

A New Innovation Model

The dynamics of the industrial networks

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graph TD; A[Partnership Growth] --> B[GDP & ROI growth]; B --> C[Increase competitive advantages of the Pôle]; C --> A;
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The diagram illustrates a cyclical relationship between three key factors: Partnership Growth, GDP & ROI growth, and Increase competitive advantages of the Pôle. Arrows indicate a clockwise flow from Partnership Growth to GDP & ROI growth, then to Increase competitive advantages of the Pôle, and finally back to Partnership Growth.

A New Innovation Model

Actions

- Development aid of the companies
- Support for the creation and the growth of small and medium-sized companies
- Strengthening of the R&D investments
- Synergy of all public actors, R&D, universities and companies (Large & SME).

Lisbon Process (2000)

Bases :

- An insufficient European competitiveness
- Lack of a directed research gone
- High level formations to develop

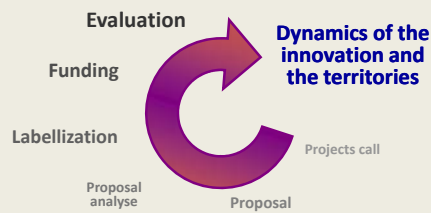
A Response To Globalization

Stakes :

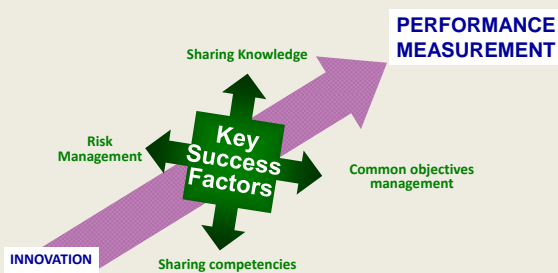
- Dynamic of regions
- An international drive effect of the large companies towards SME and the consumers
- Innovation

"More than the existence of an atmosphere what counts is the atmosphere of those which make deals", A. Marshall

The "Poles De Compétitivité" Creation



The Pole Organization



The Pole Organization

Pole Elopsys		Pole Mer Paca	
Actors	%	Actors	%
Large company	40	Large company	30
SME	0	SME	40
Laboratory	10	Laboratory	10
University	10	University	10
Public actors	40	Public actors	10

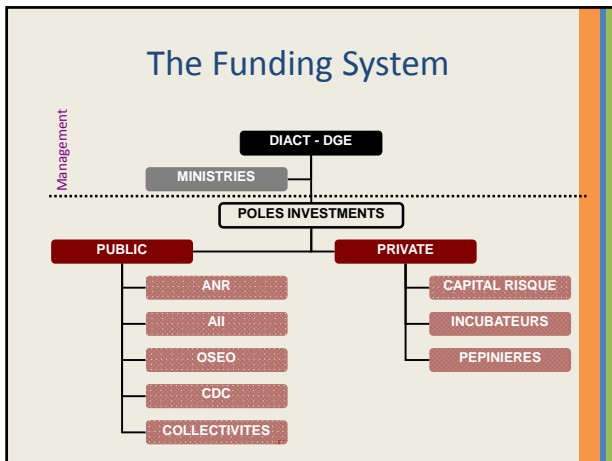
The governance is not always proportional to the members of the pole.
However this one is accepted by all actors in the organization.

Keys Of The Pole Strategy

- The strategic worksheet
- The environnement
- The collective strategy of the pole actors
- The pole organization

The Dynamic Keys Of The Government

- The geographic proximity
- The effect of imitation and reputation
- The valorization and the management of competences
- A climate of stimulation and emulation



The Funding System

Sources of funding:

- Animation (33 M€)
- FCE (600 M€)
- Other actors (567 M€)
(ANR, AII, OSEO, CDC, ...)
- Tax and charges exemption (300 M€)

Total: 1 500 M€ on 3 years

The Funding System

Regions Top 5:

- Aquitaine
- Île de France
- Midi Pyrénées
- Paca
- Rhône-Alpes

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graph TD; subgraph France; direction TB; A[Aquitaine]; B[Île de France]; C[Midi Pyrénées]; D[Paca]; E[Rhône-Alpes]; end;
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Key Success Factors

Intern

- A governance independent creating of the strong bonds between the members and acting in the interest of all
- Common and shared objectives
- A comprehension of the whole of the pole and its dynamics
- A strong availability of the team of animation of the pole of compétitivité
- An animation interns strong and regular
- Homogeneous systems of management
- The existence of Venture Capital, Angels Business...
- A financial autonomy

Key Success Factors

Extern

- A strong availability of the representatives of the pole of compétitivité
- A comprehension of the partners for a better integration of technologies and constraints of the production
- Foreign partners leader in the same sphere of strategic activity
- An effective and measured external communication
- A radiation on the whole of the world actors of the sector

Thanks for your attention

Bruno Nicoulaud
Deputy Officer
International Cooperation
bruno.nicoulaud@industrie.gouv.fr



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