



Home Sweet Home shortly ! ...

Menlo College... a new Golden opportunity ?

The Home Sweet Home operation first developed as a gamble in 2002 with the objective of encouraging expatriate French entrepreneurs in California to return to Provence, is setting its sights even higher. Its first successes have convincingly demonstrated that it should continue its quest with new horizons in view. Thus on December 8 it will unveil its latest project in Menlo College (south of San Francisco), which consists of targeting all expatriate entrepreneurs in California interested in Provence as an access point to the entire Euro Mediterranean basin! A new prowess for the future ...

> Menlo College... Next step!

The next step after San Francisco, Boston, London, Montreal, is Palo! This town is home to the famous Stanford University and will host the next workshop of the Home Sweet Home operation ... This workshop is organized by Provence Promotion and will be held in the prestigious Menlo Park business centre, which is the best prospecting/promotion site according to the French Silicon Valley association.

> Do you speak French?...

Provence Promotion is always searching for new ideas and particularly new expatriate entrepreneurs to bring back, and has decided to widen its targets for this seminar. Up to now, its searches have been firmly focused on expatriate French entrepreneurs. Since then, Provence Promotion has extended the scope of its actions to include all Algerian, Lebanese, Moroccan, Tunisian francophones leaving in California, including company managers, research workers, executives in companies working on new technologies.

> Economic benefits shortly

Provence Promotion asked the French Silicon Valley Association and many public and private partners such as economic missions, embassies, scientific missions, associations and networks of foreigners, to assist it in achieving its aim of discovering what is happening in California that could provide economic benefits in the future. A total of more than 8000 persons were identified, and about 200 of these are expected, a third being Algerian, Lebanese, Moroccan or Tunisian.

> In addition to accepted concepts ...

The message has also been reviewed in this context, and even extended to match the new target. The objective is no longer only to speak about Provence as a welcoming land, but also to highlight that the Provence region can be used as a strategic base for getting a foothold in Mediterranean and European markets. All these expatriates find it psychologically very difficult to imagine a "Return to Provence" after living in the very prosperous California, and the idea is often even seen as being a step backwards. This is the idea that Provence Promotion wants to contradict by demonstrating the growth potential of this Euro Mediterranean region over the next 5, 10 and 15 years.

> The Specialty Clusters asset

The widespread development of speciality clusters is well timed. They highlight economic, scientific and technological resources available in Provence, and in that way produce a diagrammatic map providing investors, company creators and more generally persons bringing in new skills with a clearer view of the potential. Three targets to be convinced!

Home Sweet Home - Start in Provence has now completed 40 projects in its two years of operation!

Two years after the Home Sweet Home – Start in Provence program was introduced, it has completed its 40th start-up project, detected and accompanied locally by innovation partners in Provence. The most recent arrivals (September/October 2005) are E-lycée, Hyptique, Black Mirror, and Dynamic 3D. Almost half of the projects (18) are from the United States, and they represent a commitment of more than 500 jobs for three years. The previous three seminars were globally attended by 500 persons identified by French expatriate networks in the United States, associating public and private partners such as economic missions, embassies, scientific missions, French expatriate associations, etc.



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> Demonstration by example!

Pushing its reasoning further, Provence Promotion knows that the convincing demonstrations are examples. This is why we will present success stories, like that of Abdeslam Kasseh, Chief Executive of Medin Tech, a company specialised in digitisation of medical equipment. This Moroccan entrepreneur was educated in Montpellier and is now based in Canada (head office of Medin-tech), and has just set up his production unit in Casablanca and is finalising the European R&D centre in Provence. Provence Promotion believes in this innovative strategy that, apart from benefiting from the expertise in the region, makes it possible to set up in the very promising market around the Mediterranean basin. We no longer restrict ourselves to talking about returning home, but rather a way of bringing together various cultural, economic, family ties, etc. Another equally convincing example is Eric Pouligny, from Parametric Technology, based in Aix en Provence, and with a customer relation centre in Morocco.

> Don't change the recipe

Based on its experience with this program that has been successful in every case, there are no other changes to the approach consisting of "direct exchanges between experts, expatriate entrepreneurs and witnesses of a successful return to Provence". Two hours will be spent in presenting how Provence Promotion is a genuine "landing strip" for any entrepreneur who would like to develop his work in the Euro Mediterranean region. Therefore, the organization is building up an organization dedicated to human resources, tax systems, public and private financing, and provide experts with an opportunity to show how a company can optimise its new set up in Europe and the Mediterranean, taking account of all these aspects.

> But let's face it...

Although Provence Promotion's idea is to broaden its target prospects and to present Provence as being the Gateway to the Mediterranean and Europe, it has no wish to spread itself too thinly. This is why it also wants to reconcentrate on the most innovative and promising themes that include new communication technologies, energy, medical instrumentation, microelectronics, etc. Risk capital will be tempted into the region as a result of creating extremely specific specialty activities. Provence Promotion believes that this is the only way of encouraging people to return home!