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Jean-Paul Giraud (left), AEPI President, and Hervé Fradet, Director

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New boost for AEPI

The appointment of Hervé Fradet as director of the Grenoble-Isère Economic Development Agency (AEPI), reflects its President Jean-Paul Giraud's determination to give new impetus to the organization. The top priority is to attract new foreign investors, particularly in high-potential emerging countries, while improving its services.

What is AEPI's new roadmap?

Our vocation is to attract foreign investors to Grenoble-Isère. In economic development it is vital to know when to change, adapting to new conditions and rising to the challenges of today and, above all, tomorrow.

Grenoble-Isère has a long tradition, reaching back to the end of the second world war, of welcoming people and assets from abroad, from other parts of Europe and from the United States. We need to anticipate to counter the gradual shift of potential investors towards emerging countries. In this new century it is a strategic necessity to turn our attention to China, India and Korea, but also South America, in particular Brazil.

What measures do you intend to take to implement this ambitious programme?

AEPI can draw on 35 years experience working in this field, with competent, highly motivated personnel. Thanks to their work, the area has already attracted some of the top organizations in industry, research and international services. Grenoble-Isère is currently home to 400 companies with foreign assets.

Today we are starting with the modernization of our organization, improving the quality and efficiency of our services, thanks, among others, to greater use of information and communications technology. At the same time we have decided to open offices in India and China, in partnership with other economic development players in Rhône-Alpes. I have asked our new director, Hervé Fradet, to give top priority to these measures.

What, in your opinion, are Grenoble-Isère's main assets?

There are four key assets. First, the Isère department has an excellent road, rail and air infrastructure, added to which it occupies a central position in France, ideal for penetrating European markets.

Secondly, Grenoble-Isère is extremely attractive on account of the happy combination of industry, research and university, enabling it to welcome companies deploying the most advanced technology. Thirdly we are intellectually and culturally close to a large number of countries where France has played a major political role in their history and development. Last but not least, nature has endowed our region with an exceptional environment, which many envy us and of which we shall take good care.

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Hélioscopie, the key to success

Hélioscopie specializes in the design and manufacture of medical implants for the treatment of obesity (30,000 Héliogast® rings fitted since October 2000). It has recently launched a new product, the Héliosphère®, a temporary non-surgical intra-gastric balloon system for the treatment of obesity. Hélioscopie has also just opened an oncology department. Its Héliosite® range uses a central venous catheter to administer drugs or nutritive solutions directly. Based in Vienne, the firm was started in 2000 by four people working in a 30 sq m office. It now employs 60 people with €6.1m annual sales. Exports currently account for 55% of revenue but are set to increase in the coming years with access to the markets in Australia, Canada, Mexico and Brazil. The secret behind such spectacular growth is substantial investment in R&D (13% of revenue), constant efforts to improve quality (ISO certification) and close partnership with the medical community. The firm has already organized training courses for some 1,500 general practitioners and 500 gastro-enterologists. It has filed some 30 patents too, in just five years. This success story is a perfect illustration of the dynamism of small French companies and their industrial know-how.

Cazeneuve, 100 years and a new lease of life

Cazeneuve (€6m sales for 50 employees) has just celebrated its first centenary. Now part of the Cato group it has always been based near Vienne, designing and manufacturing lathes (conventional, numerical control, for teaching, etc.). It works for large companies in the aeronautics and automotive sectors and smaller engineering firms specializing in the production of prototypes. It has also developed the Retrofit system for modernizing older lathes, adding programming control. This offers a cost-effective way of combining the equipment's original mechanical qualities with scope for carrying out complex machining operations in a short period of time. Building on its success Cazeneuve and the Cato group have shifted the focus of their development strategy to exports to high-growth industrial countries, while boosting synergies between the know-how and sales savvy of the group's various units.

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Minalogic, a world-class competitiveness centre

On 12 July the Interministerial Committee for Regional Development (CIADT), chaired by the prime minister, approved the Minalogic project, granting it world-class competitiveness centre status.

This will enhance the international visibility of the Grenoble area and increase its drawing power.

At the end of 2004, in a drive to stimulate the economy and encourage technology innovation the French government issued a call for tenders to set up competitiveness centres. It defined such centres as the combination, at a given location, of companies, training centres and research units involved in a joint undertaking focusing on an innovative project with an international dimension. The Isère Departmental Council, under the leadership of its President André Vallini, acted as a rallying point for local firms, researchers, academics and local authorities, just as it did for Minatec and the Crolles Alliance. The resulting dynamic gave rise to Minalogic, comprising 53 partners.

The Interministerial Committee certified a total of 67 centres, singling out six of their number, including Minalogic, as world-class projects. Its status as a world-class centre undoubtedly gives Minalogic a front-line position, auguring its efforts to obtain the support of the European Union and national funds, to which the government and local authorities have committed themselves.

Minalogic's ambition

The Minalogic competitiveness centre aims to become the top centre in Europe, and one of the top three centres worldwide, for smart miniaturized solutions. It will bring together and consolidate resources from industry, research and training in two key fields: micro and nanotechnology, and systems-on-chip (SoC).

This is a major challenge, the aim being to manufacture high-added value chips fast and in large volumes by making technological advances available to industry thus enabling it to derive a competitive advantage from the smart miniaturized solutions.

Responding to a major industrial challenge

The development of smart miniaturized solutions clearly represents an essential response to the challenges facing most French companies with the emergence of increasing numbers of competitors based in countries with low labour costs.

Minalogic profile

- **Name:**
Minalogic (Micro Nanotechnologies et Logiciel Grenoble Isère Compétitivité)
- **Project leader:**
Minalogic Partenaires chaired by Eric Pilaud, Schneider Electric.
- 4,500 researchers in public research
- 4,500 researchers in industry
- 30,000 jobs concerned
- A multi-cultural professional community representing 40 nationalities
- **Perimeter:** the core perimeter comprises the urban areas of Grenoble and Bourgoin-Jallieu, supplemented by three centres of regional cooperation: Valence, Saint-Etienne and Annecy
- **The board of Minalogic Partenaires has six members:**
 - > **Schneider Electric** represented by Eric Pilaud, chairman;
 - > **STMicroelectronics** represented by Bernard Fontan, treasurer;
 - > **Isère Departmental Council** represented by Alain Cottalorda, secretary;
 - > **Polyspace Technologies** represented by Daniel Pilaud;
 - > **INP Grenoble** represented by Paul Jacquet;
 - > **CEA** represented by Jean Therme.

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Offering the world market innovative products is a way of shifting the focus of competition away from merely cost and towards technological progress. Innovation only yields a lasting competitive advantage when it is based on products deploying cutting edge technologies that are difficult and time-consuming to copy. In the context of a world market Minalogic consequently also represents an effective means of discouraging firms from relocating production.

Staying ahead at all times

The ability to innovate is a prime asset, but it is no longer sufficient in itself to retain a competitive edge. It is no longer enough just to design innovative products. Companies also need to stay ahead of the competition at all times by innovating quickly and frequently, keeping time-to-market as short as possible. To achieve this capacity for innovation coupled with a speedy response to market demand, resources must be pooled, synergies nurtured and an offensive industrial stance developed, guided by ambitious technological vision. Only by sharing resources from industry, research and training is it possible to construct an offering of international stature. In this respect Minalogic is, and long will be, a decisive force driving offensive industrial policies.

Grenoble-Isère's powerful industrial fabric

The Grenoble-Isère micro and nanotechnology centre, often quoted as an example on account of the world-class expertise it has developed and its pioneering approach to microelectronics, is a particularly productive melting pot. Over the last 50 years a remarkable system has developed fuelling innovation. Its quality and diversity owe a great deal to a long-standing tradition of cooperation between industry, research and training, with unswerving support from the local authorities. The resulting synergies have produced some spectacular industrial success stories, laying solid foundations for future invention. Setting up the Minalogic centre will make them all the more durable, capitalizing even more effectively on innovation in industry.

Combining micro and nanotechnology and embedded logic holds the promise of innumerable openings in the world market for high-added value products and services such as imaging, connectivity, mobility, energy, healthcare but also

less obvious sectors such as textiles. In other words, the aim is to put the emphasis firmly on product differentiation thanks to miniaturization and increasingly smart functions.

Minalogic already on the rails

For a project on this scale AEPI, the Grenoble-Isère Economic Development Agency naturally played a key role in putting together the application and finalizing the project, supplying the

necessary administrative and logistics resources and coordinating the steering committee.

The agreement with the government setting up the competitiveness centre was signed at the beginning of the autumn, and the bodies responsible for its governance and coordination have now been appointed. Three projects are already on the starting blocks, ready to roll, and six more are set to follow by the end of 2006. In short, Minalogic is already on track!



Composition of the Minalogic centre

Minalogic is open to any Rhône-Alpes company wishing to take part in a project certified by the centre. Minalogic currently comprises:

- **Companies:**
Atmel, BioMérieux, Bull, Ciba Speciality Chemicals, Dolphin Integration, France Telecom, Freescale, Gaz Électricité de Grenoble, MGE UPS Systems, Minattec Entreprises, Piolat, Philips Semiconductors, Polyspace Technologies, Radiall, A. Raymond, Scalagent, Schneider Electric, Silicomp, Sofileta, Sofradir, Sogeti (Capgemini group), Soitec, STMicroelectronics, Thales Avionics LCD, Thales Electron Devices, Trixell, Tronic's Microsystems, Ulis, Xerox.
- **Research and training centres:**
CEA Grenoble, INP Grenoble, CNRS, Inria Rhône-Alpes, UJF and UPMF.
- **Local authorities and enterprise boards:**
Rhône-Alpes Regional Council, Isère Departmental Council, Drôme Departmental Council, Haute-Savoie Departmental Council, Loire Departmental Council, Greater Grenoble Council (Métro), Voiron District Council (CAPV), Grésivaudan District Council (Cosi), Greater Annecy Council, Greater Saint-Etienne Council, Grenoble City Council, Crolles Town Council, Bourgoin-Jallieu Town Council, Grenoble-Isère Economic Development Agency (AEPI), Grenoble Chamber of Commerce and Industry (CCIG), Greater Valence Council, Udimec, Sitelesc.

Three men and a passion

The Isère department and more particularly the Grenoble area have not only attracted talent in research and industry, but also in the arts.

Among the star performers three internationally reputed artists have contributed for many years to promoting the area's good name, at home and abroad. The three men are Jean-Claude Gallotta, Marc Minkowski and Laurent Pelly, who while pursuing very different careers share the same passion for art.



Jean-Claude Gallotta for dance

Jean-Claude Gallotta, who originally studied at Grenoble art school, has been experimenting with new forms of dance at the Grenoble Arts Centre since the 1980s. It was here that *Ulysse* took shape, a light-hearted ballet that draws on a classical and modern vocabulary. Five years later he became the first choreographer to head the Grenoble Arts Centre, but his responsibilities did not dull his creative urges and he continued to explore an astonishing range of different registers. In 1987 *Mammone* won the prize for the best foreign show at the International Festival of New Dance in Montreal.

During the 1991-92 season he presented two new dance productions that created quite a stir: *La Légende de Roméo et Juliette*, first performed at the Albertville Olympic Arts Festival, and *La Légende de Don Juan*, created specially for the Seville Universal Exhibition. This established his reputation in international dance and since then he has worked in countries such as Japan, Canada and Cambodia.



Laurent Pelly and theatre

From the age of 18 onwards Laurent Pelly focussed all his energies on theatre. After working as an associate director at the Grenoble Arts Centre, from 1994 to 1997, he was appointed head of the National Drama Centre of the Alps (CDNA) in 1997. His most recent production is a play by Odon Von Horvath, *Faith, Hope and Charity*, which was performed at the renovated Arts Centre in January.

In pursuit of his passion, and helped by his precocious talent, he decided at the end of the 1990s to broaden his horizons, directing his first opera, *Orphée aux enfers* by Offenbach. As a Christmas treat he will be linking up with Marc Minkowski in December, at the Arts Centre, for a rerun of the *Contes d'Hoffmann*.



Marc Minkowski and music

Music takes on a new dimension when Marc Minkowski is conducting. A bassoonist by training he started conducting very young, under the guidance of Charles Bruck at the Pierre Monteux School in the United States. At the age of 20 he founded the Musiciens du Louvre, a chamber orchestra now world famous for its performances of French baroque music, but also Handel, Mozart and

Offenbach. 1998 was an important moment for the Musiciens du Louvre, with the start of a highly productive partnership with Laurent Pelly. In the course of six years Pelly directed no fewer than four operas, with Minkowski conducting: *La Belle Hélène* and *Les Contes d'Hoffmann* by Offenbach, *La Grande Duchesse* by Gerolstein d'Offenbach, and *Platée* by Rameau.



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AEPI is the Grenoble-Isère Economic Development Agency. It provides companies with all the information and assistance they require to set up business in Grenoble-Isère: economic data, offers of building land, offices and industrial premises, meetings with local decision-makers, help with overall project management, notably funding, available grants, etc. Do not hesitate to contact us.