



Imagining the skills of logistics and of the supply chain of tomorrow.



PRESS FILE

SUMMARY

Presentation of Nov@log	p. 3
What is a pole of competitiveness	p. 4
Obtaining accompaniment for labelling a project ...	p. 5
Our lines of research.....	p. 5
Research	p. 6
International	p. 7
Financial Partners	p. 7
Contacts	p. 8

Nov@log is the **sole French pole of competitiveness dedicated to logistics**.

It plays an essential role in the competitiveness of business companies and in the **development of innovation and research in logistics**, in France and in Europe by accompanying companies which are investing in developments in this sector of activity.

Nov@log are aiming especially to imagine the *tradcrafts of the logistics and of the supply chain of tomorrow*.

In the economic strategy for the positioning of companies and research laboratories, the three fields of the strategic activities of Nov@log are:

- The **safety/security of shipments**, risk analysis and management, regulations of transport and logistics.
- The **traceability of shipments, information and data exchange systems**, optimisation of the supply-chain.
- The **sustainable development of logistics**, environmental management in areas of logistics and the supply-chain, the life cycle of products.

What is a pole of competitiveness ?

Definition of poles

In a more and more competitive world economy, in 2004 France launched a new industrial policy which mobilises the key factors in competitiveness, in the front rank of which is the capacity for innovation..

A pole of competitiveness is, in a given field :

- The association of business companies, research centres and training institutes,
- Engaged in a partnership and collective approach (common development strategy),
- Aimed at establishing synergies around innovatory projects carried out in common in the direction of one (or several) given market(s).

A pole of competitiveness also provides the technological, economic and juridical monitoring necessary for research, development, innovation and the collective expertise for research and development projects, with the aim of supporting initiatives coming from the economic and academic stakeholders present in a field.



Obtaining accompaniment for labelling a project

What is the interest for companies ?

- To benefit from advice and a structured framework for the development of their innovatory projects,
- To mutualise resources and the instruments for research and development,
- To construct collaborative R&D projects capable of being proposed for requesting a financial accompaniment from European, Governmental, or Regional bodies (FUI, FEDER, ANR, etc...).

How is a project run within the pole ?

To put together your projects, Nov@log :

- o Advises you on the partnerships and the strategy to carry out your project,
- o Associates the best competencies with the project,
- o Evaluates your project,
- o Accompanies the project towards its development in its financial and administrative organisation.

What criteria must be met to be labellised ?

- To bring together at least two companies and a laboratory or a superior training/academic establishment,
- To have the objective of the development of an innovatory product or service,
- To present economic spin-offs for stakeholders in the logistics chain.

Our lines of research

The strategic lines of the pole

The strategy of the Pole of Competitiveness is articulated around three fields of strategic actions.



SAFETY / SECURITY of shipments, risk analysis and management, regulation of transport and logistics.



TRACEABILITY of shipments, optimisation of the supply chain and information and data exchange systems.



SUSTAINABLE DEVELOPMENT of logistics, environmental management in areas of logistics and the supply chain, life cycle of products.

Research

Research is essential in the daily existence of the Nov@log pole of competitiveness. A pole of competitiveness is a "fortress of competencies" in research laboratories, SMEs, research departments.

A network of research laboratories and technical centres specialised in logistics participate in Nov@log projects and provide the answers to the most complex issues of logistics in the fields of :

- The optimisation of logistics organisations,
- The engineering of physical and information flows,
- Territorial development,
- The mastery of the economic and juridical environment.



The structuring establishments for logistics research

Nov@log accompanies and supports the projects of structuring establishments (in which investments are mutualised) for logistics research or for research in technologies where reliability is recognised in order to be applied in the fields of the tradecrafts in logistics. Here may be found the projects :

- Campus Logistique du Havre,
- Normandy Living Lab,
- Instruments for NITC – Seinopolis (Rouen).

International

In order to detect international technological partnerships, since 2009 the pole of competitiveness, with Nov@log International, has been working on a programme of international development, determined in collaboration with the companies, universities and research centres that compose it.



This is articulated around several objectives : to develop the reputation of Nov@log in Europe and internationally; to establish technological partnerships with foreign logistics clusters; to organise collective missions of technological benchmarking or of economic prospection with the member companies.

Financial Partners

The Nov@log pole of competitiveness is supported essentially (in its territorial vocation) by local partners, especially the Upper Normandy Region with the agglomerations of Le Havre, Rouen, Dieppe, Evreux and the Seine Eure Agglomeration Community as well as by the Lower Normandy Region.

Nov@log is also supported by its partnerships with logistics clubs and clusters, as well as by the other poles of competitiveness concerned with the technologies of the logistics organisation of production.



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