (National outline agreements, studies, ...).

#### Already convinced about Provence...

Provence's charm appears to work on company leaders in this industry! The proof is that Provence Promotion can show some very encouraging results at the SECA: 1 500 job creations in the sector last year, and 130 call centres already set up in the Bouches-du-Rhône including AON, Experian, Crédit Lyonnais, Société Générale, BNP Paribas Lease Group, BEPPC, Crédit Agricole, COFICA, Caisse d'Épargne, MAIF, IT & telecommunications, Monster, AOL/Neuf Center, France Telecom, Telecom Italia, Tiscali, Avenir Telecom, ATHESA, TCI, Feeder, Canon, Telemarketing, Eurocontact, Groupe BW, SAGA Isolation, COFRAPEX, Tourism & Transport, Air France, Expedia, SNCM, Pacifica, B2S, Parametric Technology...

#### For further information

The SECA show site: [www.salon-seca.com](http://www.salon-seca.com)