



The future of the High Alps depends upon the networking of competence and determination

To strengthen its tissue of innovative SME's and create new opportunities, the High Alps Development agency has launched HARP, a network open to all business personalities, companies or those involved in the economy of the High Alps, a department which skilfully conjugates an enterprising mind and quality of life.

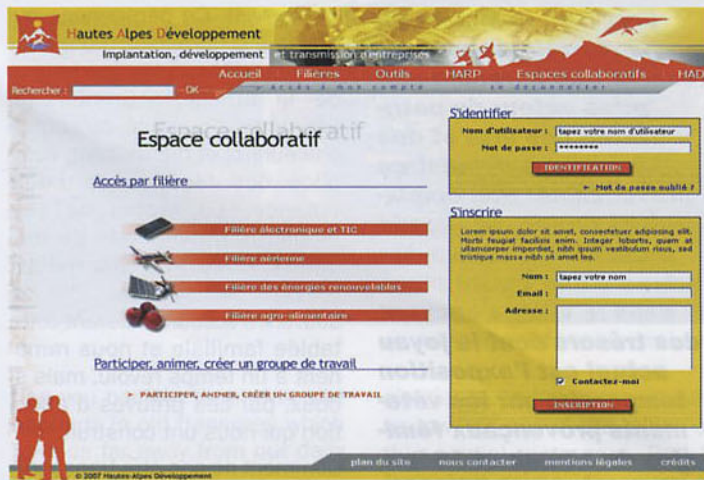
these strong sectors, spurred by young entrepreneurs seduced by the quality of the reception and the services offered to assist start-ups, beginning with the High Alps Development agency, and also by the quality of life in this region.

A successful launching of HARP - the High Alps SME Network !

Spurred by the strong will to encourage this dynamic movement, to reinforce it and to generate new opportunities, the High Alps Development agency decided to use the impressive potential of competence of all the exiled High Alps natives who make or have made a remarkable career in industry or in services without having lost their attachment to their origins -and there are loads of them ! - as well as all the personalities of the economic world who stay in this county occasionally or regularly since many years and have become attached to it. Hence was born the idea to federate all these energies in an informal, open network where information circulates freely, facilitating contacts between project bearers and business circles. Because the key to success in creating or developing a company is without doubt the network, which opens the door to contacts, exchanges and confidence. As a testimony of this federative vision of the HARP network, the event of March 9th was simultaneously held in Gap (at the High Alps Development agency on the Micropolis technopole) and in Paris, both sites being connected by video conference to allow exchanges between the participants. Thus the HAD agency, which concentrates its efforts on four fields with great potential - electronics and TIC, Aeronautics, Farm-produce industry and Renewable energies - was able to present its entire strategy. The audience of over 80 participants between the two sites, thereby discovered the devices used to animate the life of the network, in particular the agency's new Internet site (<http://www.had.fr>) with a part dedicated to the HARP network including a portal of economic information about the High Alps and a platform of exchanges for business opportunities.

What common characteristics could gather together for the same event on March 9th of this year, simultaneously in Gap and in Paris, personalities among whom we notably distinguished a leader of one of 10 largest French companies, the former vice-president of a multinational microelectronics corporate, an ambassador of France, a person in charge of the development of foreign trade, a communication specialist, numerous personalities of the financial world, companies, the regional authorities and consular companies? Two elements : a sincere affection for the High Alps, the passion of economic development and enterprises.

Business development ? You must be mistaken ! Everyone knows that the High Alps are renowned for skiing, climbing and tourism. Or course, the department is rightly known for the beauty of its protected natural sites and for the quality of its tourist and leisure amenities. But not exclusively ! Since several years, Ambitions Sud International has regularly spread information on the initiatives of the High Alps department in electronics and TIC - with the annual organization of the Communicating Objects and Valuation Forum, the creation of the Pic de Bure radiation laboratory, the launching of a medical tele-diagnostic experiment in Dévoluy, the experiment of high-output Internet by satellite, etc. - The farm-produce industry with the French-Italian Verchamp program, for example - aeronautics with the spectacular development of the Gap-Tallard airport thanks to its links with the PACA Pégase competitiveness cluster. The given impulse is now bearing its fruits : new companies, generators of employment, are setting up in



The High Alps partner of the World SCS Competitivity cluster

One of the highlights of the event was the signing of a partnership agreement between the SCS (Secure Communication Solutions) cluster with its Director Jean-Claude NATAF representing the President Bernard Pruniaux, the High Alps Development agency represented by its President Pierre VOLLAIRE, and the MDER (Mission for Regional Economic Development) represented by its President Jean-François BIGAY. This served to recall the position of the High Alps between the poles of High Technology clusters of Minatoc (micro- and nanotechnologies) Grenoble / Isère, SCS PACA, and the Torino Wireless cluster in the Piedmont region in Italy.

Three high tech companies recently created in the High Alps prove the entrepreneurial dynamics

The event also offered an opportunity to present to the network members technological companies who have successfully become established in the High Alps. Three companies, for which the inter-cluster position of the High Alps and its integration in regional innovation and business networks were decisive in their choice, came to present their activity to the participants.

ASTUS is a company of electronics specialized in the conception and manufacture of medical diagnosis equipment. It is implan-

ted at Gap-Micropolis, where it conceives tele-diagnostic cases for doctors and nurses. These cases, equipped with sensors, make it possible to immediately transfer indispensable information for medical diagnoses such as blood pressure, pulse, electrocardiogram, thereby improving the follow-up of the patients and prevention in mountainous areas.

Tick-eTag, composed of French and Italian shareholders, is a start-up which proposes mobile-ticketing solutions. It dematerializes tickets thanks to tags (2D codes) directly recognized by mobile telephone, making it possible to edit tickets at the entry of cultural or sports events, etc. This company already counts prestigious customers such as the Olympia, or Audi. Its premises are in Gap-Micropolis.

BERINGER is an aeronautical company specialized in up-market brake systems for competition. It has over 20 years experience in motorcycle and motorcar competition. It received the OSEO-ANVAR award of innovative companies. It chose the Gap-Tallard airport to develop its new design centre of wheels, brakes and complete landing systems for the aeronautical sector.

Thanks to its attractiveness for a new generation of entrepreneurs, its network of remarkable personalities, together with support structures for operational development, the High Alps department anticipates a harmonious development with ambition, determination and serenity, conciliating entrepreneurial adventure and respect of an exceptional environment.

Information and contact:
www.had.fr