



Encouraging new business in Brittany - Rozenn Cornec

Rob. I'm talking to Rozenn Cornec, who is a local young lady, if I may say so? You've, uh, you've done a lot of travelling in your time – you've been away from Brittany for quite a while, I gather?

Rozenn. Yes, I did. I've been away for about 13 years. So I studied abroad, and then worked abroad, so this year's actually my first year working in France, really. So, yes, it's been over 35 countries, on and off. Initially, I came back just to, you know, sit down bit, breeze a bit, see my friends and family, 'cos there's been a while, it was about a year and a half since I was back home. When I came back, um, I came across a letter that was sent by the Communauté des Communes de Kreiz Breizh (the CCKB), to all the business owners in the area, from another business owner talking about the fact that the closing down of the logistical base of Intermarché in Rostrenen, will impact quite heavily the, the economy here, so they were asking what can we do, us as business owners, and entrepreneurs, to, to act about it, and that caught my attention, 'cos obviously as the importancy to look a bit more at a distance, let's say, what was going on in Brittany, 'cos I was coming back once a year for about the last ten years or so and one thing that frustrated me a bit is it's so easy to, you know, to be negative and, and always criticise, but not really act on something, and I thought it was quite refreshing to see some of the private sector trying to react to the situation, 'cos another private actor ... and try you know, really to be reactor of the situation. So I contacted them, and really quickly, just for initially like my status in the communication department let's say, because I think there's a massive issue here, communication-wise, and much more could be done. I thought maybe we could do something here. So I promised some assist to them and really quickly get involved.

Rob. Your association is Association Investir en Coeur de Bretagne. Your job is to promote central Brittany to businesses, trying to create employment.

Rozenn. Yeah. So basically, the closing down of the logistical base here in Rostrenen is quite a dangerous situation for us here, because it's one of the main employer, economically and socially quite sensitive, a sensitive area, and if we don't react now, in two years when they're going to close down, at the end of 2018, we're gonna be really bad shape. So we decided, why not try to ... to federate everybody from the private and the public sector, and our objective at the association is to be able to create 200 jobs by the end of 2018. So to do that, what we started to do is to go and meet with small business owners locally, just to do a kind of diagnostic of the strengths and weaknesses, but more the qualitative type, not the quantitative types. More about based on the experience of people that have been working here for years, or just, you know, newly

arrived, and what kind of challenges they go through, what they feel are the benefits for them to, to be here as well. We just wanna work with anybody that is willing to do something for the, for the area. So I think we met pretty much everybody by now. I meet with the Department on a regional level. Quite often actually people from outside the area, they're the one promoting the most and the most active in the promotion of the area, um, and that's a bit of a pity, 'cos we, we all know, obviously, the area, really proud of where we are, our roots and everything, but we kind of being a bit complacent and not realising any more what we had here, and it's getting more and more attractive for people outside as well.

Rob. What kind of obstacles, what kind of difficulties have you come across?

Rozenn. Well, it's a mentality blockage, where people, uh, were a bit suspicious at the beginning of what we were trying to do, then people understood quite quickly and being quite supportive of what we were trying to do, but then we facing the difficulty of having then to act, 'cos we four, it's four of us, cannot change and we're not pretending we gonna, we have the solution, or we're gonna do everything, and we realise there are lots of projects, a lot of things going on, we're not ... we don't have to reinvent the wheel, like. There's a lot of thing going on already, but we just don't know about it. And now it's the really most challenging part of, like, making them motivated enough to act upon it.

Rob. You recently organised a conference, I understand, to do with motivation. Could you tell us about that?

Rozenn. Exactly, exactly for that reason we invited Hervé Goujeon, who's a specialist in motivation and performances in companies, and for us he was, he was great 'cos he was really ... he was really dynamic and motivational as well, so the message was quite clear and in a funny way I think people, when they left, they were all with a smile in their face, and happy and motivated, so that's great. Now, we're gonna see who's gonna be acting upon it.

Rob. Well, Rozenn Cornec, you sound inspired, you're very inspirational. Your Association Investir en Coeur de Bretagne, I wish it all the best of luck ...

Rozenn. Thank you very much.

Rob. And we'll be hearing you again, I think.

Rozenn. I hope so, and I welcome everybody that wants to know a bit more about where ... about the centre of Brittany, to give us a shout. We have got a website, we're on Facebook, we're on Twitter. We're starting to be everywhere, so I promise we'll have an English version very soon.

Rob. Thanks very much, Rozenn.

Rozenn. Thank you.

