EURATECHNOLOGIES
« A TOOL FOR ICT ENTREPENEURSHIP SUPPORT »

STANFORD UNIVERSITY – SILICON VALLEY
01 06 2009

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EXCELLENCE & INNOVATION

"Nothing is really lost or found; it's all about transformation"

Antoine de LAVOISIER

1743-1794

LiLLE NORTHERN FRANCE at a glance

Population Youngest french region.

4 million inhabitants (nearly 7% of the French total)

Education & Training 150,000 students

* France's no. 2 center for higher education

* 10 % of all French engineers trained in Northern France

Research organizations

85 private industrial research centers. 34 higher education institutions. 6,500 researchers and teacher/researchers. Over 300 public and para-public laboratories

A wide range of economic assets

• 124,600 businesses.

• Logistics 3 logistics region Outstanding transport infrastructure (5,600 companies Over 58,000 employees)

• Automotive 2nd automotive region in France

• Railway 1st railway region France's densest rail network 4 of the world's top manufacturers of cars …

• Life sciences 3rd largest cluster in France for healthcare & biotechnologies (810 companies 23,000 employees 6.5 billon € turnover)

• Food Industry Over 500 companies 27,000 jobs €9 bn sales

• Customer Relations: Second largest region in France for call center operations Almost 10,000 employees100 centers (Mail-order sales, Direct Marketing & other activities, Banking, finance, insurance …)

• Mail Order & e-commerce : European Capital of Mail Order Sales (MOS) 200 Mail Order companies 30,000 jobs Annual sales of €6.8 billion Major MOS companies have developed an e-commerce activity 900 companies (DM & Web agencies, Call centers, Logistics companies, Financial companies) France's first Master's Degree in Direct Marketing World-Class Retail & Trade Industries Cluster (PICOM)

« Trees hidding the forest? »

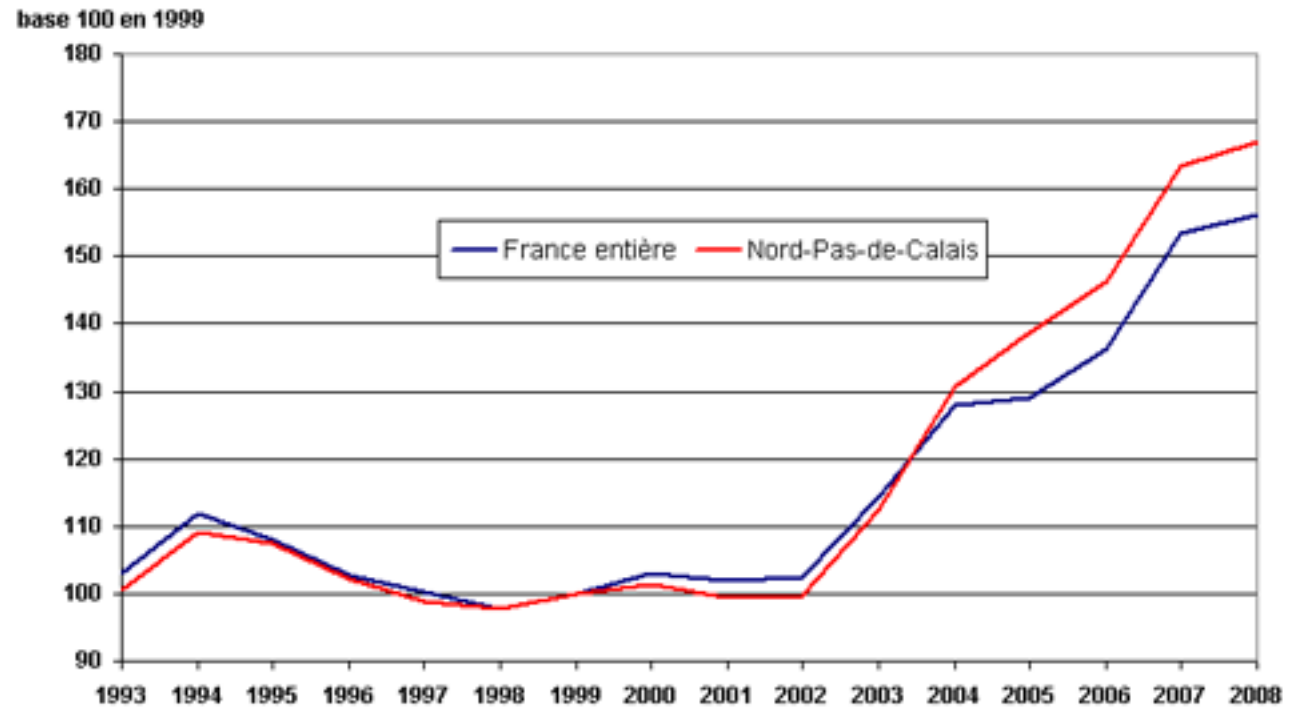*So many assets which used to hide for a long time the reality*

LILLE was during the last ten years the region with:
- *The lowest rate in terms of SME creation of France*
- *The lowest rate in terms of innovation (patent) of France*
- *The lowest rate in terms of VC's investment in innovative economic sector and businesses*
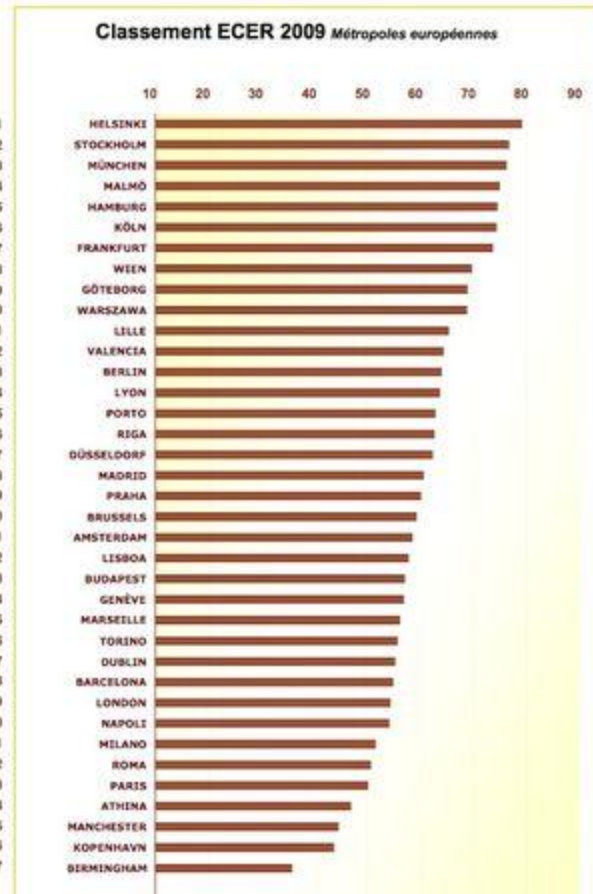
From 1993

Évolution des créations d'entreprises entre 1993 et 2008

base 100 en 1999

Source : Insee, Répertoire des entreprises et des établissements

2009

Classement ECER 2009 *Métropoles européennes*

A 2009 study led by ECER (based on the study « European Cities Monitor » Cushman & Wakefield) *towards 2400 european entrepreneurs, to evaluate european metropoles attractivity brought these results :*

Lille is the first french city in terms of entrepreneurs attractivity and the eleventh in Europe.

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Why such a growth?

Within the last 10 years, local authorities used to face:

The E-transformation needs

Entrepreneurs communities and networks needs

Training needs (invest in people)

Innovation needs (invest in future)

Strengthen public/private cooperation (Invest in economy)

by

•**Launching huge programs in different sectors (health, transport, IT, textile, e-business and VAD)**

•**Supporting cluster policies (crossed fertilization)**

•**Providing massive support to incubation policies**

And each program had is :

•**own infrastructure**

•**A dedicated development agency fostering incubation, entrepreunership support (ante and post creation, growth financement, innovation), setting-up, job creation, innovation policies, international development support.**

Our focus : the IT sector

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IT sector in Lille-Northern France?

- 4000 IT companies for 30000 employees (In progress +3,5%)

- In 2007, 450 IT companies have been launched.

- S1 2008, 280 IT companies has been launched

Source INSEE 2008

A concept : ICE^3…

• *Innovation : to precede rather than to follow, EuraTechnologies aims to become a technological factory based on companies/universities and labs collaboration (technology standard providers)*

• *Convergence: put together (in the same area) actors (labs, companies, users and universities, VC's from private and public sectors)/ projects/ innovation in the IT field and create the ecosystem.*

• *Emergence : by providing incubation support policies*

• *Entrepreneurship : by facilitating entrepreneurship spirit (by giving opportunities to project holders example : our early stage incubator is free, and we provide telephone and internet connexion, one stop shopping)*

• *Excellence : by delivering high standard quality support and services answering to companies requests (from facilities to mentoring and coaching*)*

* Based on performance and growth indicators : qualified employment and skills, turnover growth (in and outside boundaries), r&d rate in the activity, …

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… named Euratechnologies

And it works!

• *Launched in March 2009, this 25000 sqm open business concept is already hosting 100 companies (start ups; SMEs; large accounts) 1700 employees*

• *Ecosystem creation "research centers, universities, SMEs and large accounts, training centers and innovative "spin offs" like "the european contactless center"*

•*Local authorities invest now in project (refundable advances rather than subsidies) and no more in organizations.*

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« Driving a former textile mill to an IT international hub, it's all about transformation …

…. and entrepreunership support »

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- THANK YOU FOR YOUR ATTENTION…