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**From:** Jean-Francois Boisson [mailto:jf.boisson@wanadoo.fr]

**Sent:** Monday, September 26, 2005 9:39 AM

**To:** COMP STATE AID GREFFE

**Subject:** Aides d'Etat, consultation

Goodmorning

I represent the Union of the Enterprises from Provence Alpes Cote d'Azur Region in France (MEDEF PACA), and we would like to stress 2 critical items which are not well covered by the proposal.

- 1- Innovation in professional services
- 2- Innovation for followers (not leading)

### **1-Innovation in professional services**

Most of the employment of our region is based on Service business (66% of the jobs, against 11% for Industry) and these companies have also to deeply innovate. As previously pointed by the EC, innovation in services is more related to "new organisation" or "knowledge based services". Service companies have to invest in ICT and Knowledge management plus in human capital. In the industry professional services activities are also growing fast. They have the same problem than previous.

We ask to focus productisation of services as a priority. We have to define what is Knowledge mgt for services as well as organisational improvement, but it is the real challenge for Service dominated regions.

### **2- Innovation for followers (middle of the class)**

Generally in industry sector many and many SME's are not leading with advanced new products based on research .... however we have to support them to move from current situation to a most competitive one. We have to build from scratch an R&D attitude to trigger an Innovative attitude. These points are well pointed by MANUNET (ERA-NET) and we have to define a specific program related to Industry transformation supported by an innovation policy, adapted knowledge and technology transfer, funding capabilities and improvement in human performance by a strong along the life training support.

Thanks for your understanding

Jean-Francois Boisson

**MEDEF Provence Alpes Cote d'Azur**

259, boulevard Perier

F-13008 Marseille

+33 6 7498 4706

[jf.boisson@wanadoo.fr](mailto:jf.boisson@wanadoo.fr)

[jf.boisson@medinsoft.org](mailto:jf.boisson@medinsoft.org)

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