



INTRODUCING THE FRENCH MARITIME CLUSTER

Unifying the Maritime Sector to Create the **French Maritime Place**

THE FRENCH MARITIME SECTOR AT A GLIMPSE

- France is a maritime nation. With 5.500 km of coastline and its overseas territories France possesses the second largest maritime area in the world: 11 million km².
- France's maritime economic sector provides:
 - ✓ 304.150 jobs (more than car manufacturing, including parts suppliers)
 - ✓ 65 billion Euros worth of production
 - ✓ World leading flagship actors (entities, companies, groups) amongst nearly all of the major maritime segments: oil&gas, naval shipbuilding, marine renewable energies, etc.

WHAT THE FRENCH MARITIME CLUSTER IS

The CMF was created in 2006. It aims at creating with its members a French Maritime Place to promote the French maritime industries through sector professionals and related economic activities and create synergies between them.

The CMF consists of 340 members including shipowners, shipbuilding, marine equipments, ship maintenance, repair and conversion, ports, fishing operators, manufacturers, marine competitiveness clusters, the French Navy, marine and oceanographic research, water sports, yachting, universities, shipping bankers, brokers, insurers, classification service providers, etc.

WHAT THE FRENCH MARITIME CLUSTER DOES

Since 2006, the CMF has validated and confirmed its action plan along three main strands:

- Institutional Communication
- Operational Synergies
- Lobbying

INSTITUTIONAL COMMUNICATION

The Cluster Brochure

With a print run of several thousand copies, the annual brochure of the CMF is an integrated analytical and business tool collating all essential data on Maritime France. Designed as a bilingual French and English business aid, it includes a USB flash drives with a directory of members, plus an as well as an adapted PowerPoint presentation of the French maritime economy.

“Assises de l’Economie de la Mer”

Since 2007, the CMF has successfully co-hosted this main European maritime economy forum, together with the weekly *le marin*, in partnership with the French Institute of the Sea (IFM) and the daily newspaper *Les Echos*, and the French Navy which organizes a prestigious reception held on board a naval vessel. These 2 days of top level conferences on maritime topics gather maritime stakeholders and decision makers. In December 2013 in Montpellier-Sète, 1.506 participants attended to work on the following main maritime issues: competitiveness of the maritime industry, LNG, MRE, deep sea mining, biotechnology, skills and training, naval strategy, etc.

Press and Media Watch

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. 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.

Its website contains a wealth of essential information concerning 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 more than 7 million page hits since its launch with an average of 240.000 per month.**

OPERATIONAL SYNERGIES

Synergy working groups

The synergy groups consists of decision makers from member organisations. They meet regularly to work on cross-cutting subjects such as: “Marine Renewable Energy”, “Deep Sea Mining”, “Creation of a marine investment fund”, “Ship Breaking”, “Franco-Russian Cooperation”, “Overseas Territories”, “Very Large Floating Structures”, etc.

They are created to facilitate the business with operational goals:

- **Recommendations:** decisions promoted by the CMF (maritime law, tax law, economic policy, etc.)
- **Creation of new sectors:** deep sea mining, anti-piracy technological solutions, etc.
- **Industries structuring:** marine renewable, oil&gas, LNG, etc.

42 theme-based work groups have been set up since 2006 bringing together more than 5.400 maritime executives and managers.

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, the success of these gatherings cannot be denied!

LOBBYING

Towards a National Maritime Strategy

After a call went out at the 4th Assises at the end of 2008 for a strategy for maritime France, “maritime awareness” has been greatly increased. It culminated, after the 1st phase of the Grenelle Maritime Forum, in the speech by the French President at Le Havre on 16th July 2009, which provided the first real response to that call. The second one was on 8 December when the Blue

Paper setting out a national maritime strategy was ratified. At the 2013 Assises in Montpellier-Sète the Prime Minister confirmed the government's commitment to key maritime issues bringing the decisions made at the CIMER (Joint Ministerial Committee of the Sea) held the day before.

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, and also steps in to help with particular issues faced by its members who turn to it to safeguard their legitimate interests.

WHERE THE FRENCH MARITIME CLUSTER IS

EUROPEAN ACTIONS

The European Network of Maritime Cluster (ENMC)

The CMF has co-founded the ENMC currently chaired by the President of the CMF. ENMC aims at gathering the European maritime stakeholders to promote maritime economy and the importance of Blue Growth for the European economy.

EUROMARITIME

The President of the CMF chairs EUROMARITIME, the first European maritime business show for the whole of the maritime economy. The first edition was held in Paris in february 2013 and gathered 180 exhibitors and more than 5.000 visitors, with 20 top level conferences and workshops lead by 140 European speakers from the business and the public authorities.

INTERNATIONAL PRESENCE

International Network

The CMF's members have developed their international network all around the world. Thanks to this maritime network the CMF helps SMEs and maritime stakeholders to develop their business abroad.

Exhibitions

The CMF has been a partner of several exhibitions, including Neva in St Petersburg, APM in Singapour where it has shared a space with its members.

Cooperation with the French Navy

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.

Trade delegations

Finally, the CMF places representatives of the maritime sector within trade delegations accompanying the French President or Prime Minister on official visits.

The French Maritime Cluster is in the service of its members and of the French Maritime Place.