

THE PROVENCE PARTNERSHIP

INFOS

www.theprovincepartnership.com

NEWS

DOING IT "THE PROVENCE WAY"!

The Provence Partnership is a new brand developed by Provence Promotion which aims to infuse a new way of life in business, under the premise that "we live well when we work well, and we work well when we live well." The Provence Partnership launched the creation of communities organized according to industry (The Provence Partnership for Optronics, The Provence Partnership for the Health Industry...). Launched in 2009, "the Provence way" will become the new driving force behind the concept of bringing together high standards of living and working.

PROVENCE PROMOTION WEBSITE REVAMPED

Summer is here, and with it, a refreshing new website by Provence Promotion. With all new designs, colors and features, the site's organization is structured around project type to facilitate quick and easy access to information on services provided by Provence Promotion – for new businesses, takeovers, or for the opening of subsidiary or head offices in Provence. You will find all you need to know in this user-friendly site where you can meet our partners, surf through data on the region's core industries and browse the daily News, Agenda or Testimonials.



Jean-Noël GUERINI

JEAN-NOËL GUERINI, PRESIDENT OF PROVENCE PROMOTION, SENATOR AND PRESIDENT OF THE CONSEIL GÉNÉRAL DES BOUCHES-DU-RHÔNE

"In today's highly competitive context of regional development, Provence Promotion made smart choices to prepare for the future of our region. These choices bring to life our strategy to support core industries and welcome new businesses which focus on technologies of the future. I realize that every single job counts and each new decision must be fully supported by our local authorities in order to keep up the progress."



Jacques PFISTER

JACQUES PFISTER, VICE-PRESIDENT OF PROVENCE PROMOTION, PRESIDENT OF THE CHAMBER OF COMMERCE AND INDUSTRY MARSEILLE-PROVENCE

"In 2008, Provence Promotion strengthened its organization and focused on promoting collective actions by offering its expertise to all of the regional authorities and organizations in the Bouches-du-Rhône département. The agency's strategy reflects our desire to promote the region through partnerships with the Chamber of Commerce and Industry Marseille-Provence and the Conseil Général des Bouches-du-Rhône."

TESTIMONIAL

Rémy de Tonnac

"Business support from 6,000 miles away... incredible!"

The CEO of Inside Contactless regularly promotes the return of expatriated entrepreneurs. His own personal experience pays tribute to the efficiency of the Home Sweet Home program.



After eight years in Singapore and two in California, Remy de Tonnac returned to France in 2001. The CEO of Inside Contactless headquartered in Aix-en-Provence did not cut all ties however with the Silicon Valley. His relations in Palo Alto, San José and Berkeley have proved very valuable to his booming business. IC doubles its turnover every year.

"If only I had had access to a program like Home Sweet Home before!" says De Tonnac. "My experience running Gemplus in the U.S. had been so positive that I didn't want to feel like I was coming home to anything less stimulating. Meanwhile the risk level was high and the return costly... so much of that challenge would have been made easier by the Home Sweet Home program."

De Tonnac regularly escorts Home Sweet Home delegations abroad. He is currently preparing another trip to Helsinki on September 29th, which he describes as "an exciting challenge since it will also present an opportunity to strengthen the link between the regional microelectronic industry and Nokia and its subcontractors."

In retrospect, Remy De Tonnac admits to having had a few doubts on the Home Sweet Home program. "Unsure of the sustainability of the program, I decided to take a chance and play all my cards with them. I have never once regretted that decision. Their greatest asset is their network of partners who travel abroad to promote the region among professionals."

Provence Promotion provides information to returning expatriates "reassuring them since our social laws are not as complicated as they are too often said to be." The Home Sweet Home program then provides a specific range of services to alleviate the worries of future business creators... "Prepare for recruitment by proposing candidates who actually meet your business needs, find available property that can be further developed... these tasks would otherwise be unthinkable for someone who is 6,000 miles away!"

Many dream of coming back to Provence. We have to reach out to them, remind them that "Palo Alto or Les Milles, trust me, they're not that different! Our climate is just as pleasant, our schools are reputable and our transportation infrastructure is better." The only thing left for the entrepreneur to do is to find capital. And for that too, Home Sweet Home lends a hand.

Remy de Tonnac concludes that starting a business is always hard work. Plugging into the right support network from the very start is therefore critical for success.

Home Sweet Home :
Assistance program for the return of French expatriates

ELEKTRO VAN RIENEN PURSUES GROWTH OPPORTUNITY IN FRENCH MARKET

German distributor and installer of photovoltaic panels, Elektro Van Rienen just opened offices in Istres, in the Tubé Nord industrial zone, in pursuit of growth opportunities in the French market and particularly to respond to the needs of farmers who wish to install solar panels. Elektro Van Rienen was unable to resist the opportunity in sunny Provence. "Provence Promotion conducted a study on the photovoltaic market and helped us find office space, while clearly presenting to us all of the region's advantages and inconveniences. I was especially impressed by the efficiency of regional transportation systems," says Mehdi Soufi, building design engineer and director of Elektro Van Rienen France.



SCS GLOBAL COMPETITIVE CLUSTER AND BOSTON-BASED MIT JOIN FORCES FOR SUSTAINABLE DEVELOPMENT

The prestigious Massachusetts Institute of Technology (MIT), a world leader in digital research, announced a new strategic alliance with the Secured Communicating Solutions (SCS) competitive cluster. The partnership is based on common interests and competencies in environmental technologies and new technologies in sustainable development.

The MIT Mobile Experience Laboratory, whose mission is to prepare for the future of mobile applications, will work hand in hand with the Provence-based SCS experts.

"Together, we will invest in research on innovative ICT applications, technical expertise and new methods for scientific cooperation," said Federico Casalegno, Director of the MIT Mobile Experience Laboratory.

As a result of this partnership, the SCS competitive cluster will increase its competitiveness and expertise and position itself for future EST markets. "The SCS cluster is very pleased to work with partners as internationally renowned as the MIT. This alliance will undoubtedly accelerate our development in technology and applications for essential high potential markets such as sustainable development and environmental technologies," commented Jean-Pierre Henry, President of the SCS cluster.

Through this partnership, the Provence-Alpes Cote d'Azur region positions itself "one step ahead" in the deployment of innovative solutions for sustainable development.

A RESEARCH CENTER IN MARSEILLE

The partnership between the SCS cluster and the MIT Mobile Experience Lab should culminate in the creation of a regional experimental research center located in the city of Marseilles. This center of excellence will ultimately welcome a dozen researchers on specific themes such as NFC, contactless, mobile applications and environmental technologies.

The connection between SCS and MIT was made possible thanks to the preliminary work of Provence Promotion. Since 2007, meetings with MIT were held in Boston at various occasions. A key element of the strategy of Provence Promotion is to contribute to forging strategic partnerships on an international level, for the benefit of professionals who participate in the PACA region's major competitive clusters.



For more information : <http://mobile.mit.edu/en/about>
<http://www.pole-scs.org>

INFORMATION TECHNOLOGIES :

Provence model a source of inspiration for the "Sunshine state"

Famous for its tourism industry, cruises and amusement parks, the U.S. state of Florida is going for a dip in its Fountain of Youth. Inspired by the dynamic local initiatives undertaken in the city of Marseilles, a delegation led by the University of Central Florida (UCF) visited Marseilles on June 11th on a mission to prepare for the creation of a school specialized in the field of information technology as well as to reinforce the budget of the Ecole Polytechnique.

For the third time in three years, a Florida delegation made up of American technology consultants and two development agencies, the Lakeland Economic Development Council and the Florida Development Council of Travel, travelled to Marseilles to pursue the preparation of a regional development project whose source of inspiration is Marseilles and its own development programs. Invited by Provence Promotion, the group visited the city, learned about its ongoing rehabilitation programs and met with a number of innovative businesses.

"The UCF has committed resources to build a campus which will include a business incubator for start-ups in view of attracting foreign investment to Florida. The project has just launched – recruitment of researchers is underway and international partnerships are being formalized," says Erik Fackeldey, Provence Promotion Business Development Manager. "As I see it, today's start-ups will grow and eventually seek to relocate to Provence after a few years." To revive its tourism-based economy and rejuvenate its aging population, Florida will dedicate more financial resources to the Ecole Polytechnique. Following the success of its West coast competitor the Silicon Valley, this East coast state aims to attract the interest of young minds with financial incentives.

"The delegation met with the Belle de Mai media center team, with two innovative start-ups Dmailer and Paca Mobile Center, and with local associations specialized in the field of information technology, in view of building relationships and to assist in benchmarking their operations," says Erik Fackeldey. "The delegation was impressed by the energy and the urban revival of the city of Marseilles with the Euroméditerranée program, the development of competitive business clusters, the media center and the promotional efforts made for Marseilles on an international level."

Prior to this trip, another mission culminated in the signing of an agreement with the Euromed Management school for student exchange programs.

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