Partnership actions to encourage the detection and emulation of innovative projects

An interview with Mr. Philippe RENAUDI, President of the Provence-Alpes-Côte d'Azur CCI

What are the strong points of the regional economic fabric?

As the second most touristic region in France, Provence-Alpes-Côte d'Azur benefits from a diversified industry essentially composed of small and medium-sized companies, but also of large international contractors. For the year 2022, the turnover of regional companies reached €331 billion, an increase of 18%, which illustrates a real economic dynamism.



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What support mechanisms does your CCI network offer to innovative companies?

Our CCI network deploys various schemes and is involved in partnership actions that encourage the detection and emulation of projects, such as the **RUE** scheme, which brings the world of research closer to that of business. At the international level, CCI International Provence-Alpes-Côte d'Azur (Team France Export Sud) launched a first Learning Expedition to CES Las Vegas 2023: 10 innovative companies in the health, mobility, green tech and smart city sectors were immersed in the trade show in January.

In the tourism sector, our CCI network has joined for the 3rd year the **TravelCamp Sud** of the Region. And let's not forget the European funds! During the previous programming period (2014-2020), our CCI network received €14 million in funding for 92 projects. Innovation is again at the heart of the 2021-2027 European programme with **EULEP** (Erasmus+), which aims to develop innovative training in augmented reality, artificial intelligence and social innovation.

What does the Provence-Alpes-Côte d'Azur CCI offer in terms of training to meet the challenge of the labour shortage?

Of the 2,700 entrepreneurs surveyed each quarter for our business barometer, SMEs with more than 50 employees expect business and employment to be stable or even increase. Our strength lies in our territorial anchorage. A recent example is the national campaign of professional immersion in companies in sectors in tension (industry, commerce, hotels/restaurants, digital, construction): the CCI network carried out 5,000 awareness-raising campaigns among VSEs/SMEs, and nearly 1,000 of them agreed to be listed on the Pôle Emploi "easy immersion" platform. In addition, the training offer on our twenty CCI campuses is adapted to the needs expressed by companies, such as in the CHR, health, digital or decarbonised industry sectors.



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Philippe Renaudi and Renaud Muselier, President of the Southern Region, guest speaker at the General Assembly on 24 February 2022

How does the Provence-Alpes-Côte d'Azur CCI contribute to the regional policy of reindustrialisation of the territory?

Growing industry is one of the 46 objectives of our contribution to the **SRDEII** of the Southern Region: an objective built on 10 proposals such as "Accelerate the creation of turnkey industrial sites", with at least 2 new sites per year. To date, there are about a hundred labelled sites in France, including about ten in Provence-Alpes-Côte d'Azur. This mission will shortly deliver a toolbox to help SMIs to set up or relocate to our territories. We are going to strengthen information on available economic land, establish agreements with influential partners, develop mentoring and further adapt training.

1 https://www.calameo.com/cci-provence-alpes-cote-dazur/subscriptions/5125265
2 165 proposals responding to 46 objectives on 10 priority themes.
https://fr.calameo.com/cci-provence-alpes-cote-dazur/read/004852100394d5f5e4af0