

Interview with Eric Chaveau, president of “Mission Entreprises 2013”

“2013, Marseille’s odyssey”

Marseille 2013 offers a historic opportunity for the region. This project will focus the eyes of the world on the Phocian City for a full year, offering a genuine economic, cultural and social boost. Therefore, Mission Entreprises 2013 has set itself the target of coordinating all participating enterprises ... an enormous ambition because there are many players and the deadline is close, and yet still far away! " Eric Chaveau, President of the Mission and CEO of Pébéo, tells us the story so far... which is only just beginning!



Eric Chaveau

> Why create this Entreprises Club?

Eric Chaveau: Entrepreneurs have become very excited about Marseille’s candidature as the capital of European culture, and particularly its success. More than 250 participating enterprises (many more than expected) attended the kickoff meeting for Mission Enterprise 2013 that was created on February 12 2009. The first objective of this club is to federate all enterprises ready to invest in this action, knowing that it is open to everyone including large corporations, very small, small and medium sized companies, and craftsmen. This project needs all available skills and there is room for everyone. And it is important not to forget that such an opportunity is exceptional: an event of this magnitude will open up a window to the city from everywhere in the world.

> How will Mission Entreprises 2013 coordinate all players?

Eric Chaveau: its primary mission is to collect all requests and queries generated by the project, and then to federate all contributors to the economy so that it can make proposals to the Marseille 2013 association, that is the global project manager. It is essential to maintain this governance set up during Marseille’s candidature and that triggered this federating vitality. Once a complete network has been created, we can begin specific coherent actions.

> What questions are most frequently asked by enterprises?

Eric Chaveau: Everyone is aware that the economic and cultural system in itself has a genuine added value and therefore leads to mutual enrichment ... but it is quite natural that its implementation should raise a few practical questions. Enterprises will undoubtedly need assistance in integrating these two aspects. The Mediterranean Workshops (Ateliers de la Méditerranée) launched with Marseille's candidature, are an example of what can work in the subject. Therefore, artists will be welcomed by many companies throughout the region. However, this action will not be easily implemented unless experts in the subject explain and monitor it.



Corinne Brenet

> And how will the club function in such cases?

Eric Chaveau: Mission Entreprises 2013 has organised itself into working groups. The theme of one of them is "Euromediterranean Workshops in Enterprises". It is organised by Corinne Brenet, Vice-President of Mission Entreprises 2013 and Raymond Vidil, and will be thoroughly familiar with experiments carried out because it has been working with Mécènes du Sud and will therefore be in a position to create bridges between the cultural and economic worlds.

> Does each working group have its own particular expertise?

Eric Chaveau: Yes, knowing that all themes are essential for the project to run properly. Firstly, consider the "Sponsoring/Lobbying" group, which has the purpose of structuring the global offer of the project and providing very specific responses to any national or international companies that would like to be sponsors. Marseille 2013 cannot be financed without income from the private sector. Furthermore, the stakes of the "Tourism" group for development of a genuinely structured industry in the region in the long term are quite obvious. Many Tourism actions can be carried out, including training to be provided, infrastructures to be created and even "host know how"! This is why there is a specific workshop on "Customer spirit", to develop this host culture.

> International is also a theme ...

Eric Chaveau: Obviously, because the question is 'how should we go about creating this sound box that will propel Marseille onto the world scene'? The "International" group will do the work necessary to answer this question. New technologies also offer powerful tools for distribution, management and coordination. Therefore, the "new technologies" workshop performs a wide variety of tasks, varying from reservation problems to imagining the potential for new technologies in 2013... a genuine challenge! The most recent workshop is called "Art and Living Heritage Businesses", and as its name suggests, has the ambition of conceiving or initiating actions on the subject. This will lead to training courses and new businesses, reflecting this need to build a bridge between economy and culture.

> When do the big projects begin?

Eric Chaveau: The first working group meetings will be launched on March 16 and 17. These workshops will remain open to anyone who would like to get involved in the action. This project will cover four years... although this deadline is far away and will need stamina before it reaches its conclusion, time is short considering all the serious studies necessary in the early stages to manage the "energy" of each participant! Our objective is to work forwards hand in hand with the Marseille 2013 Association to create a network of bold and enthusiastic experts.

The working groups and their leaders

Euromediterranean Workshops in Enterprises: Corinne Brenet and Raymond Vidil

- **Sponsoring/lobbying :**
Christian Carassou Maillan
et Philippe Ley
- **Tourisme :** Georges Antoun
- **Esprit Client :**
Jacques Chadel
- **International :**
Jean Pierre Barade
- **Nouvelles Technologies :**
Guy Gensollen
- **Métiers d'art
et du Patrimoine vivant :**
Patrice Jarque

For further information

- The Marseille Provence 2013 Association site <http://www.marseille-provence2013.fr/>

- Starting up the enterprises 2013 club on the CCIMP site
http://www.ccimp.com/ccimp/notre_actualite/la_mission_entreprises_2013_est_lancee

Download the presentation Mission Entreprises 2013.pdf"

Contact

- Alice Helleboid
Phone: 04 91 39 56 85
Email: alice.helleboid@ccimp.com **Web:** <http://www.ccimp.com/>

PROVENCE PROMOTION
AGENCE DE DÉVELOPPEMENT ÉCONOMIQUE - ECONOMIC DEVELOPMENT AGENCY
Les Docks - Atrium 10.5 - 10, Place de la Joliette - BP 45607 - 13567 MARSEILLE Cedex 02 - FRANCE

Tél. +33 (0)4 96 11 60 00 - Fax +33 (0)4 96 11 60 11
provence-promotion@provence-promotion.fr - www.theprovencepartnership.com