



PROVENCE PROMOTION

The Barcelona 3GSM World Congress will open shortly

TELECOM VALLEY GALLERY
2006
www.telecomvalleygallery.com

3GSM World Congress 2006
 February, 13-16, 2006 Barcelona, Spain



“- Stand TV06?”
 “- Here it is!”

Stand TV06 that will host the Provence "delegation" has two big advantages:

- it is the easiest to see because it is one of the largest in hall 2 (72m2),
 - it is the most strategic because it is facing the pressroom.
- Proposed packs, "partners" for companies and "VIP" for institutions, represent a very wide range of services (welcome, delicatessen, promotion, etc.). The major objective is that the participants only need to look after their own business meetings, and nothing else.

For further information :
www.futuring.fr/3GSM06/tv06.html

Mobiles in common ...

Do you know four good reasons for participating in the 3GSM World Congress between February 13 and 16 2006?

- it will be held in the Barcelona Fira Palace, the ultra-sensational Mediterranean metropolis of the moment;
- it would be difficult to miss THE world trade fair on industrial mobile telephones, which has indisputable consequences on the "businesses" of participants;
- our region will publicise its ambitions by collecting Telecom Valley, Provence Promotion, Euro-méditerranée, Sophia Alpes Maritimes Promotion and their partners under the same banner;
- this Congress in cooperation with the SCS (Secure Communicating Solutions) cluster provides an opportunity to reveal a world scale potential.

> Important agreements between friends

Since the role of the SCS cluster has been officially ratified, development agencies in the PACA region have decided to offer a common service in cooperation with the MDER (Mission de Développement Economique et Régional – Regional Economic and Development Mission).

Eventually, the specific ambition of all players is to set up a governing body that will make it easier to create a momentum with two objectives for companies:

- endogenic: specifically, to favour projects among regional companies. In this respect, efforts must be made on the internal promotion of the potential identified in the PACA region:
- exogenic: to increase the attractiveness of the region internationally by maximising prospecting efforts.

> Union means force ...

This is why we intend to present ourselves under a single banner at the next edition of the 3GSM. Therefore Telecom Valley, Sophia Alpes Maritimes Promotion, Provence Promotion and Euroméditerranée will have a common stand (TV6 – see inset) within the “3GSM” congress to include the companies in the PACA region most representative of the telecoms, microelectronics, software and multimedia sectors (see the report by Mobile Distillery).

> Europe is on the move, from Cannes' Croisette to Barcelona's Ramblas ...

In leaving Cannes for Barcelona, the 2006 edition symbolises a new objective for the region - Europe. Thus, by being supported by the world class global SCS cluster, regional companies and professional associations in the sector will have an opportunity to present themselves in a position of force. It is a forceful entry into the business so that they can subsequently do well targeted commercial prospecting.

Note that the “3GSM” combines all players in the value line in the mobile telephony industry: telecommunication operators, on-board software suppliers, secure solution integrators and content suppliers for mobiles.

> See to be seen ...

More particularly, Provence Promotion's actions will remain within the line of its approach: give the region international visibility and influence.

The agency has two advantages for this purpose:

- a genuine expertise in the mobile and multimedia industries,
- a strong international network composed of nodal points such as Silicon Valley, London and Montreal, where the agency has completed many Home Sweet Home type operations;



PROVENCE PROMOTION

The Barcelona 3GSM World Congress will open shortly

> Provence Promotion has its ear to the ground...

In participating in this Congress, Provence Promotion would also like to:

- meet foreign investors: enterprises, group subsidiaries, take over companies, etc.;
- encourage any new investment in existing companies with an internationally mobile nature,
- search for companies for which R&D, Production and Services functions provide added value in the context of the value line representing the cluster's five specialty themes, namely microelectronics, smart objects, onboard software, telecommunications, multimedia technologies.



Vincent Berge, Co-founder of Mobile Distillery



> The precise activity of Mobile Distillery

Mobile Distillery is specialised in Java Mobile technologies and particularly J2ME and Doja. It develops and markets unique solutions to port Java mobile applications onto more than 300 Java telephones, simply and in a few minutes.

Its customers are developers of games and multimedia applications for mobiles, "Mobile" marketing agencies and Java Mobile engineering companies.

The added value for customers is an enormous time saving, ideal to accelerate the time to market applications, increase the cost effectiveness of the development while facilitating and optimising its processes.

Contact :

Vincent Berge

Mobile Distillery

Belle de Mai, Pôle Médias

37, rue Guibal

13003 Marseille

Phone : +33 (0) 6 86 42 70 81

vincent.berge@mobile-distillery.com

www.mobile-distillery.com

"60% of our customer contracts are the result of our participation in the Cannes 3GSM in 2005"

"This trade fair generated 30 qualified prospects, says Vincent Berge who will be present on stand TV06, and there have been more than 30 press articles on it! For business, the event is major and vital! Our sales revenue in 2006 depends on it. This is why there is intensive preparation for this fair, with ambitious objectives (30 to 40 highly rated meetings, possibly including the signing of partnerships and contracts, 50 articles in the international press).

There are two significant facts for the 2006 edition, at which we intend to officially launch:

- our first commercial version, Celsius V2.5, the purpose of which is practically automatic porting of mobile applications onto 300 telephone models available on the market.
- the PACA Mobile Centre project, the vocation of which is to mutualize the purchase of telephones for companies in the PACA region that have an activity related to the mobile industry. This project supported by 4 companies (Mobile Distillery, MobiVillage, Miyowa, Audio Mobile Agency) represents more than 20 companies consisting of PACA region research and training organisations, and was selected by the SCS competitive cluster."