



NETWORK "SI TOUS LES PORTS DU MONDE..."

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SI TOUS LES PORTS DU MONDE

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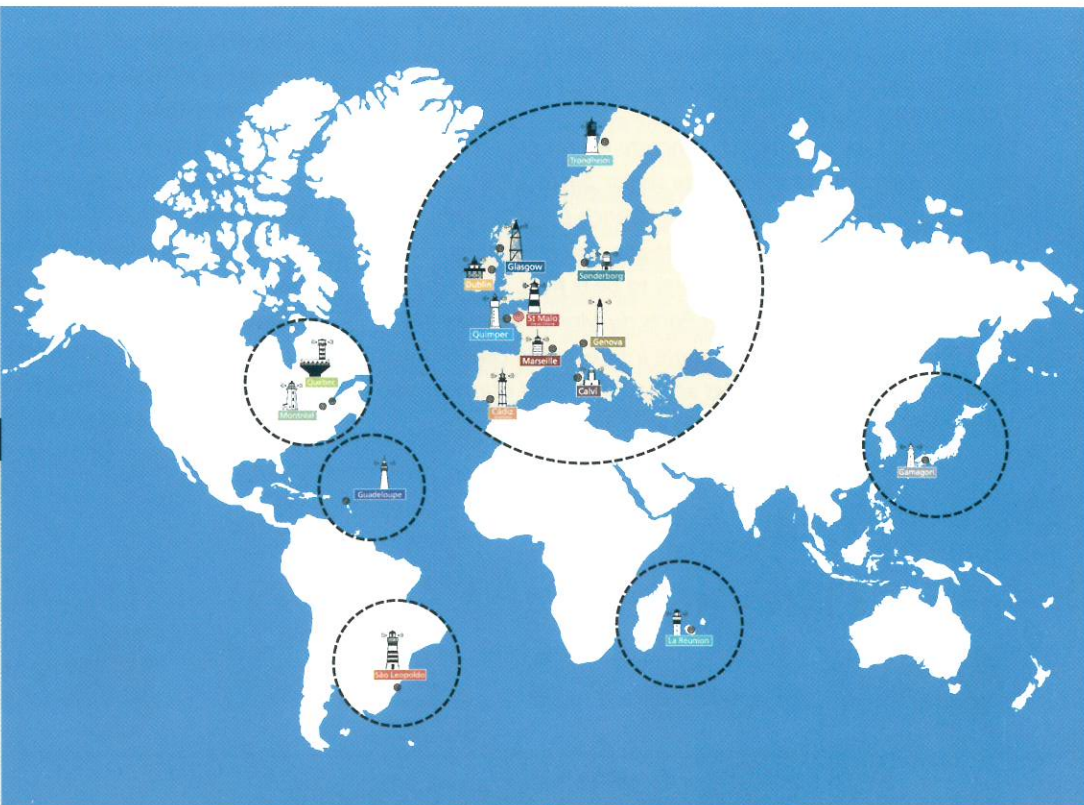
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RENNES / SÃO LEOPOLDO / SØNDERBORG / TRONDHEIM

newsletter



SI TOUS LES PORTS DU MONDE



From one coast to another



Guy Canu,
Past Chairman of *Si tous les ports du monde* (2009-2010)
Chairman of CCI Rennes - Bretagne

Committing yourself

My first impression of the Network

I said to myself: "Who is going to come on Saturday at noon? But on that particular day and to my astonishment, even very busy people like Georges Coudray (CMB), Jean-Guy Le Floc'h (Armor-Lux), Roland Beaumanoir (Beaumanoir Group), Serge Raulic (Thermes Marins), Michel Menny (Sofisme), Christophe Bernardini (Sabena technics) and the Roullier Group were present to attend the General Meeting in Saint-Malo. And I thought to myself, "what a committed team!"

Our actions

The difficult task is to launch concrete economic actions between members of the private sector. Since 2009 we have a new website in three languages (French-English-Spanish). Moreover, the energy put in to attract new French and foreign companies into the Network starts to bear fruit, namely in Quebec. The Compagnons des Ports du Monde activity has been implemented: young people interested in carrying out a cultural or economic project abroad in one of our port sites can benefit from a financial help and receive an award.

Our philosophy

*Only by getting to know each other's culture can you understand and carry out long-lasting economic exchanges. In a network like *Si tous les ports du monde*, the members enjoy a privileged position in business thanks to strong cultural ties.*

My message to Stephan Kleinschmidt, the new chairman of *Si tous les ports du monde*

I wish you good luck! There is still much work to do...After the presidency of Georges Coudray and myself in Saint-Malo, for the first time, the chairman of the Network will be located outside France. Denmark should give a new direction, as sustainable development is part of a national strategy. After Sønderborg, Cadix will take on the presidency in 2012 (links between Europe and Latin America will be a priority), then Marseilles, the French city being European Capital of Culture in 2013.

Extracts of "Place Publique", May-June 2010

(They joined us)



CCI La Réunion

Conseil
Régional de
La Réunion

Caisse Régionale
du Crédit Agricole
La Réunion

São Leopoldo

Quebec
Chamber of Commerce

Situated in the Indian Ocean, the CCI Reunion operates over the "Département" of the Reunion Island. It counts 750 permanent members of staff. Its missions: representing 28 000 companies of the economic sectors, and training.

www.reunion.cci.fr

The Conseil Régional de la Réunion is an institutional and administrative organization fully committed to the economic development of the island. Tourism (Unesco World Heritage), sustainable development and youth projects are priorities for 2011.

www.regionreunion.com

As a leading local bank, Crédit Agricole de la Réunion is the bank of one third of its population. With more than thirty branches and a business centre, it is the only local financial institution entirely independent in its decision making.

www.ca-reunion.fr

Located in the state of Rio Grande do Sul, the Brazilian town of São Leopoldo counts 211 000 inhabitants. A very diverse economy includes the metal-mechanic industry, commerce and a technological hub focused on the production of inputs linked to Information Technology.

www.saoleopoldo.rs.gov.br

Founded in 1809, Quebec Chamber of Commerce gathers more than 5000 members from the business community of the greater region of Quebec, from all economic sectors. It constitutes the largest group of companies in Eastern Quebec.

www.ccquebec.ca



between present and future



Stephan Kleinschmidt,
Chairman of *Si tous les ports du monde* (2010-2011)
Chairman of Culture and Economy, Sønderborg Kommune



Enhancing growth and prosperity

The city of Sønderborg is located on the peninsula of Jutland in the border region between Denmark and Germany called Sonderjylland-Schleswig. The harbour city with its surrounding rural areas has a population of around 76 000. In relationship to the capital city of Copenhagen it's a region that could regard itself as peripheral but which looks at itself as a gateway to Europe.

Characteristic to the city is its pioneering approach to development based on bold aspirations. It is the number 14 city in Denmark in terms of size, but Sønderborg is in third place in terms of the number of people employed in the creative sector – only surpassed by the countries two largest cities of Copenhagen and Aarhus.

The city itself has three strong visions in its long-term strategy of mobilizing its creative class. Vision number one is the development of the harbor front of Sønderborg – a master plan developed by the famous architect Frank Gehry that comprises an art and culture house, an electronic library, a wellness hotel, a shopping centre and apartments.

Vision number two is gradually reducing the carbon footprint of the citizens of the municipality of Sønderborg to reaching zero carbon outlet by the year 2029.

Vision number three for Sønderborg with its surrounding region of Sonderjylland –Schleswig is winning the title of European Capital of Culture in the year 2017.

Working collectively

An important part of our development strategies and vision is the presidency of Si tous les ports du monde.

With the presidency we want to highlight and promote further the notion of uniting culture and economy in an effort to boost growth and prosperity in the Network cities.

We will work at expanding the network to the present, past and future European Capitals of Culture cities of the Baltic Sea. With this expansion we wish to support common efforts of the Baltic Development Forum of positioning the Baltic Sea Region in the EU and on the global map by advancing the growth and competitive potential for all through partnership between business, government, academia and culture.

It will be a difficult legacy to carry on after Guy Canu, but with the help of the office and the support of the network I hope to contribute to fostering a stronger Network for the benefit of our member cities and regions throughout the world.

I'm looking forward to getting on with the work.

(They joined us)



Denoual, Kerjean,
Le Goff Law Firm

Located in Saint-Malo, this law firm advises, assists and defends in all practice areas. Should you be an individual or a company, a team of seven lawyers is committed to defend your rights. The firm is certified ISO 2001.

www.denoual-kerjean-legoff-scp.avocat.fr



Rennes Métropole

The metropolitan district of Rennes comprises 37 towns and villages including the city of Rennes. To-day it counts almost 400 000 inhabitants and promotes the economic and sustainable development of its territory.

www.rennes-metropole.fr



Saint-Malo
Agglomération

Saint-Malo Agglomeration comprises 18 districts and represents more than 83000 inhabitants. Its competences are to promote the economic development, an attractive territory, the Rennes Atalante Saint-Malo Technopole, the creation and management of businesses.

www.stmalo-agglomeration.fr



Quebec City
Convention Centre

Located in the heart of Québec, the City Convention Centre is an exceptional meeting place renowned for its solid reputation, cutting-edge technology and expertise in hosting green events. In 2010, it won the silver price at the Meetings Industry Marketing Awards (MIMA).

www.convention.qc.ca



Fort Royal

The Fort Royal was incorporated in Saint-Malo in Summer 2010. Its objective is to acquire and group small businesses in craftmanship, with a view to restructuring and developing them in France and abroad under a common luxury brand.

fort-royal.com

Economic partnerships: a pivotal year for the Network



Michel Menny is Vice-Chairman of *Si tous les ports du monde* Network for economic matters and Chief Executive Officer of the Sofisme Group. In 2010, he underlines the progress made in various fields.

"2010 is an important year for the Network and its economic partners" says Michel Menny. First, the vice-chairman in charge

of economic matters notes the enlargement of the Network: Canada, Reunion island, Brazil... *We are also very happy to see that Sønderborg in Denmark is "very involved".*

With the creation of the *Compagnons des Ports du Monde* activity and of the *Club des Hôtels* project, the Network is creating new tools allowing companies to get involved even more.

as the sovereign risks may weigh on the activity.

The nature of the economic crisis has changed in 2010, especially in Europe with the risks on the countries!

Reinforcing communication will be more and more necessary between economic and cultural players to strive against

centrifugal reflexes which will inevitably occur between nations.

At its level and due to its characteristics, our Network can contribute to do so!"

"A go-ahead weapon"

"Indeed the recovery will remain "fragile" in 2011, says Michel Menny, but in this context it will be even more important to communicate between partners,



Energy and Youth: two strategic issues for 2010-2011

At the latest General Meeting, the new *Si tous les ports du monde* presidency focuses on two priority issues:

- The development of intelligent energy solutions, a priority concern within the scope of the association.

After identifying the players among private companies and public sectors likely to exchange know-how on the subject, a data base is being set up by *Si tous les ports du monde*, so as to carry out preparatory work for the General Meeting in June 2011.

- A commitment to fostering young talent in three fields: intercultural skills, music, and entrepreneurship.

In addition to the *Compagnons des Ports du Monde* action (read opposite) and in conjunction with Ideahouse in Alsion (Sønderborg), an international workshop is organized for August 2011.

This new brainstorming summer course aims at creating a real network of young entrepreneurs.

Lastly, *Si tous les ports du monde*'s original mission is to ensure Cultural exchange.

The Touring Talents operation is about to start off. It is a competition for young solo classical musicians (aged 22 maximum).

Compagnons des Ports du Monde: another route...

in partnership with



Alexandria, St.John's, Reunion Island....This activity called *Compagnons des Ports du Monde* is a real adventure for our Network and a striking project for the year 2010. Let's take young people on board to get across an ocean of discoveries and experiences. Leave home and dive into another culture! There are important stages in life which contribute to build one's personality in order to become a citizen of the world.



A shared experience: why did ESC Rennes School of Business get involved?
Laurence Lambert, Director, International Relations, answers:

"Two students from the ESC Rennes School of business were "dubbed" Compagnons des Ports du Monde in 2010: one worked on a project in Alexandria and the other in St John's, Newfoundland. This operation will be renewed in 2011 within the framework of the student's study abroad period in January/February. The accomplished project should be handed over in May. It seems obvious for our school that students participate in this challenge because the values of Si tous les ports du monde match perfectly our own values, our educational objectives and the fact that we are an international school based in Brittany. It is an invaluable experience for our students to know other cultures, where economic, social and cultural features are tightly interwoven in a globalized environment. This means also learning openness and understanding the complexity of all the possible answers.

Your turn to speak

"Opening closed doors"



Vincent Menny

"Compagnons des Ports du Monde: a wonderful experience I was able to live in 2008/2009! I was a student in tropical agriculture on

the Reunion island when Loïc Frémont gave me the opportunity to promote the Network and look for possible partners in this part of the world. This gave me also the opportunity to better understand the local development problems. When you work on a project for the Network, you have to achieve results: make sure you get your appointments, go straight to the point and sometimes have the nerve to insist until you get what you want.

I realized that when you are determined it is always possible to meet the decision-makers and grant a request.

To-day, I am studying at University in Besançon, preparing a vocational bachelor's degree in " Management of International Co-development Projects".

Soon I will leave and go abroad for a training period and I am determined to remain an "ambassador of the Network"!"

"Coming out of your shell"



Benoît Berthe

"I must say that taking part in a challenge like this has been a very liberating experience for me. Working on a project means that you

have to go out, find information, and meet people. Therefore, you don't have the choice but to come out of your shell !

To stay in Egypt means discovering a foreign country but above all a different culture where rules are no longer the same as yours. To-day, inspiration and pride come forth and strongly motivate "ancient cities" which would like to spring up again from their splendor by using today's new technologies: this is the case of Alexandria with its brand new library and its underwater museum.

After weeks of enquiries, I realized how much I had gained from this experience. First of all, show perseverance to make sure you get the necessary appointment, secondly master a foreign language necessary for professional success in the future and eventually acquire the ability to have a critical mind and take a global approach."

"Selecting original projects"



Sabrina Sassi

"I had the opportunity to take part in the Si tous les ports du monde adventure in January 2010 during my study abroad period.

I went to Memorial University of St John's, Newfoundland. My challenge was to get local authorities interested in the Network and to make the necessary preparations for exchanges between France and Canada. The people I met were well aware of the rich history that Newfoundland shared with France. The idea was to create cultural links between St.John's and St-Malo, two port cities which have a lot in common. I proudly thought to myself: "I carried out a project which has facilitated links between St.John's and the Si tous les ports du monde Network!" and felt almost like a project manager at an international scale. Besides, I was invited at the General Meeting, had breakfast with the Danish ambassador and clink glasses with CEOs of several international groups and... I received an award of 1000 euros. This experience will add a valuable line in my CV and has given a clear impetus to my student career. I am now in Shanghai and carry on working on other international projects."

Geographic poles: The Network spins its web

In 2010, several new members joined the Network, reinforcing our presence in the existing poles and allowing us to gain a foothold in other regions of the world.

The North Atlantic pole was considerably reinforced with a hard core in Ille-et-Vilaine around Saint-Malo and the metropolitan district of Rennes, and moreover with the commitment of many businesses in Ille-et-Vilaine to projects initiated by the Network. The Canadians, who have joined the Network in 2010, will re-energize links between Brittany, Ireland (Dublin) and Scotland (Glasgow). Therefore, we can count on their maritime regions, Quebec and the Saint-Laurent estuary, Gaspesia, Montreal, and in the near future, Halifax (Nova Scotia), Moncton (New Brunswick) and St. John's (Newfoundland and Labrador).

Still on the other side of the Atlantic Ocean, São Leopoldo, at the far South of Brazil, has joined us. Without a doubt our Spanish friends from Cadix will take part in the building-up of a South Atlantic pole, especially since they are getting ready to take over the presidency of the Network in 2011-2012.

Contacts are also underway with Las Palmas de Gran Canaria and Panama in Central America, surrounded by the Caribbean

sea and the Pacific Ocean. The Guadeloupe, a European ultra-peripheral region in the Caribbean Sea, remains a connection, 6200 kilometers away from metropolitan France.

Building the means of communication

In addition to the Mediterranean pole still existing around Genoa, Marseilles, Calvi and Cyprus, and to the North Pacific, with Gamagori in Japan, always very committed to the Network, a new zone is furthermore being set up. Our new partners on the Reunion Island will make it possible to extend in the Indian Ocean: Madagascar, South Africa, Eastern Africa, isles of the Indian Ocean.

Finally, the strong implication of Sønderborg gives us hope to build up a Baltic/Northsea pole with Trondheim in Norway and new partners in the Baltic countries. The chairman Stephan Kleinschmidt introduced the Network to different port sites like Turku in Finland, Umea in Sweden and Tallinn in Estonia.

Within the framework of their candidature for the European Capital of Culture in 2017, Sønderborg closely works with the cross-border town of Flensburg (Germany) and discussions are moving towards a future partnership.



Straight from Dublin: the positive attitude

As we all know, Ireland is going through a difficult time. Well aware of the present economic crisis, Frank Magee, Chief Executive of Dublin Tourism, writes a message of hope to the members of the Network.

"We are very appreciative of the great support that we are getting from our friends of the Si tous les ports du monde Network as we try and work our way out of the current economic crisis. Tourism has been performing well in Dublin since July numbers, revenue and hotel occupancy are all up. 68% of all international visitors to Ireland now come to Dublin. Our new convention centre opened in September and has proven to be a great success.

We have opened this year a new terminal at Dublin Airport.

The 2000 seater Grand Canal Theatre has just opened as has the 50,000 seater Aviva Stadium (formerly Lansdowne Road).

Prices have reduced significantly so the value for money has never been better. "

Dublin Tourism Centre



© DRTA

Experience sharing:

“Internet: a powerful tool for travel agencies, not a competitor!”

President of Selectour Voyages Morvan in Saint-Malo, member of the Network, and associated to its development since its creation, Jean-François Rouaud is breaking down a prejudice. According to him, Internet is an additional tool to the traditional job of travel agents.



Positioned in a fast changing market, Selectour Voyages Morvan has always adapted itself to the technological changes necessary to follow the evolution of the customer’s demand. Its call centre dedicated to business travel market offers several services (advice, pricing, cost management, log book, etc...) and also a Self Booking Tool, via Internet.

From their office or their smart phone, this tool allows travelling people to make inquiries and booking, confirm train or plane tickets, make hotel reservation or rent a car, 100% on line. In case of difficulties, customers can switch to off line service by getting directly in touch with a business travel professional person, ready to answer and finalize the business trip file.

Internet is also useful to promote seminars and congresses. Indeed, Selectour Voyages Morvan offers its Self Booking Tool for registration management: every congressman can register via internet through a dedicated website consisting of a registration form, taking into account all data and also showing every possible offer for accommodation and leisure excursions on pictures and videos.

The third sales channel

Finally let’s remember that internet is also a major reservation channel for individual leisure trips. Tailor made tours or package holidays with tour operators are standard services available on the Net.

Selectourvoyagemorvan.com website offers such packages and last minute discounts through on line reservations. Our website is therefore very popular. Almost all our customers visited it before coming to our Selectour Voyages Morvan travel agency where they finalized their projects thanks to the assistance of our professional travel agents.

Internet is also a fantastic tool to reference our products, to precisely display them with professional attention. Therefore after the travel agency and the phone, internet is really the third sales channel for Selectour Voyages Morvan.

Club des Hôtels des Ports du Monde: a network within the Network

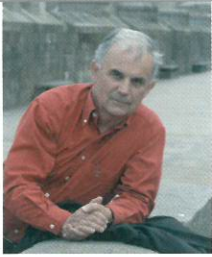


Like harbours, hotels suggest travelling and are symbols of arrivals and departures. They foster cultural exchanges, even more so when located in port cities. With so many features in common, ports and hotels naturally form a network from which stems the *Club des Hôtels des Ports du Monde*. The main idea consists of creating a club of hotels located in port sites currently in the association of *Si tous les ports du monde*. The objectives of the project are to create specific meeting places for the members (a Bar des Ports du Monde), exchange Chefs and cooking techniques, implement communication interactions such as mailing and website, and set up a shared calendar of events. After the project was approved in June at the latest General Meeting, Olivier Raulic, Development Director of the Grand Hôtel des Thermes Marins in Saint-Malo, wrote out a document.

“First, we have to define what type of hotels are concerned, he says, therefore all the hotels, members of the Network have been informed.”

Within the scope of its strategy, *Si tous les ports du monde* also canvasses for new hotels which might join the Club.

Various contacts have already been made with establishments meeting the requirements of the Club and the coordination team is awaiting answers. *“To finalize this first stage, a meeting could be organized at the Thermes Marins – or in another hotel - to further discussions and undertake concrete actions”* underlines Olivier Raulic.



Loïc Frémont, Executive Vice-chairman and Founder of *Si tous les ports du monde*

Our Network: from European to global

It seems that the Network has changed course? How do you feel about it?

Thanks to our members' commitment, we created a new step in 2010. I must say that this change was initiated by Guy Canu. He was really committed as President and Stephan Kleinschmidt took over in the same line.

What is new from the previous years?

The constitution of the geographic poles has been completed. They work in conjunction with the headquarters in Saint-Malo / Ille-et-Vilaine. Today, I would like to compare the Network to the Atomium in Brussels: each sphere is connected to one another

Should only one action be retained in 2010...

The Compagnons des Ports du Monde action is without a doubt the most promising for the future: innovative and enterprising minds for tomorrow!

What kind of improvements could you make to the Network?

Communication between poles and the coordination team. We still haven't found the perfect running, even though the way we work has been accepted by everyone. We just have to change from our empiricist approach. But we'll succeed by appointing a resource person responsible in each pole.

What is at stake for the future?

The development of the geographic poles. The challenge for 2011 is to change from a European to a global Network.

2011 calendar

A few dates to remember

April 10 to 12

International Meeting in Quebec

The Chamber of Commerce of Quebec in conjunction with "Les Amis de la Vallée du Saint-Laurent" count on the *Si tous les ports du monde* Network to promote the International Meeting : "Effective city/port relationships for to-morrow" .

June 16-18

General Meeting in Sønderborg

Write down these dates in your diary!

Detailed programme in due time

(planning: arrival on June 16/departure on June 18)

July 15 to September 3

Jacques Cartier Show in Saint-Malo

"On m'appelait Jacques Cartier", show on the discovery of Canada.

August

Young entrepreneurs' workshop in Alsion (Sønderborg)

Young people from port cities of the Network are invited to participate to an international workshop on entrepreneurship. The objective is to gather young future entrepreneurs to exchange and implement ideas or projects.

And we keep working on...

a business meeting

Project of a meeting between businesses of the Network and those of the Union des Entreprises d'Ille-et-Vilaine to exchange on the economic situation in conjunction with Crédit Agricole d'Ille-et-Vilaine.

the collaboration with Clusters

The "Eco Origin" French cluster in Ille-et-Vilaine and the "Lean Energy" Danish cluster are investigating the possibility of working together. Contacts have already been made.



Visit of a Danfoss cluster in Sønderborg

The presidents of Quebec CCI and City Convention Centre

Rennes' delegation in Genoa

media partners

