



page 8: research Leading-edge technology from LORIA

Security in bioinformatics: the Nancy laboratory specialises in areas of future growth – and excellence

Founded in 1996, the internationally renowned Lorraine Laboratory for Research in IT and its Applications (LORIA) conducts extensive research in the field of computer security. "Nancy has a long tradition of work in this field" its director, Karl Tombre, explains. "But it is important to distinguish between security and safety. Working on safety means checking that a system works correctly, especially embedded systems such as ABS. Several of our teams work on this, in collaboration with PSA in particular. Then we have the notion of security, the idea of potential attack, of malevolent viruses or software, and therefore systems failure. Internet telephoning and bank transactions, for example, would be directly involved here."

This kind of research work will be extended in 2009-2010 with the establishment of a civilian laboratory for high computer security, the first of its kind in France. "Up to now, only the

military was in a position to run such laboratories because, where security is concerned, it is essential to test out viral attacks, and this, naturally, has to be done in a well protected environment. Thanks to this new laboratory, we will now be able to do this and therefore gain a better understanding of viruses and malevolent software and how they work and spread."

Another of LORIA's areas of excellence is bioinformatics. "There is work on deciphering the genetic code. But our teams, including the Data Mining team, also work in close liaison with biologists and chemists in mining and exploiting data. In other words, moving from a mass of extremely complex data to the production of knowledge about health and life sciences. This work can lead to diagnostic techniques, solutions for exploiting clinical trials, or even, when researchers simulate interactions between different molecules, to the development of new drugs."

page 8: also of note...

•••• The new interactive Atlas of Greater Nancy's business sites is now online. Designed by ADUAN in partnership with the Greater Nancy Urban Community and with the support of local councils, developers and business associations, in just a few clicks, the Atlas shows in great detail the 39 business parks in the Nancy area: outline map, detailed map, list of businesses, key figures, practical information and land availability. This is a valuable tool which is updated regularly and should be added to in the months to come.

www.aduan.org

•••• An innovative concept that facilitates business meetings during TGV train journeys has just been developed by young entrepreneurs from Nancy's digital sector. Business people wanting to make better use of their journey times can log on to www.rpgv.fr and enter their personal details, their area of business, the train they will be taking and the type of meeting they would like to set up. Invitation acceptances are sent out by email and on the day of the journey a text message is sent to each of the participants a few minutes before the train leaves. The arranged meeting (discussion with a prospective client, negotiation of a contracts or recruitment, etc.) can then begin. An original and entirely free service.

www.rpgv.fr



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ALL THE LATEST
ECONOMIC NEWS FOR THE
GREATER NANCY AREA



GREATER NANCY
DEVELOPMENT AGENCY (ADUAN)

ESPACE CORBIN
10, RUE POIREL / BP 516
54008 NANCY CEDEX - FRANCE

TEL : +33 383 17 42 00
FAX : +33 383 17 42 30
<http://www.aduan.org>

On the eco-grandnancy.com website, discover the potential and know-how of Greater Nancy, as well as information on assistance and support for company creation, or for firms setting up business, a presentation of flagship business sectors, and a wealth of socio-economic data.

If you need more information or if you wish to tell us about a project, please feel free to contact us. The Aduan team can provide invaluable advice and support at every stage of your development project in Greater Nancy.

YOUR CONTACT
Jacqueline Iannacone
TEL: +33 383 17 42 33
jiannacone@aduan-nancy.asso.fr

DIRECTOR OF PUBLICATION
ADUAN, represented by Gerard Rongeat

EDITOR
Gérald Bonzé

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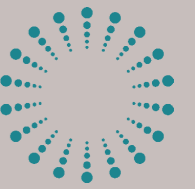
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RESEARCH
LEADING-EDGE
TECHNOLOGY
FROM LORIA

EDITORIAL COORDINATION
Priscilla Pierre

EDITORIAL COMMITTEE
animated by Nicolas Regrigny

WITH THE CONTRIBUTION OF
Cyril Klein, Thomas Loraschi

GRAPHIC DESIGN
Billiotte&Co Nancy



page 2: companies

From Tam-Tam to Acticall: 10 years in the life of a call centre

Pagers, directory enquiries, customer services... The history of a site that has moved with the times.



Whether they offer directory enquiries or customer services, and whether located just a stone's throw away or several thousand miles from their users, call centres are all based on the same idea: to make the customers' life as simple as a phone call!

But does this also apply to the call centres themselves? The recent tenth anniversary of business activity at one of Nancy's call centres, Acticall, sheds some significant as well as timely light on the question. For while business has been continuous at the site on Boulevard Albert 1st over the years, the volume and nature of that business has certainly gone through considerable changes.

But let us go back to the end of 1997, before the call centre boom when, under the aegis of Cégétel, the company opened its doors to subscribers of 'Tam Tam' (yes, those now virtually forgotten small liquid crystal pagers...). This activity, which initially employed around 20 telereps lost its raison d'être by 2000,

once mobile phones had become widespread. No problem: the site switched tack and took charge of SFR's directory enquiries service. Good choice, for the service became hugely popular with the new mobile phone users. As a result the platform, which by that time had 350 employees, decided to devote its activity exclusively to phone book services, persuaded that it was a profitable as well as durable niche in which to be positioned. However... In October 2005, the deregulation of the directory enquiries market led firstly to SFR withdrawing their business, and then, less predictably the collapse of the French directory enquires market. The famous 118 numbers shown at such length on TV adverts did not succeed in convincing users, and the call centre in Nancy, which at that time was surviving on this business alone, found itself with its back against the wall. "Either we changed our business, or we would have disappeared", says current site manager Thibault Constans, giving a retrospective analysis.

The change took place in October 2006, but under the aegis of a new owner (Acticall), and the platform now concentrates exclusively on customer services. This was a real challenge, Thibault Constans admits, "since this move meant extensive training for the majority of the staff". But Acticall went for it, convinced of the benefit to be derived from the move and the potential of the Nancy site. A year later, the bet seems to have paid off. The call centre now provides the customer service for two major companies, including Gaz de France, and thanks to this rise in activity 150 new staff are due be hired.

The moral of the story: the life of a call centre is nothing like as simple as the call that you put through to them. Even if business has remained stable these last three years, there is reason to hope for growth. Especially in Nancy, where the call centre sector employs a total of 2,500 workers in 48 platforms, i.e. 1% of the workforce in France for this sector.

page 7: Nancy-Brabois science park

INVESTMENT

■ New colours, both literal and metaphorical, for seven of the buildings on the Nancy-Brabois science park: bought out in December 2006 by the Emera Group, and only 60% occupied at the time (out of a total surface area of 6,000 m²), these buildings have been almost completely renovated during the course of 2007 (both private and common areas, inside and out). As a result, just a short time after being put back on the rental market, occupation rates stand at 94%. An excellent figure which, as the investor explains, confirms the dynamic nature and attraction of the Nancy science park.

NEW SITE

■ The premises of OSEO are no longer to be found on Rue de la Commanderie in Nancy: the public institution for the support and financing of microbusinesses and SMEs has decided to move to a new address (10 Route de l'Aviation) at the Nancy-Brabois science park. This change of address marks the culmination of the strengthening of institutional links between ANVAR (National Agency for Promotion of Research) and the SME Development Bank. Bringing together all staff under the same roof, it promises to be even more effective in supporting development and innovation in Lorraine. In 2007, this support amounted to 220 million euros (including €450,000 in annual grants to support the creation of innovative technology companies), and it helped some 2,000 businesses.



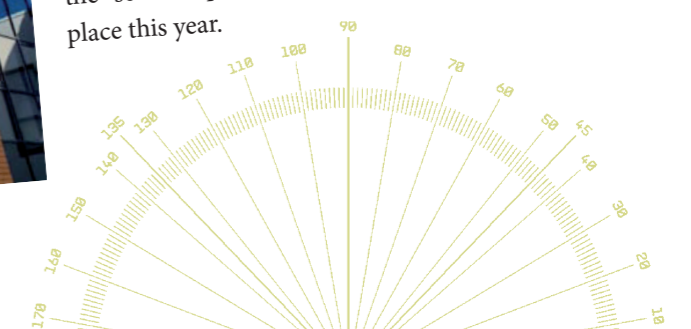
BUSINESSES

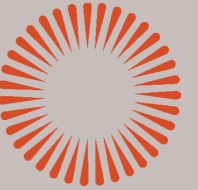
■ Business and innovation centre Promotech is unswerving in its mission to help bring on fledgling projects and continues to see new businesses hatching on a regular basis. Amongst the most recent are: **Absyx**, who develop internet sites, interactive schemes, and software and multimedia components; **International CY**, who are working with the Université Nancy 2 on an innovative teaching device for learning English; **GL SA**, who market SAP software (information flow and business management) in a version designed for SMEs and small SMEs; and **Micro Humus Laboratoire**, who analyse soils, composts and silt with electronic microscopes. Also of note is the establishment of a branch of **In Lingua**, leading world specialists in the teaching of foreign languages.

POSITIVE DEVELOPMENTS

■ At the start of February the Nancy-Brabois Science Park Association, presided over by Richard Renaudin, gathered for its general assembly and delivered an encouraging report on the key projects affecting the site. The laying of a fibre optic network is currently being completed: in May 2008, the ultra high-speed connection will be in place, and the fibre optic cables will be extended for free right up to each business premises.

The plans for a crèche have also progressed: a feasibility study is to be launched in collaboration with the Association, which will include a survey of businesses in the science park to assess the needs of future users. With regards to communication, four electronic newsletters will be produced in partnership with ADUAN. Finally, on a lighter note, the science park fair, talked about in 2007, should take place this year.





page 6: facilities

New Convention Centre for Nancy



Nancy was one of the pioneers of business tourism, and opened its first Convention Centre, the Palais des Congrès, in the city centre in 1977. In a business sector likely to be boosted by the arrival of the TGV Est (high-speed train link), Nancy is now preparing to move into the fast lane with a new facility planned for 2011.

Participants arriving for business conventions and seminars will be able to get from the TGV station to the new convention centre in less than a minute. And from the inside of the building visitors will find the perfect spot for panoramic views of the city centre and all it has to offer. It will be “quite the opposite of the standard facilities that you see on the outskirts of virtually every big city” director of the current Palais des Congrès, Jean-Claude Hanesse, observes.

The originality of the project consists in ‘recycling’ an existing building, the former postal sorting office, designed in the spirit of Jean Prouvé by one of his architect sons, situated just a stone’s throw from the station. The future centre will therefore benefit from an outstanding visual presence in the urban landscape and will offer its users vast functional and brightly-lit ‘open-plan’ spaces, from the reception lobby, to the meeting rooms, to the panoramic restaurant on the top floor. At the back, an extension will house what is missing from the 1977 version: two auditoria (including one with nearly 1000 seats), a 2,500m² modular exhibition hall and a partly dedicated underground car park with 850 spaces.

In going from 6,000m² of rentable space to 18,000m², Nancy hopes to attract more major conventions which will in turn increase numbers of participants and resources. It is an ambition that relies on some indisputable assets: “Easy access thanks to the TGV Est, a high-quality hotel infrastructure that is constantly striving to adapt, and, of course, a deservedly famous architectural and cultural heritage” Jean-Claude Hanesse stresses. A university town and important centre for medicine, Nancy also boasts a real expertise in conference and events management, with a wide range of service providers that contribute to the success of professional meetings (such as IT companies, caterers, audiovisual specialists and part-time entertainment workers). All arguments which will prove essential in attracting business tourism not only from the Greater Eastern part of France but also from futher afield.

Public investment in the new facility will amount to 55 million euros, and it will open in mid-2011.



page 3: companies blue sky software • dnp • evidence • netlor

BLUE SKY SOFTWARE, COMPUTERIZING MANAGEMENT

Founded by Benoît Florentin, BLUE SKY SOFTWARE is a company that designs management software for companies and can, if required, develop tailor-made IT solutions. Established in Luxembourg in 2001, but now mainly focused on the French market (Paris airports, medical centres etc.), Blue Sky Software has just set up a French branch based in the Mediapark in Nancy, a building that gives priority to accommodating digital economy businesses. This branch office currently has a staff of three and is mainly concerned with sales and IT support.

www.blueskysoftware.fr

DNP – THE CUTTING EDGE IN POLYSTYRENE

Founded a year ago by Yannick Bertrand in Laxou, just outside Nancy, DNP is one of just a handful of companies in the north-east of France to specialise in digital polystyrene cutting. The main advantage of this technique is the flexibility of the cutting machine which makes it particularly suitable for small runs and one-off jobs. Consequently DNP produces a large quantity of items for sets (for the stage or for advertising campaigns), but the company also specialises in the painting and finishing of pieces, and offers its services to designers and even individuals.

www.dnp54.fr

EVIDENCE, CONSULTANCY FOR PHARMACEUTICAL LABORATORIES

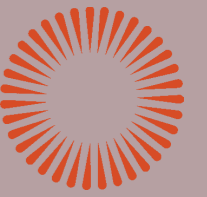
Founded by Gaël Clerc and Alexandre Durand-Salmon, formerly of Kika Médical, EVIDENCE offers its services to pharmaceutical laboratories wishing to optimise the duration of their clinical studies. To this end, the company aims to highlight the various factors that can cause delays (badly defined planning, problems with outsourcing etc.) to enable rapid and informed decision making. Aimed at mid-market laboratories, Evidence is trying to establish itself on a European-wide level and, with this in mind, is looking for investors who would be interested in moving with them into this new and, in Europe at least, underdeveloped sector.

www.evidenceci.com

NETLOR: FACILITATING NETWORKED WORKING

Created in 2000 by Patrick Nourrissier and Denys Levassort, NETLOR has made a name for itself developing software for businesses wanting to benefit from on-line management: with collaborative tools and multi-service portals. Its clients include SME/SMIs and it has large accounts with, for example, the Ministry of the Interior. Netlor is now pushing its clients towards a more pro-active approach to information management through its specially adapted software products. From data organisation to help in decision-making, the DIMS collaborative platform aims to strengthen businesses’ competitive edge.

www.netlor.fr



pages 4&5: international Nancy's universities unite

Nancy has the fifth largest student population in France. In order to achieve greater standing in current teaching and research challenges, Nancy's three universities have decided to join forces under a single name: Nancy-Université.

"Globalisation, new technologies, and increased competition between establishments... The situation has changed profoundly in the last few years, and universities have to adapt" Jean-Pierre Finance, Vice-Chancellor of UHP, explains at the latest 'Entretiens de Brabois' seminar. Alongside François Le Poulter and François Laurent, his counterparts at the Université Nancy 2 and the Institut National Polytechnique de Lorraine respectively, he was presenting the ambitious project to bring their three institutions closer together.

The process actually began in 2001 with the creation of the title 'Universities of Nancy', and was taken a step further in 2005 with the birth of the federation 'Nancy-Université'. The aim is to promote the national and international visibility of the city's higher education facilities and its potential for stimulating economic development. "Nancy is one of the very first towns in France to institute such a federation" François Le Poulter emphasises. As an indication of the timeliness of the move, Nancy has recently become a pilot city for European Union students and receives students from China, Russia, Malaysia and Mexico, who would otherwise have gone to study in the United States, under the framework of the new Erasmus Mundus programme.

In 2007 the process reached a new level with the creation of a 'Public Institution of Scientific Co-operation', whose aim is to harmonise resources in order to further common policies. "It is the scaffolding that will enable us to build the future University of Nancy" François Laurent says.

This determination to harmonise is particularly visible in the promotion of research and technology transfer into the socio-economic sphere. "We have to move on from an approach based solely on the idea of diffusing knowledge, although this of course remains vital, to an approach where we respond to challenges" Jean-Pierre Finance stresses. And as far as research is concerned, Nancy boasts major assets with nearly 70 laboratories working in collaboration with the large research organisations based in the city (see p.8).

The three universities in Nancy, together with the Université Paul Verlaine in Metz, have decided to coordinate their promotion activities under the CERES project. Supported by the National Research Agency, CERES has already helped establish the Nancy-Université Promotion-Innovation-Transfer service, the first joint service under the Public Institution of Scientific Cooperation.

And there is no shortage of plans, from the definition of a joint four-year project for 2009-2012, to the establishment of a 'Research and Higher Education Hub' for the region of Lorraine, and the launch of the ambitious "Nancy/Ingénierie/Technologie" project (NIT).



Jean-Pierre Finance
vice-chancellor of the Université Henri Poincaré:

16,000 students across 5 faculties (sciences, medicine, pharmacy, dentistry, sport), 3 schools of engineering and 3 institutes of technology. It is the top university in France for professional training, and its laboratories sign more than 150 research contracts a year.



François Le Poulter
vice-chancellor of the Université de Nancy 2:

20,000 students, spread across 8 teaching and research units and 8 institutes, in the fields of law, economics and management, human sciences and society, civilisations, arts and languages, and computer sciences, cognitive sciences and applications. It pursues a policy of research focused on the main challenges of society across the domains of new technologies, communication, education and vocational training.



François Laurent
vice-chancellor of the INPL, one of the 3 National Polytechnic Institutes in France to have university status :

It has 4,000 students across 7 'grandes écoles' (top-level institutions), a national school of architecture and 4 research schools. The INPL maintains close relations with the world of industry and signs nearly 250 research contracts each year.

CARNOT: A NAME THAT STANDS FOR EXCELLENCE

Chemistry and materials physics, geosciences, chemical and biological process engineering... The list of fields of excellence in research in Nancy is long. In March 2007, the National Research Agency, recognising this fact, gave its seal of approval to what is now called the Lorraine Carnot Institute for Energy and Environment (ICEEL). It brings into partnership three research federations – Jean Lamour (materials), Jacques Villermaux (mechanics, energy, processes) and Eau Sol Terre (geosciences) – uniting no fewer than 19 laboratories and the Regional Technology Transfer Hub, with its 8 technological resources centres and its centre for industrial technology.

Awarded for a period of 4 years, the "Carnot" label aims to encourage partnerships between public laboratories in order to provide a

better response to demand from businesses for innovation and technology transfer. With around 530 researchers and €12m annually in contracts with industry, making it one of the biggest Carnot Institutes in France, the ICEEL concentrates its efforts on three main areas of focus: sustainable development, with intelligent exploitation of mineral and energy resources; process engineering and its contribution to the development of sustainable chemistry; and nanosciences. This label is awarded in recognition of work already achieved and also crowns a long tradition of industrial cooperation not only with major groups such as Areva, Total, Saint-Gobain PAM, Baccarat, Arcelor-Mittal and Air Liquide, but also with the local SME/SMI network through the Lorraine Regional Technology Transfer Hub.