



RÉSEAU SI TOUS LES PORTS DU MONDE...
 SMS - BP 30 - 6 place Bouvet
 35413 SAINT-MALO cedex - France
 Tél : +33 (0)2 99 81 62 86
 Fax : +33 (0)2 99 81 64 17

communication@sitouslesportsdumonde.com
 www.sitouslesportsdumonde.com

SIRET > 45034078100019

SI TOUS LES PORTS DU MONDE

JUNE 2011

SAINT-MALO - ILLE ET VILAINE / CADIZ PROVINCIA / CALVI / DUBLIN / GAMAGORI / GASPÉ

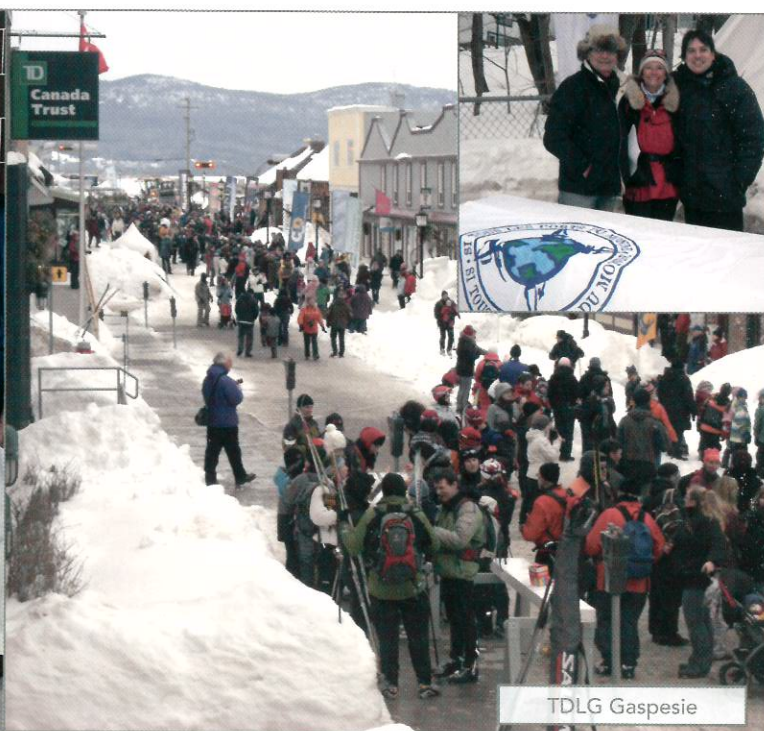
GENOVA / GLASGOW / GUADELOUPE / LAS PALMAS DE GRAN CANARIA / LA RÉUNION / MARSEILLE

MONTRÉAL / QUÉBEC / QUIMPER / RENNES / SÃO LEOPOLDO / SØNDERBORG / TRONDHEIM

Newsletter



Las Palmas de Gran Canaria



TDLG Gaspésie



CCI of Marseilles



Chamber of Commerce - Quebec



São Leopoldo in Saint-Malo

Town and country planning policies Saint-Malo Agglomération and international prospectings



Henri-Jean Lebeau,
Chairman of Saint-Malo Agglomération



"Saint-Malo Agglomération has defined its policies to structure and boost the economic development of the town and country planning, and has placed offers and prospecting actions on the international stage.

With an indisputable economic know-how and a great number of companies working on the international market, its development also benefits from a strategic geographic position : Saint-Malo can be considered as the northern entrance of Brittany thanks to the TGV (high-speed-train) reaching Paris in 2 hours and 15 minutes in 2015, a privileged cross-channel maritime route, air transportation facilities as well as a convenient road network .

Based on all these advantages, Saint-Malo Agglomération got its development off the ground with the creation of Atalante Science & Technology Park, offering well adapted and perfectly equipped areas: labeled ZA THD (Very High Speed Activity Area), supply of seawater at the site under study. Thanks to this policy and to high-level competencies in marine biotechnologies, the pool of employment opportunities in Saint-Malo has been integrated to the "Sea Brittany" (Pôle Mer-Bretagne) competitive cluster, labeled global competitiveness cluster .

The objective of reinforcing partnership between private companies and research teams regarding innovative projects is part of the local dynamic, with approximately ten projects already approved by the competitiveness clusters and financed up to 350 000 €.

For next September: it is important to note the creation of a new Bachelor's degree entitled "Coast and harbour activities" at the School of environmental studies in Saint-Malo, a training course which is definitely geared to international scope (courses in English, vocational training courses abroad...)

Finally, Saint-Malo Agglomération is present every year at international shows (In Cosmetics, EuroBio,...) and closely works with le Palais du Grand Large, our local convention centre which hosts many international scientific events. On the basis of these actions, Saint-Malo Agglomération wants to be a constructive member of Si tous les ports du monde, which reaffirms our commitment to develop our international position."

Henri-Jean LEBEAU
Chairman of Saint-Malo Agglomération

Focus on ... Innovative business competition named "Entreprendre Saint-Malo 2015"

In 2011, Saint-Malo Agglomération, together with a great number of local economic players, organizes an innovative Entrepreneurship competition, awarding prizes amounting to 50 000 €. The objective is to attract aspiring entrepreneurs to implement their businesses on the territory and carry out new value added activities to prepare for to-morrow's jobs benefiting from the high speed train access (Saint-Malo- Paris in 2h15 in TGV).

Entrepreneurs (or outside companies wishing to create a subsidiary) who have created or intend to create their business on the territory of Saint-Malo Agglomération can apply between January 1 and June 30 2012.

Registration up to November 30 2011

Information / registration : www.saintmalo2015.com

**To this date, the partners of the competition are : Atalante, CCIT Saint-Malo Fougères, association of Companies of Pays de Saint-Malo, Pays de Saint-Malo Entreprendre, Roullier Group, Goëmar, Automaxi, Le Guen Maillet law firm, Sacib, Real-estate Chérel Agency, CMB, INPI, ASPREZICA, Crédit Agricole, Si tous les ports du monde Network, Riskeal, LG2i, Local initiative platform, Diazo Communication, les Thermes Marins de Saint-Malo and Saveurs et Gourmandises.*

They joined us



New members



The city of Gaspé

With some 150 kilometers of shorelines open to the Gulf of Saint Lawrence, Gaspé is definitely one of the most maritime cities in the region of eastern Quebec, Canada. With various transport infrastructures (roads, port, station, airport) and with three entrepreneurship parks, Gaspé has developed its economic activities. In addition to the traditional economic sectors such as fisheries, wood resources and tourism, Gaspé is also enhancing wind power production, oil exploration and international cruises. In 2012, the tenth anniversary of a sport and cultural event will be celebrated : a cross-country skiing event through Gaspésie (TDLG: la Traversée de la Gaspésie). More than 200 skiers from 7 to 73 years old (the most senior member in 2011!) will come to enjoy the event and discover the enchanting setting of the Gaspé peninsula.

www.ville.gaspe.qc.ca



Las Palmas de Gran Canaria 2016

Candidate for European Capital of Culture 2016, Las Palmas is a Limited Company. Their main objective is to associate to the project citizens, not only those living in Las Palmas de Gran Canaria but also all the islanders and foreign citizens. The Candidature wants to initiate sustainable development strategies on a long term basis, involving both economic and cultural players of the region. Las Palmas wants to have an innovative approach to create a new image of the town, reinforcing its European position and developing tourism at an international level. At the crossroads of three continents, Las Palmas is strategically located between Europe, Africa and America. *Si tous les ports du monde* sees an opportunity for the European Union to have a European Capital of Culture located at the far South of the continent.

www.laspalmasgc2016.eu



Bretagne International

Created in 1983, Bretagne International is an association of Breton companies commissioned by the Regional Council to assist Breton companies in their international development, to identify projects of investment in Bretagne and to support foreign companies planning to invest in Bretagne. Its team, based in Bretagne, is made of experts of specific business areas who perfectly understand the markets and the needs of the Breton companies. It also relies on a network of 85 representatives in over 70 countries. These specialists are chosen based on their knowledge of the economy and culture of their country. Their involvement in local business networks helps find local partner abroad who best suits the projects as defined by the Breton company. In addition, this international presence helps Bretagne International detect and support foreign companies willing to invest abroad.

www.bretagne-international.com



CV CLIM

Based in Rennes, Brittany, CV CLIM provides advice and analyzes individual needs to meet the requirements in air-conditioning, plumbing and ventilation installations. The company owns a technical studies department with experienced teams dedicated to finding the best solutions. Besides, CV CLIM belongs to the *Newworld Energies*, a network providing synergies between the complementary companies of the network. They share expertise, efficiency and human resources. *Newworld Energies* is composed of CV CLIM (climatic engineering), IGEO (energy management), IGELEC (electric engineering) and LANGA SOLAR (photovoltaic projects).

www.newworldenergies.fr



Institut Marie-Thérèse Solacroup Fondation Solacroup Hébert

The Marie-Thérèse Solacroup Hébert Institute is a meeting place hosting seminars, forums and conferences. Marie-Thérèse Solacroup was born in 1892 and dedicated her life to social deeds, especially to the welfare of children and youth. Eager to pursue her works for the good of humanity, she gave all of her possessions, including the Château Hébert in Dinard, and created a Foundation named after her and state approved in 1970 as a charitable institution. The Institute bearing her name was charged by the Foundation to lead a programme of co-development. In close partnership with Bretagne International, the Marie-Thérèse Solacroup Hébert Institute implements *Talents du Monde*, a course enabling young entrepreneurs of eight countries from West Africa (West African Economic and Monetary Union -WAEMU) to follow a three-month training course, including a period in a Breton company.

www.lestalentsdumonde.com

Promoting cultural intelligence



Over the years, Sønderborg, a cross-border town with Germany, has opened itself to its European neighbour. The success of going beyond hostile feelings and becoming prejudice-free after generations is also due to culture and economy, says Stephan Kleinschmidt, chairman of the *Si tous les ports du monde* Network.

Sønderborg was named European City of the year 2011 by the European Movement :

what does it mean for your town ?

This nomination shows that we are eager to promote and share the different cultures which make Europe so unique, and all our actions will be carried out with the same engagement.

For instance, Sønderborg is involved in European initiatives with Interreg 4 that supports many Danish and German projects in the areas of culture, youth and sports. Sønderborg Kommune is also involved in the CASH (Cities Action for Sustainable Housing) European project which is a network of European towns dealing with urban regeneration projects for social housing.

Sønderborg is campaigning for European Capital of Culture in 2017. Why ? What is your motivation ?

Sønderborg is located at the German border. It has taken years to overcome ill-feelings and prejudices from previous generations, and eventually turn former opponents into collaborators, and allow exchanges in the fields of culture, economy, education and health. Experience and skills, together with aspiring entrepreneurship of our cross-border regions, (Sonderjylland and Schleswig) are at the origin of the project. Arts and Culture create public spaces where people want to meet, and thus help individuals to be open-minded and tolerant. It is then possible to break ethnical, national and even psychological barriers. Besides, cultural and linguistic heritage of the minorities will be enhanced by Sønderborg 2017, and will no doubt be taken into account as one of the components of our European cultural identity.

What are Sønderborg's assets for this candidature ?

The city council of Sønderborg has taken the initiative to turn Capital of Culture 2017 into a common cause for South Jutland and Schleswig as one, and thus adopt a long-term strategy. The objective is to raise its status as a regional cultural influence and allow long-term investments mobilizing cultural promoters, elected councillors, chief executives and artists. Culture Across Border is therefore the theme of the candidature chosen by the city.

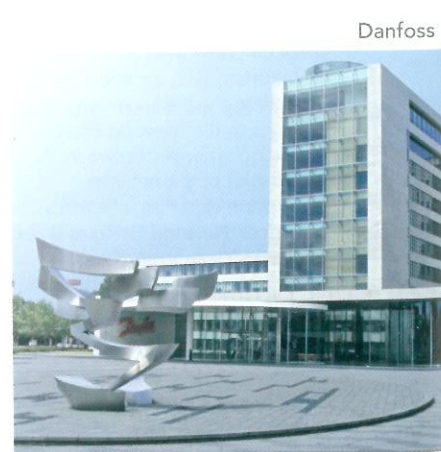
What is Sønderborg's motto as far as culture is concerned ?

We wish to promote cultural intelligence which is the ability to understand each other and create a synergy through cultural, national, professional, ethnical and organizational differences. One of our last initiatives geared to children is the creation of a "linguistic house" at primary level.

Stephan Kleinschmidt,
Chairman of Si tous les ports du monde (2010-2011)
Chairman of Cultural & Economic Development,
Sønderborg Kommune

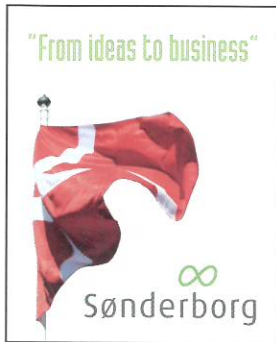


Sønderborg



Danfoss

Focus on... Sønderborg



An International Entrepreneurship Summer School has been organized in Sønderborg in August. Poul Valdemar Nielsen : could you explain to us what it is about ?

For the presidency of Si tous les ports du monde Network, we wanted to organize the first International Entrepreneurship Summer School, a multi-national course in Sønderborg. The idea is to offer to about twenty young people coming from different port cities, members of the Network, the opportunity to develop the international scope of their ideas and spend one week in Sønderborg. This camp is organized with IDEA House Entrepreneurship Centre, which calls itself a "Pre-incubator", fostering entrepreneurship.

What goals have to be reached by the end of the week?

This course is named "From ideas to business" so we hope the participants will develop and implement their ideas. They will benefit from coaching courses, have access to action-oriented workshops and guidance by accomplished entrepreneurs. Aspiring young entrepreneurs must be creative adhering to the spirit of the Network : students will exchange ideas and share experiences; they will meet fellow entrepreneurial minds from around the world and acquire a better understanding of their concept at an international stage, enhanced by visiting local businesses.

What is the partnership with Si tous les ports du monde on this particular activity ?

Outside the partnership with IDEA House, we provide food and accommodation. Local transports are organized by the Sønderborg Student Foundation, free of charge for the students. On the other hand, Si tous les ports du monde Network is taking charge of air transport, and will refund up to 500 € per plane ticket.

An international Summer School



Poul Valdemar Nielsen
Concert Hall Director and Senior Adviser,
Sønderborg Kommune



Project Zero : what an ambitious vision !

Within the framework of its Candidature for European Capital of Culture, Sønderborg has placed sustainable development at the heart of its programme, and the approach was even enlarged to the Sønderborg's area.

Code name : *Project Zero*. This enterprise is full of promises, over 500 km² of urban development, across from the cultural and scientific Centre of Alsion, with the aim of drastically reducing the carbon emission footprint of the citizens. Furthermore, the whole region has set its goal to creating zero carbon emissions by 2029.

A master plan developed by the famous architect Frank Gehry was presented in 2008. In addition, Gehry Partners' office will work in close collaboration with Esbensen Consulting Engineers and Project Zero.

To promote this initiative and involve most citizens, Sønderborg has created badges reading "I'm a big ZERO". Indeed, you can carry out a project having a significant impact on the future and still keep a sense of humour!

www.projectzero.dk

Alsion : a proven sustainable excellence

The scientific and cultural Centre of Alsion in Sønderborg is spread over 34 000 m², including a university (University of Southern Denmark), a public Concert Hall (headquarters of the Jutland Symphony Orchestra) and a technological Park (South Park for research and science). This centre, completed in 2006, is the result of a common project with Sønderborg Kommune, Forskerparken Syd A/S and Fonden Koncertsalen Alsion, designed by 3XN Architects (Denmark).

The overall complex which also has a station, was built in HEQ (innovative ventilation systems, light sensors, presence detectors and solar panels). In April 2009, Alsion was awarded the second price of the Union Investment Real Estate AG, an international price for architectural sustainable projects in Europe.

www.alsion.dk



International meeting in Quebec : managing the city-port relationship ?

"Thanks to a successful exchange of ideas, we feel that the International meeting in Quebec highlighted the city-port relationship: a necessary, possible and productive compromise between the different parties within the objective of sustainable development". This is how André Stainier and Luc Paradis, co-presidents of the meeting, concluded the international Congress in Quebec on "Defining Tomorrow's City-Port Relationship", an event organized last April 10 to 12 by the Quebec Chamber of Commerce, member of the *Si tous les ports du monde* Network together with les Amis de la Vallée du Saint-Laurent.



This initiative made it possible to discuss further perspectives regarding port cities, reaching this statement: a growing need for exchanges between city, port and citizens

Necessity of information

The constantly growing maritime transport has indisputable environmental advantages, and favours social and economic growth. Therefore today it seems mandatory to inform, educate and train citizens about the way ports operate, their missions and their performance.

During these three days, the International meeting of Quebec made it possible to underline a major idea, the setting-up of a system based on a permanent dialogue and communication. Success stories mentioned during the meeting, such as those of the ports of Barcelona, le Havre, Rotterdam or Montréal, show that a better synergy between the different players of the city-port relationship is possible and necessary.

Several of the planned lectures were posted online.

Among which :

The city-port relationship in the Unites States

www.ccquebec.ca/imports/_uploaded/file/riqvp/ppt_kurt_nagle.pdf
and also

The choice of a city as a cruise destination

www.ccquebec.ca/imports/_uploaded/file/riqvp/ppt_bill_sharp.pdf

Crédit Agricole d'Ille-et-Vilaine : a long-lasting partnership

The *Si tous les ports du monde* Network would not have grown successfully without the support of its founding partners. Among these faithful members right from the creation of the network, the Crédit Agricole d'Ille-et-Vilaine is one the most valuable partners.

Without a doubt its mutual disposition has to be taken into account. With 500 administrators at 47 local Savings banks, the Crédit Agricole contributes, supports, and participates everyday to the organization of local initiatives. As the first bank of the county, with 115 agencies and 1270 collaborators, they easily share the concept of network, founding value of *Si tous les ports du monde*. Based on this concept, both partners have found each other, and the Crédit Agricole is proud to continue working with the Network.

Increasing wealth creation

With the same team spirit, which drives *Si tous les ports du monde* Network, the mutual bank feels socially responsible and supports its clients' investments being its first and foremost duty as a major financial institution. In partnership with *Si tous les ports du monde*, the Crédit Agricole is pleased to support a global network open to the rest of the world in various sectors. Companies, culture, sports, sustainable development, these are the areas Crédit Agricole is keen to focus on.

With this partnership, the Crédit Agricole d'Ille-et-Vilaine wishes to contribute to the development of exchanges on the basis of furthering solidarity, and thus increasing wealth.

Guillaume Rousseau
Managing Director
Crédit Agricole d'Ille-et-Vilaine



Spectaculaires, Les Allumeurs d'Images : make monuments come to life!

Spectaculaires, Les Allumeurs d'Images ?
These lighting craftsmen take up a double challenge :
illuminating the existing monuments to tell stories.

Spectaculaires, Imagelighters, these funny Bretons have become the inescapable event makers of today, a must-see in the French landscape. They create and set up shows by utilizing historical monuments to project images.

Lyon, Bordeaux, Annecy, Rennes...

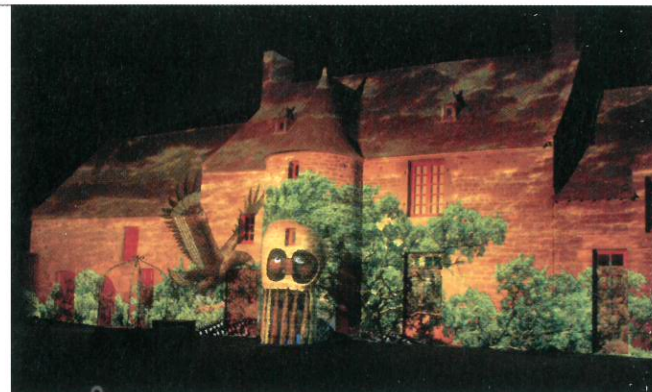
Created in 1987, Spectaculaires has developed ever since a specific way of working with its own tools allowing to incite unique encounters with the public :

in Lyon for the *Fêtes des Lumières*, in Paris on *Notre-Dame*, in Bruxelles on the *Grand Place*, in Bordeaux against the prestigious front walls of the XVIIIth century houses of *Place de la Bourse*...but also in Caen, Annecy, Bayeux, Rennes, Laval...and moreover less famous perhaps but in some ways unusual places such as *Light Safari* in Brittany, *Stork Festival* (Cigogne en Fête) in the country of Rochefort, *night journey* in the Pays d'Auge.

Spectaculaires, Imagelighters can be proud of their enlightened letters written on the walls of the Place Stanislas in Nancy (labeled UNESCO World Heritage) "true happiness is to make others happy", a show run for four consecutive years during the summer season. A sentence that more than one million spectators have seen!

Top quality sound and sight writing

On the same level, the fruitful collaboration with Isabelle Pirot, Loïc Frémont and the Macdonald Stewart foundation has allowed this Breton event company to create the lively *On m'appelait Jacques Cartier show*. Poetry of an epic on the fabulous travels of the great Breton navigator who discovered Canada... Here too, the light and sound images adapted to the architecture of the manor create magic, and the audience discovers with pleasure and emotion the adventures of the hero.



These unique and passionate Imagelighters are the creators and also the initiators of event projects such as the life size Christmas tales (*On dirait que...*) as well as promoting events (company events, opening of the new headquarters of Crédit Agricole in Rennes...).

A French touch exported

For three years, Spectaculaires has been also exporting its know-how, offering a French touch on the international stage : Projects in Saudi Arabia, Tunisia, the United Arab Emirates, Belgium, Switzerland, Croatia, Italy... based on its highly specialized know-how in mastering image and sound technologies : designed and made in high-definition mode, 3D production, remote piloting, development of tools around virtual reality and increased reality...

To conclude, Spectaculaires has now almost 25 years of existence and has kept its craftsman's soul while using the modern tools of today !



Tomorrow's Network

Cadix : a new presidency under the sign of liberty !

As Cadix takes over the presidency of *Si tous les ports du monde* for 2011-2012, the Spanish port city and the Network are taking a new turn.

The Danish presidency is coming to an end and Cadiz will take over the lead at the next General Meeting in Sønderborg on June 16 and 17. This province of Andalusia has been a significant member of the Network since its creation. The historical bonds existing between Saint-Malo and Cadiz has made it possible to rally this former acquaintance and has created a unique complicity to sail together between different port cities of Europe, America, Asia and Africa. This close relationship was honored by a Gold Medal Award granted to the Network by the Diputación of Cadiz in recognition of international cultural and economic contributions. On the historical side, Cadiz celebrates in 2012 the two-hundred year anniversary of the first liberal Spanish Constitution. In the difficult context of the time, Cadiz, last seat of the Spanish parliament, withstood the siege against Napoleon and thus, on March 19 1812, the Constitution was proclaimed. The bases of today's estate were set up and grew over the years towards the process of democracy initiated by the French Revolution and the declaration of Independence of the United States. Since then, Cadiz has formed with Paris and Philadelphia, the imaginary triangle of liberty.

Expanding the Atlantic zone

Throughout the year of presidency, the Diputación of Cadiz will continue, develop and strengthen activities of the Network. Several objectives, in agreement with the priorities at stake, have already been defined :

culture as a ground for exchanges and economic development, sustainable development, tourism, and also meetings between people and companies of different cultures.

Expanding the Atlantic zone with a North African port city is one of our main goals.

Cadiz is already in constant contact with this close geographical zone, which, together with the Canary Islands and Hispano-Luso-American countries will reinforce the already existing exchanges between common cultures.

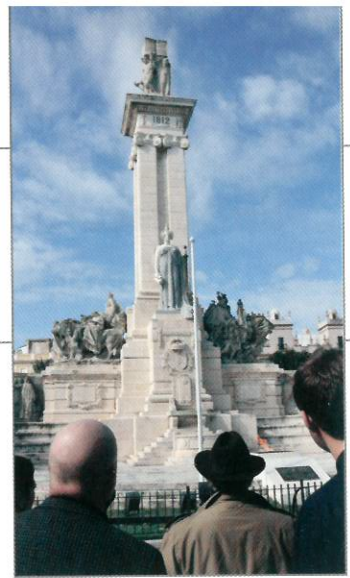
A unique opportunity

The *Compagnons des Ports du Monde* activity will be fostered and new forms of exchanges between professionals will be necessary to the future of our Network.

Tourism, entrepreneurship, renewable energies, gastronomy remain subjects of interest, as well as the use of new communication techniques - namely through Internet - will be under study.

No doubt the Diputación of Cadiz will live a significant and unique experience in 2012, and the Network is determined to join them. Cadiz will carry on the work started by the Danish presidency and also the remarkable task accomplished by Saint-Malo together with all port cities, members of the Network. What a beautiful and demanding challenge for the Diputación of Cadiz !

And you are all invited to join us in this new adventure!



Press conference - Cadix



Gold medal awarded - Diputación of Cadix

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