

Interview with William Barneau, president of e-KenOS

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E-KenOS has finally taken off. The communicating objects manufacturer has set itself the objective of offering the general public competitive products designed, developed and manufactured exclusively in the Provence -Alpes-Côte d’Azur region. An atypical choice explained by William Barneau, president of E-KenOS.

> What are E-KenOS’s ambitions?

William Barneau : E-KenOS is finding itself a niche as a manufacturer for the communicating objects market by:

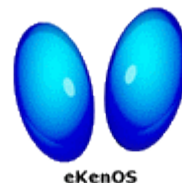
- combining industrial capabilities and organisation to face large markets;
- maximising integration of French R&D and our specific capabilities.

The position is innovative in that it is based on our intention to manufacture exclusively French equipment with a high Provence-Alpes-Côte d’Azur content.

> In other words?

William Barneau : Marseille, and more generally the Provence region, have everything we need for our productions. We have extended the area in which we work to geographically balance our partnerships:

- Sophia Antipolis for much of our micro-electronics,
- Aubagne for plastics technology,
- Toulon with its network of small and medium size enterprises and startups and software oriented skills,
- Marseille for its many assets in logistics, design and software.



> What other advantages encouraged you to choose Marseille and more precisely your installation site?

William Barneau : We envisaged setting up in Grenoble and Saint Etienne, but finally chose the Provence-Alpes-Côte d'Azur region and then eventually Marseille largely for the reasons I have already mentioned. We wanted to be close to companies related to our activity.

Many players in the electronics industry recently decided to set up their operational resources in the region. Lifestyle and sunshine are other major arguments for the recruitment of employees in our sector, in the same way as in Silicon Valley.

Finally, E-KenOS is close to the Port of Marseille which is important for maintaining close relations with some logistics subcontractors and infrastructures (port, airport, TGV high speed train, etc.).

> What organisation method does E-KenOS use?

William Barneau : The region is very largely composed of very small, small and medium size enterprises and some skills already exist in these companies. This is a problem for some companies who would like to set up here, but we have turned it to our advantage. Therefore, our method of recruiting skills takes account of this specific feature and is based on partnerships with local players. This choice offers adaptability and a great deal of flexibility in the management of our activity.

For further information:

www.ekenos.com