



Prospecting mission in Hamburg shortly



Provence, land of talents!

Marseille and Hamburg, two cosmopolitan capitals, two large ports and also two cities specialised in multimedia, celebrated the 50th anniversary of their twinning between July 7 and 11 2008! Provence Promotion seized the opportunity to cross the Rhine and encourage companies to settle in Provence and help to make it the French California. But the task is difficult, even though the region is clearly demonstrating its vitality and talents!

> 100% prospecting index!

The first step in attracting companies is to encourage them create subsidiaries, offices, and thus invest in our region. But we cannot succeed unless they know us. For international companies, taking the decision to invest in what they call "studied territories" includes this preliminary phase. Thus, we went to Hamburg with a large Marseilles delegation (MPM, Euroméditerranée, MedmultiMed) and the intention to emphasise multimedia, a field of activity in which Hamburg has also been developing itself for the last few years (studio Hamburg, Bigfish, Flashpoint, sportdigital.TV...).

> Showing our stars!

Projects and partnerships cannot be initiated (another of our objectives), unless companies already working in the multimedia field in the region are known. Examples include Gamesud, Lexis Numérique and Bakery Animation in Gémenos, Europe best studio. Our work then consists of facilitating meetings between different partners or simply partners in the same activity field. As for any enterprise, it is essential to set up close to the best, everywhere throughout the world.

> A Mobile Valley in relief...

Our region is specialized in multimedia, and is also distinguished by its effervescent energy, investments and technologies based on the mobile industry in Provence. Regional companies launched the "Mobile Valley" on June 26 this year at the Belle de Mai media Cluster, to characterise this industry internationally, and confirm its vitality.

It is organised by the BabySmart and PACA Mobile Centre consortiums (infrastructures and groups of companies dedicated to portable telephone technologies), and federates many existing projects including the PACA Mobile Center PACA, the largest mutual phone and NFC (1) centre in Europe.

And like the other legendary valley, it has everything it needs to expand... Investors, Research workers, Large Groups, small and medium sized companies, state of the art technologies for mobile phones – from Gemalto's SIM card to the distribution of phones in Europe by Avenir Telecom -, vitality of players... and sunshine!



PROVENCE PROMOTION

> ... and inhabited by the big boys!

The Mobile Valley is backed up by the SCS world competitiveness cluster, and will welcome any company that wishes to perform projects based on NFC technologies, mobile applications or equipment! And it works! It is the result of cooperation between major players in the field such as SFR, and internationally Weavefront, Mobile Valley and the PACA Mobile Center are already very active and are followed by the many companies located in the South such as Mobile Distillery, Inside Contactless, ST MicroElectronics, Twilinx, Miyowa, MIOS, MicroBE, to mention just a few.

> Supinfocom, world champion and...

Supinfocom, a private school dependent on the Arles CCI (Chamber of Commerce and Industry) specialised in animation films and synthetic images, is another factor contributing to the success and attractiveness of our region. One of its main premises in Arles, and it is considered to be one of the best in the world, if not the best.

No other school has developed talent rewarded by an equivalent number of awards and selected films, making it invaluable in its ability to reveal talent! Anne Brotot, its manager, passionately states "Apart from festivals and awards, the other "international" aspect lies in the very composition of the diploma jury; more than half of all personalities originating from large foreign studios such as Pixar or DreamWorks, and also an impressive number of observers.

> ... Heartily approved by Hollywood!

For example, the Aardman studio (creator of Wallace and Gromit) was present at the rendez-vous this year! When we asked her the reason for this success, Anne Brotot very lucidly replied "Our methods are quite different from the conventional university system, they combine freedom of the program and proximity to the professional world, technical and artistic components. Our school is a hybrid entity because it is based on methods, tools and quality of a production company. Students produce two hours of synthetic images per year, which is enormous! And they are very much in demand! The key once again is international renown ...

1) Near Field Communication, ou sans contact.

For further information

The Supinfocom site: <http://www.supinfocom.net/>

The SCS cluster site: <http://www.pole-scs.org/>

The Paca Mobile Center site: <http://www.pacamobilecenter.com/>