

Introducing the French Maritime Cluster

1) The French maritime sector in a few words:

- *France is a maritime nation. It has 5500 km of coastline and, with its overseas territories, a land area extending to over 11 million km² (the second largest in the world).*
- *France's maritime economic sector provides:*
 - ✓ **300 000 jobs (more than car manufacturing, including parts suppliers)**
 - ✓ **51 billion euros worth of production**
 - ✓ **10 world leading flagship actors (entities, companies, groups) amongst nearly all of the major maritime segments.**

The French Maritime Cluster is the organisation which promotes this French maritime economic sector. It was set up in 2005 by the French Institute of the Sea and began work in 2006.

2) The French Maritime Cluster (CMF)

- *Purpose of the CMF:*

To promote the French maritime industries through their professionals and their economic activities and to identify synergies between them.

- ✓ **Approximately 240 members including shipowners, ports, fishing operators, manufacturers, Marine Competitiveness Clusters, the French Navy, scientific Oceanographic research, water sports, shipping bankers, brokers, insurers, classification service providers, ...**
- *Main areas of activity of the CMF:*
 - ✓ **Communication**
 - ✓ **Lobbying**
 - ✓ **A continuous search for real synergies between different fields of activity**

3) The three main strands of the CMF's action plan:

- *Communication:*
- ✓ **The Cluster Brochure:** With a print run of several thousand, the annual brochure of the CMF is an integrated analytical tool collating all essential data on Maritime France. Designed as a bilingual French and English business aid, it includes a CD-ROM with a directory of members, plus an adapted PowerPoint presentation. Since 2010, it has also been distributed on USB flash drives, and has been downloaded from the website 8000 times (as at mid-June 2011).
- ✓ **Cooperation with the French Navy to promote our maritime capabilities internationally:** The French Navy supports the CMF in its role as an ambassador for French maritime expertise. Its ships carry the Cluster's range of promotional materials (in French and English), which are distributed to local decision makers and guests of members at on-board receptions held during courtesy calls all over the world.
- ✓ **Website:** www.cluster-maritime.fr is a mine of essential information on the French maritime sector. It also serves as a showcase for the activities of the CMF, its brochure, the published results of its work groups, the directory of members, the introduction of new members, its blog "Au fil de l'eau salée", etc. **It has had more than 2.7 million page hits since its launch, with an average of 100 000 per month since 2010.**
- ✓ **Press:** The CMF takes a stand on issues through press briefings and press conferences, issuing press releases, reports from the synergy groups, and all relevant information.

- ✓ **Media watch / sponsorships / high-level business representation:** The CMF has set up a media watch to monitor how the media reports on the maritime economy in general and on specific matters affecting our members. The CMF intervenes to take corrective action if necessary. Very selectively and with the widest possible cross-segment coverage, the CMF sponsors a number of events annually, mainly by displaying its logo and engaging in communication activities at the sponsored event. Finally, where possible, the CMF places representatives of the maritime sector within trade delegations accompanying the French President or Prime Minister on official visits.
- ✓ **Maritime Economy Forums:** Since 2007, the CMF has successfully co-hosted the maritime economy forums “Assises de l’Economie de la Mer” together with the French Institute of the Sea (IFM), the daily newspaper Les Echos and the weekly Le Marin, for 2 days of top level conferences on maritime topics. Simultaneously, a prestigious annual reception is held on board a French naval vessel. In December 2010 in Toulon, the BPC Mistral **hosted 900 maritime executives. In December 2009, the final reception on board the legendary Jeanne d’Arc (just before her last mission) was organised by the CMF.**
- ✓ **Exhibitions in 2010 and 2011:** The CMF has been a partner of several exhibitions, including Maritima in Paris where it shares a space with a tenth of its members. This was repeated for the first Seagital exhibition at Le Havre.
- ✓ **Other notable events in 2010:**
 - Participation by our members in various port visits by the French Navy,
 - Support for the maritime recruitment fair organised by Clic&Sea,
 - Celebration of the European Day of the Sea,
 - Participation and support for our members at the Navy Science Day in Brest and the Navy’s Means and Missions Presentation Day in Toulon, etc.
 - Plus many more activities which can be found on the website (in Special Reports, etc...)
- **Lobbying:**
- ✓ **Lobbying:** The CMF is a very useful source of ideas and action for shaping government maritime policies. It lobbies for the French maritime industries to be given greater priority and has the ear of the French administration and government. The CMF is always vocal in defending the interests of the maritime community (often in conjunction with the IFM), and also steps in to help with particular issues faced by its members who turn to it to safeguard their legitimate interests.
- ✓ **After a call went out at the 4th Assises at the end of 2008 for a strategy for maritime France, there was an explosion of “maritime awareness”. It culminated, after the 1st phase of the Grenelle Maritime Forum, in the speech by the French President at Le Havre on 16 July 2009, which gave the first real response to that call. As a direct result of that speech, the Prime Minister went to close the Brest Assises 2010, and, at the joint ministerial council on 8 December, the Blue Paper setting out a national maritime strategy was ratified. At the 2011 Assises in Toulon (more than 1200 participants), the Minister for Ecology and Transport, Nathalie Kosciusco-Morizet, confirmed the government’s commitment on the key maritime issues. Another essential step was taken at the CIMER (Joint Ministerial Committee of the Sea) meeting in June 2011 in Guérande, where the decision was made to monitor the French maritime strategy annually.**
- ✓ **Networking buffets:** Eight times a year, the CMF invites its members to a networking buffet where they can mix and create a favourable environment for new business opportunities. This also gives members an opportunity to present their products or services and to meet top executives, cabinet ministers and journalists from the maritime sector who regularly join them in this informal setting. With significantly more than 200 high-level people attending each event in 2011, the success of these gatherings cannot be denied!
- ✓ **ENMC:** The CMF holds the vice-presidency of the ENMC (European Network of Maritime Clusters), the umbrella body for the national European Clusters.
- ✓ **“Neutral setting”:** For those who find themselves in dispute over an issue, the CMF provides an opportunity for them to meet in a neutral setting and move discussions forward. Here, the CMF is neither judge nor arbitrator, simply a friendly moderator. This procedure has proved to be effective on many occasions.
- **The search for synergies:**
- ✓ **Synergy work groups:** The synergy groups are made up of decision makers from member organisations. They meet regularly to work on cross-cutting subjects such as: “Marine Renewable Energy”, “Creation of a marine investment fund”, “Ship Breaking”, “Franco-Russian Cooperation”, “Overseas Territories”, “Crisis and Prospects”, etc **34 theme-based work groups have been set up since 2006 bringing together more than 3700 maritime executives and managers.** The conclusions and recommendations of the groups are then promoted by the CMF.