

SECA+IT coming shortly



Provence is turning up the volume!

The SECA (Salon Européen des Centres d'Appel & de la relation client - European Show for Calls centers & Customer relations) is now an inevitable meeting place for anyone involved in calls centres and customer relations, and the 2009 show will be larger than ever before (Porte de Versailles Exhibition Center between 31/03 and 02/04), with an increasing part dedicated to Technologies for Innovative businesses (+IT)! This is yet another opportunity for Provence Promotion to present the many advantages of its region, which has been hosting this activity sector for many years.

> A new tune for 2009

Until last year, the show was known as the SECA (Salon Européen des Centres d'Appels – European Call Centre Show). Its new suffix has changed everything because the show is now organised around three large theme families:

- customer relations and call centres;
- information systems, Saas, Erp;
- mobility, e-businesses and Voip.

With this new position, the aim of SACA+IT is to become a crossroads at which all solutions and technologies are combined to offer the enterprise a better service”.

> The world's song

New image, communication, new theme meetings. The European show would also like to mark spirits by its international dimension. The 2009 show has become a major event in the telecommunications and customer service sector in Europe, and offers the thousands of visitors expected an opportunity to meet call centre managers and technological solution designers in all parts of the world. SECA+IT will also hold a series of conferences, debates and workshops over the three days, to increase the number of international exchanges.

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For further information

The SECA show: www.salon-seca.com

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> With a Provence melody

In this context, Provence Promotion would like to restate the importance of this activity in its region and the reasons why more than 130 players in the sector have chosen Provence and set up their call centres and customer relation services there. The region is very competitive. It is currently one of the leaders in hosting this type of activity, behind the Paris and Upper Normandy Region. Thus, the Bouches-du-Rhône Economic Development Agency will present subsidies granted by local governments to companies who would like to set up in the department. The agency will also rely on the diversity of human resources within its region, to convince new players in the sector to take the step and set up in Provence.

They chose Provence...

130 call centres originating essentially from the banking sector, insurance and telecom companies, have set up in the Bouches-du-Rhône Department.

They include AON, DHL, Experian, Crédit Lyonnais, Société Générale, BNP Paribas, Lease Group, BEPPC, Crédit Agricole, COFICA, Caisse d'Épargne, MAIF, IT & Telecommunications, Monster, AOL/Neuf Center, France Telecom, Telecom Italia, Tiscali, Avenir Telecom, Athesa, TCI, Feeder, Canon, Telemarketing, Eurocontact, BW Group, SAGA Isolation, COFRAPEX, Tourism & Transport, Air France, Expedia, SNCM, Pacifica, B2S, Parametric Technology...

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