

## “Marseille-Helsinki: towards a promising partnership in IT“ shortly

### A conference for common interests

Marseille's leading players in data processing, electronics and mobile telephony will visit Nokia's head office in Helsinki on September 29 for a day of discussions, with the firm intention of creating new partnerships between clusters in the two regions. For the first time!

#### > Firstly to meet ...

For the first time, the main institutional and economic players in the Marseille and Helsinki regions have decided to meet each other in the home of the northern giant of mobile telephony with the objective of increased cooperation.

Thus, Provence Promotion, Euromed, the Club Marseille Provence Ambition Top 20, the SCS cluster, Gemalto, Avenir Telecom, ST Microelectronics, Tagsys RFID, Inside Contactless have made appointments with their Finnish counterparts (including many clusters) the Finnish Mobile Association, Greater Helsinki Promotion and Mobile Monday that will take advantage of the opportunity to present the main Finnish start-ups in the sector.

#### > ... and then get to know each other...

This day is in no way the result of chance. Marseille and more broadly the PACA region have been outstanding in the field of new technologies related to the mobile telephony activity for many years now. The region has quickly made itself known as one of the leading regions in the sector within the Mediterranean Arc and it has everything it might need (geographic location, human resources, infrastructures, etc.) to become a preferred and complementary partner of Finnish companies considered to be among the most dynamic companies in this sector in Europe.

> and start a new "North-South dialogue"!

Specifically, September 29 this year will be dedicated to a series of B to B meetings between representatives of the Bouches-du-Rhône and Finnish professionals in the industry before the programmed conference organised in the afternoon and introduced by each of the main members of the Provence delegation in turn. Therefore this first meeting between "North and South" will be the starting point of the development of partnerships between the two countries that fully intend to continue their growth within a competitive world context.