



# Missions



**dgcis**

direction générale de la compétitivité  
de l'industrie et des services

# The DGCIS



The Directorate General for Competitiveness, Industry and Services (DGCIS) is a directorate of the Ministry for the Economy, Industry and Employment. Under the Ministry's authority, it is tasked with promoting industrial and service competitiveness and growth, and therefore employment. It works, in close connection with the other directorates and ministers, to improve the overall framework in which businesses operate – from freelance entrepreneurs all the way up to multinational groups. In line with the Lisbon Strategy, the DGCIS provides stimulus for both innovation and R&D. It encourages cooperation between firms – SMEs in particular – and public research organisations, via a national cluster policy and the European initiative Eureka. It supports the growth of the digital economy and ICTs, which are at the heart of growth and competitiveness. Via a legislative framework that favours the creation, transmission and continuation of businesses, it provides impetus for the renewal of France's entre-

preneurial fabric. It both proposes and implements actions and measures, especially financial, legal and scientific, which encourage the creation and development of businesses. These measures are particularly aimed at SMEs and mid-sized firms in the areas of industry, tourism, trade, the self-employed professions, craft industries, business and personal services and electronic communications, among others. The DGCIS also encourages businesses to adopt a sustainable development approach. Its proposals for action are based on studies, close monitoring of the primary economic sectors, its participation in the work of the European Union and on observation of international best practices. In order to establish common views of the situation of businesses in various sectors of the economy, it works with representatives of various economic stakeholders, whether professional organisations, chambers of commerce and industry, or networks of associations that provide support for small businesses.

## ▶ Staff: 750

at both central and regional levels, in the Regional Directorates for Businesses, Competition Policy, Consumer Affairs, Labour and Employment (for missions connected with economic development and metrology).

## ▶ Operational budget: ca. €1 bn

€400 million in support for industrial research and innovation (in particular the Business Competitiveness Fund),

€400 million for innovation in VSEs and SMEs (including € 300 million via Oséo Innovation),

€200 million for the development of telecommunications, the press and mail delivery systems,

€85 million for actions in favour of trade and craft industries.

## ▶ 24 regional directorates

### Reference texts:

- Decree 2009-37 of 12 January 2009 on the Directorate General for Competitiveness, Industry and Services.
- Order of 26 January 2009 concerning the organisation of the Directorate General for Competitiveness, Industry and Services.

# Organisation

The DGCIS comprises four departments, a General Secretariat, a Sub-Directorate for Forward Planning, Economic Studies and Evaluation, and a Regional Action Unit.

## ▶ THE DEPARTMENT FOR THE DEVELOPMENT AND COMPETITIVENESS OF SMES

It actively seeks new ways to boost companies' competitiveness, including:

- Using every means possible to reduce costs and paperwork and to streamline doing business.
- Lightening businesses' administrative and regulatory load: a "one stop shop" solution for setting up a company, the new freelance entrepreneur regime, the unincorporated entrepreneur status and the development of standards, among others
- Encouraging the creation of new businesses and promoting a more efficient way of supporting them, including the development of a business culture, a plan for handing companies on, improved financing, achieving better quality, reform of the chambers of commerce and industry networks, support for restructuring, etc.
- Helping firms become more innovative: improving the business environment (tax matters, intellectual property, public procurement, etc.), more streamlined aid, improved means for promoting research and the spread of new technologies, development of international technological partnerships, etc.
- Expanding France's cluster policy by developing clusters' "ecosystems": innovation, getting SMEs involved, financing, looking beyond the borders, skill management, infrastructures, etc.
- Providing impetus for growth in SMEs via national, EU-level and international schemes.

## ▶ THE INFORMATION AND COMMUNICATION TECHNOLOGIES DEPARTMENT

The goal of the STIC is to improve competitiveness in the information and communication technologies sector, as well as those sectors that use these technologies, which are one of the primary sources of both growth and jobs. To this end, the STIC:

- Helps draft national, European and international regulations applicable to the telecommunication sector, concerning such areas as broadband for all, high-speed broadband, roaming charges, etc.

Supports industrial R&D and innovation in the ICT domain: cluster-based R&D projects, the Nano 2012 programme for supporting crucial nanoelectronic technologies, etc.

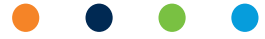
- Encourages the spread of ICTs in businesses and, more generally, throughout the economy, via calls for projects under the "ICT & SME 2015" program, the Captronic program, etc.

## ▶ THE INDUSTRY DEPARTMENT

The Industry Department's remit involves the industrial manufacturing sector. Its actions include:

- Support for growth in high-value-added and future-oriented sectors, via cluster projects, measures by the Strategic Health-care Industries Board, action plans in favour of ecotechnologies and green chemistry, investment aids for low-carbon vehicles, etc.
- Implementation of support measures for industrial sectors facing structural or cyclical difficulties: the Automobile Pact, action plans for the textile, clothing and leather sectors, support for the printing industry, measures to help sub-contractors in the luxury goods sector, etc.





- Gathering sector intelligence
- Cross-governmental actions, including a campaign in favour of design and marketing, support for the implementation of the Reach Directive, contributing to sustainable development policies in industry, making businesses aware of new senior markets
- Investigation of export requests for products subject to quotas, and for exports of dual-use goods and technologies.

## ▶ THE TOURISM, TRADE, CRAFT INDUSTRIES AND SERVICES DEPARTMENT

This department implements regulations in the area of tourism: the tourism professions, updating France's offer (reclassification of tourist accommodations) and development of access to social tourism. It also oversees Atout-France, the agency charged with promoting France as a destination for foreign tourists.

It implements regulations in the postal sector (opening of postal services to competition, transformation of La Poste into a limited-liability company, etc.) and oversees La Poste, which is mandated to provide universal postal service.

It supports the development of personal services, which are strong sources of jobs (support for sector professionalisation and innovation), and of firms providing business services, a high-growth sector.

It helps boost the attractiveness of France in terms of a venue for trade shows and fairs.

It supports competitiveness in businesses in the areas of trade, crafts and the self-employed professions (via a campaign to support local trade, the Contract for the Future, an agreement signed with restaurant owners when the VAT for restaurants was reduced and an updated status for the self-employed professions).

## ▶ THE REGIONAL ACTION UNIT

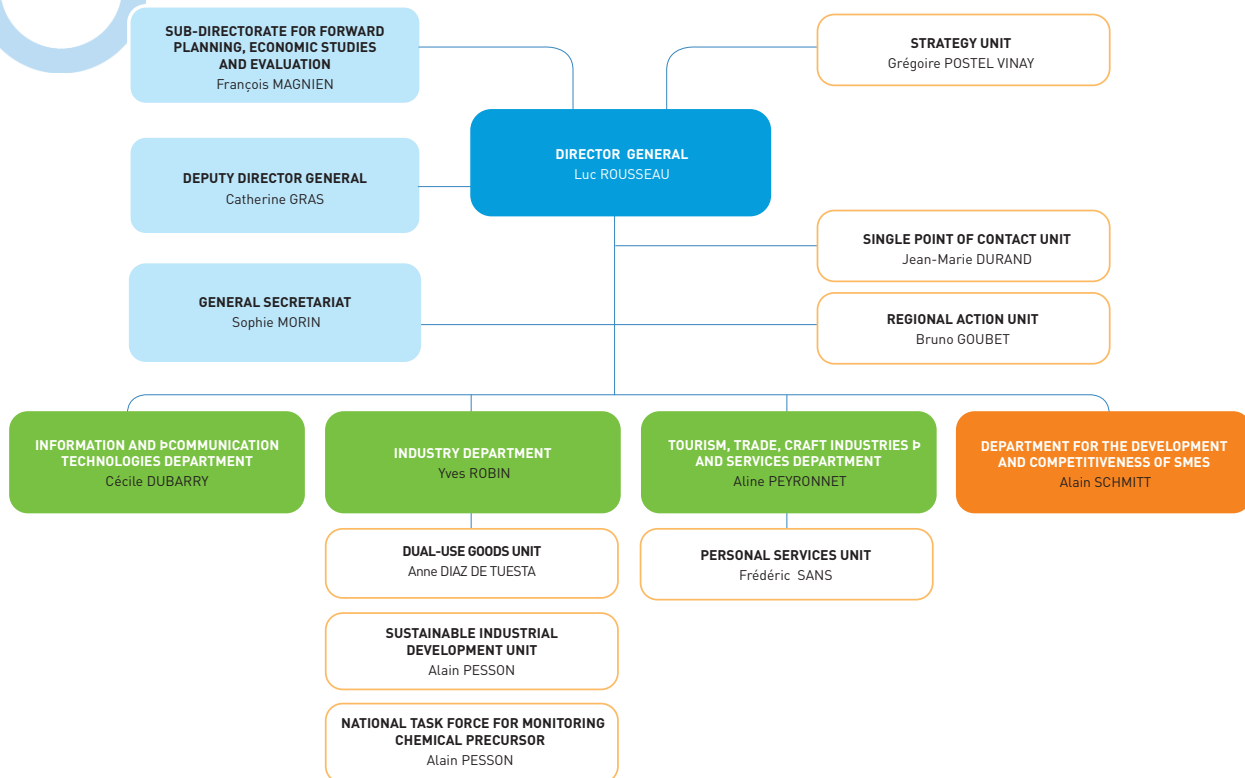
The Unit provides leadership for the economic development activities of the Regional Directorates for Businesses, Competition Policy, Consumer Affairs, Labour and Employment (DIRECCTE). It coordinates the network's "profession"-related activities, including implementing public policies in the areas of economic development, trade, craft industries and tourism.

## ▶ THE SUB-DIRECTORATE FOR FORWARD PLANNING, ECONOMIC STUDIES AND EVALUATION

The Sub-Directorate conducts and steers forward planning, economic studies, impact studies and evaluations in all the areas covered by the DGCIS.

## ▶ THE GENERAL SECRETARIAT

The general secretariat is responsible for the smooth running of the DGCIS: human resources, communication, the budget, information technology, logistics, and management control and audit. It provides personnel management for technical ministry staff. Finally, it deals with regulatory questions concerning employees of La Poste and France Télécom.



## Key figures

- 2.6 million businesses in France, including some 2.5 million very small enterprises and 160,000 SMEs
- 960,000 service-sector firms
- 580,100 companies created in 2009, of which 320,000 were freelance entrepreneurs
- Industrial products account for four fifths of exports of goods and services
- Business services represent 16.6% of GDP
- Tourism: France is the world's top tourist destination, with 74 million foreign visitors each year
- Domestic R&D spending was estimated to be €40.6 bn in 2008, or 2.08% of GDP
- 71 clusters bringing together 6,800 businesses with 810,000 employees
- A total of 1,510 cluster-based R&D projects financed by the State, local authorities and agencies since the beginning, at a cost of €946 million (Single Interministerial Fund)
- 5,400 visits to firms in 2009 by experts from the Regional Directorates for Businesses, Competition Policy, Consumer Affairs, Labour and Employment (DIRECCTE)
- More than 500 joint actions carried out by the DGCIS and the DIRECCTE to bring SMEs together around such strategic themes as innovation, quality, business intelligence, design, marketing, human capital, etc.

dgcis



## The DGCIS's partners

The DGCIS's work draws on numerous bodies for which it is the administrative authority or co-supervisory authority, including: Oséo, the chambers of commerce and industry, the chambers of skilled trades, the French Business Start-up Agency (APCE), the professional committees and industrial technology centres, the National Personal Services Agency, the National Holiday Vouchers Agency, Atout-France, the French Patent and Trademark Institute (INPI), the French Standards Association (AFNOR), and the Strategic Investment Fund (FSI), among others.



[www.industrie.gouv.fr](http://www.industrie.gouv.fr)

[www.pme.gouv.fr](http://www.pme.gouv.fr)

[www.competitivite.gouv.fr](http://www.competitivite.gouv.fr)

[www.tourisme.gouv.fr](http://www.tourisme.gouv.fr)

[www.telecom.gouv.fr](http://www.telecom.gouv.fr)



dgcis

direction générale de la compétitivité  
de l'industrie et des services

Bâtiment Le Bervil, 12 rue Villiot 75572 Paris cedex 12