



LA
PLACE
STRATÉGIQUE

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PRESS RELEASE

**BOLLORÉ LOGISTICS joins LA PLACE STRATÉGIQUE,
the accelerator dedicated to young, strategic companies.**

BOLLORÉ LOGISTICS announces its partnership with LA PLACE STRATÉGIQUE, the first French accelerator dedicated to supporting disruptive innovation, at the crossroads of the civil and military domains. Founded in 2020, this unique programme aims to offer support to young, innovative French companies to encourage their development in France and internationally while preserving the essence of their strategic value.

By joining this programme, BOLLORÉ LOGISTICS will bring its experience of international logistics circuits acquired alongside the most demanding industrial players, particularly with regard to customs issues and making connections with contacts in target countries. In this way, BOLLORÉ LOGISTICS will help these young companies to penetrate new markets that are key to their development.

In addition to this support, BOLLORÉ LOGISTICS, which places innovation at the heart of its strategy, will also work to create synergies with these innovative young companies through its "B.Lab" network. This organisation, which brings together a worldwide network of BOLLORÉ LOGISTICS experts, was created to develop the company's innovation projects in a collaborative approach, thus helping to shape potential operational partnerships.

"As a French company, we want to support those who wish to develop in new markets and give them the benefit of our global experience in the transport and logistics business. By joining the LA PLACE STRATÉGIQUE programme, we aim to strengthen our approach within a multidisciplinary ecosystem and to participate in the joint ambition to support the international reach of these young, innovative French companies," says Henri Le Gouis, CEO of BOLLORÉ LOGISTICS EUROPE.

Within the framework of this partnership, BOLLORÉ LOGISTICS and LA PLACE STRATÉGIQUE organised an initial collective workshop on Thursday 2 December 2021. Twelve innovative companies from the programme took part to discuss a number of key issues with Bolloré Transport & Logistics experts. This first meeting identified potential opportunities for joint projects. At the end of the event, around fifteen projects were selected by the BOLLORÉ LOGISTICS teams and will be explored further.

"We are delighted to be able to count BOLLORÉ LOGISTICS among our members. The arrival of such a prestigious player confirms the attractiveness of LA PLACE STRATÉGIQUE. The experience, know-how and rigour that characterise this company are fully in line with our approach of offering the best expertise to our young strategic companies," adds Frédéric Duponchel, Co-Chair of LA PLACE STRATÉGIQUE.

About BOLLORÉ LOGISTICS

Bolloré Logistics is a global player in the supply chain and ranks among the world's top 10 transport and logistics groups, with an integrated network of 600 agencies in 109 countries. By placing the customer at the heart of its strategy, Bolloré Logistics is committed to designing innovative, robust and agile solutions.

Thanks to reliable management of the entire supply chain, the company has developed a resilience that enables it to control risks by securing transport plans through alternative options, and to sustain its actions in a process of continuous improvement while acting as an ethical and responsible player.

www.bolloré-logistics.com

About LA PLACE STRATÉGIQUE

An association under the French law of 1901, founded in 2020 by Laurent Collet-Billon, former General Delegate for Armament, and Frédéric Duponchel, President of ACCURACY, LA PLACE STRATÉGIQUE is the first French accelerator dedicated to supporting disruptive dual innovation, at the crossroads of the civil and military domains. The association is supporting its second cohort of 12 strategic start-ups, which are developing cutting-edge technological solutions in the fields of artificial intelligence, semiconductors, green hydrogen, robotics, digital therapies, the Internet of Things, the quantum world and light-based communication systems. LA PLACE STRATÉGIQUE is a concrete response to the technological challenge that is determining the power relations and security of nations more than ever.

Members and associate members of LA PLACE STRATÉGIQUE: ACCURACY, the Defence Innovation Agency (AID), ARQUUS, BOLLORÉ LOGISTICS, the French Defence Procurement Agency (DGA), the Gendarmerie Nationale, JEANTET, ORSON, THALÈS.

<https://laplacestrategie.fr/>

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