THE PROVENCE partnership
BY PROVENCE PROMOTION

Upcoming Start in Provence Event...

ESCP EUROPE ALUMNI

Entrepreneurs of Provence, You Are Not Alone!

With the successive crises, Provence Promotion is doing even more to support enterprise creation! As part of its Start in Provence program, and in partnership with the ESCP Europe Alumni association, the agency is organizing the launch on January 26 of the Creators' Club, with the aim of bringing together project carriers, innovating start-ups and alumni of grandes écoles (elite graduate schools). The event is taking place from 6.30 PM to 10.00 PM at the CEEI Provence (Domaine du Petit Arbois) – recently renamed "Black Swan"- and will be followed by a cocktail buffet. The evening will include a number of presentations outlining the regional funding available for enterprise creators and testimonials from entrepreneurs recounting their experiences.

> A first for Provence

For Start in Provence, the advantage of working with networks of alumni from the grandes écoles (elite schools) is that it promotes network building. And that's just a start! The partnership, which began last summer, is showing an enormous potential at a time when creative talent is essential for the economy. Whereas "Enterprise Creation Mondays" were an already-established feature in Paris, nothing of this kind existed in this part of France. This therefore represents a first for the Provence region. Even if the initiative is in its infancy, the concept of bringing together project carriers, graduates from elite schools and innovating start-ups and providing them with crucial information on enterprise creation is full of promise.

> Getting the New Year off to a good start

> The workshop, at which more than 50 persons are expected to attend, will start with presentations outlining the measures currently in place to support enterprise creation in the Bouches-du-Rhône *département:*

- "Business hosting and support", presented by Olivier Tomat of the CEEI Provence/Black Swan and Olivier Personnic from the Innovating Companies' Business Incubator at Meyreuil;
- "Constructing your enterprise creation project" with the IRCE's Alix Bibolé-Gardner;
- "Project advice, financing and networking", by Hayette El Afghani from the Entreprendre PACA network;
- "Financing your project's launch - the Dispositif d'Amorçage en Provence scheme", with Lionel Minassian and Isabelle Corbin of Pays d'Aix Développement .

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> Next on the agenda is a presentation of the evaluation criteria used for projects by a number of private investors, with Laurent Sachs of L.T. Sachs, Michel Vacher of Alumni Business Angels and Viveris Management's Cyprien Roy.

> Lastly, these points will be illustrated with testimonials of success stories from local entrepreneurs from the Bouches-du-Rhône département, such as Nicolas Mendiharat and Jean-Marc Aubert, founders of Travel Horizon Group and Talismart respectively.

> Veronique Lesage, representing the ESCP Groupe Entrepreneurs, will bring the presentations to a close with a recap of the various enterprise creation support measures provided by the ESCP Europe Alumni.

> Promoting exchange and mixing!

The event will provide a venue for those in the scientific, technical and business fields to rub shoulders, make acquaintance and –who knows- come up with some concrete, joint projects. It's worthwhile underlining, at this point, the role played by Start in Provence, providing as it does a single interface offering free and confidential services designed to help you get the most out of project launch support measures and providing tailored follow-up assistance throughout all your project's stages. So don't hesitate to come along and meet us.

To find out more:

> The ESCP Europe Alumni Association was founded in 1872 with the aim of bringing together the community of graduates and students of ESCP Europe, promoting solidarity among them and providing them with a range of services and tools (the network currently numbers more than 35,000 members worldwide).

> View the complete event program (in French)

> Start in Provence program presentation

> The CEEI Provence de l'Arbois/Black Swan website (in French)

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