

**Orléans launches NEKOE, a cluster dedicated to Innovation by services:**

**NEKOE is the first excellence cluster in France being focused on Innovation by services.**

**To identify new fields of growth**

Over the last years, the global economy has transferred to services which now represent more than 75% of French GDP and jobs.

This new service economy is based on a model where the product by itself gets more and more replaced by the service linked to it, in an environment where all businesses result even strongly interacted.

Directly inspired from this new economy, the main mission of NEKOE is to support all kind of companies in finding new opportunities for growth. Based on learning from Service Science Management and Engineering, companies as well as local authorities will be able to better manage their transformation through development of innovative services.

**A mission based on 4 strategic areas:**

**1- Building/Emergence of Innovative Services:**

To promote innovation by services on one hand & innovation in services on the other hand, by supporting companies in their transformation to a new business model & their implementation of a continuous innovation process in their service activity.

**2- Development of high level skills in services:**

To build training programs for new multidisciplinary profiles (technicians being also trained in psychology, law, management...) in partnership with universities, international & national high schools & companies.

**3- Sustainable development by services:**

In our society “being” is slowly getting more important than “having”.

Consequently we experience a transfer of the ownership of product, from the customer in the past, to the service provider.

This is the service economy in which NEKOE will help the provider to maximize the lifecycle of his product & therefore to bring contribution in building a really sustainable society.

**4- Ecosystems of services:**

The cluster wants to enable companies to work in network economy, supported by partners who will co-develop with them the right product, at the right time, for the right customers.

Initially created by the Orléans Technopole, the urban area of Orléans, the Region Centre, the Regional office of Industry, Research and Environment, the EEU and the University of Orléans, NEKOE is also supported by big companies such as IBM, Derichebourg, Lexmark & a lot of small and medium-sized firms.

60 partners have joined NEKOE: companies, laboratories, universities, training centers, professional federations, financial bodies and local authorities are involved in the development of innovative services in order to find new fields of growth.

### **The place to succeed**

Being 1 hour away from Paris, in the middle of the main highways, with a good level of qualified employees and 3 competitiveness clusters, the city of Orléans and its area are ideally located for the implementation and the development of service activities.

Indeed companies can take advantage of reduced running costs up to 400% lower than in Paris, as well as significant real-estate projects that will provide a wide range of brand new buildings dedicated to service industry.

*“By considering innovation by services as one of our major projects for the urban area, we deliver a strong message to all companies: our territory is the territory of the future economy”. Charles-Eric Lemaignan, President of Urban Area of Orléans*

*“For the Region innovation by services is considered as one of the two main axes of its innovation strategy for the coming years, in order to strengthen the territory as a major stakeholder in the economy & the knowledge. The development of innovation, human resources as well as collaborative work is our foundations for the future”. François Bonneau, President of the Centre Region*

*“NEKOE is a project of transformation of companies & territories. It federates economic, politic and research stakeholders in a common strategy for growth & job creation.” Marc Dumas, President of NEKOE*