



# PROVENCE PROMOTION



**Robert Half International™**

*Worldwide Leader in Specialised Consulting & Recruitment Since 1948*



Noémie Loubaton

## Interview with Noémie Loubaton (Robert Half)

**“Such a promising market could not fail to attract our group’s attention!”**

Robert Half, world leader in specialist recruiting, celebrated the year 2006 dedicated to Paul Cézanne in its own way! In December 2006 it opened its 11th office in Aix-en-Provence. Noémie Loubaton, the regional director for the south-east region, explains the reasons for this choice that depends more on the positive economic climate than the region’s ideal weather conditions!...

### > Why did Robert Half set up in the Provence-Alpes-Côte d’Azur region?

Robert Half has always made a priority of offering a personal and local service to its customers and candidates. Up to now, the Provence-Alpes-Côte d’Azur region was managed from our Lyon office. The group decided to open an office in Provence to boost its development in France following its strong growth in 2006, due to the region’s potential and its strengthening economic development. Such a promising market could not fail to attract our group’s attention and this is why it has set up its 11th office in Aix-en-Provence in the Pichaury Europarc.

#### For further information :

The web site:  
[www.roberthalf.fr](http://www.roberthalf.fr)

### > Why Aix-en-Provence in particular?

Our marketing department started by studying the main job basins in the region. We started from this economic photograph of the Paca region, and contacted the Chambers of Commerce & Industry in different Departments to evaluate our added value and the real potential of our activity. Beyond making favourable contacts with local players in the Bouches-du-Rhône economy, the Chamber of Commerce demonstrated its interest when we announced our setup plans. Their warm welcome strengthened our resolve to set up in Pichaury business park in Aix-en-Provence, at a central position in the Department comfortably covering the large South-East area from Montpellier to Nice.

### > What special services does this agency offer?

The Aix-en-Provence office is attached to Robert Half’s Finance and Accounting division. Unlike a general purpose placement or recruitment office that handles a wide range of jobs varying for example from buildings and public works to office services and catering, our division and the Aix-en-Provence office are specialized in the selection of qualified professionals from the world of finance and accounting. And our market study and field experience have shown that many companies were looking for a service like ours.

### > How is the office organised?

We have decided to set up a team of three persons controlled by a manager. They all have experience in finance and accounting. Due to their expertise, they are capable of setting up close relations with candidates and recruiters. They all speak the same language. It was deliberately decided that the team should be kept small. The human dimension is important to form strong bonds and set up lasting professional relations because we always give priority to quality over quantity.

#### Robert Half Finance & Accounting

Robert Half Finance & Accounting is a division of the Robert Half International Inc. group, the world leader in specialised temporary and permanent recruitment. This division has been present in France since 1992, and works in partnership with enterprises for their recruitments at levels ranging from junior positions to top management functions.

It has outlets in France in Paris (2), La Défense, Versailles, Saint-Denis, Vincennes, Massy, Lyon, Nantes, Lille and Aix-en-Provence. The division also has more than 350 offices throughout the world (United States, Canada, Europe, Australia, New Zealand, Asia).