



1RXV IRXUQLVVRQV GHV  
 V\ VW<sup>a</sup>PHV ç KDXWH  
 SHUIRUPDQFH SRXU OD  
 GLVWULEXWLRQ G-DLU FRPSULP «  
 HW GH JD] LQHUVHV GRQW OD  
 ORQJ«YLW« SHUPHW GH  
 U«GXLUH OHV FR ½ WV  
 G-H[SORLWDWLRQ HW  
 G-DP«OLRUHU OD SURGXFWLYLW «

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 6\ VWqPH GH WX\DXWHULH SRXU O\DLU FRPSULPp

)LODOH (XURSH  
 \$,5SLSH (XURSH

EPSDYH SXJYMLQ JORVOD  
 THG

(PDLO: FROWDFW\DLUSLH HXURSH FRP  
 RE: TU DLUSLH HXURSH FRP

EDLQW +HUEDLO JDDFH

YASLH VH DQYVUH OH DQRLW OH FROLHU EH DQYVUH  
 WRXW PRPHQ HW VDGW SUPDYL



Ð Å p`0 FRQFHQWULTXHV @`pÅ•`0 VSpFLDX[ €p0 pWDOFKpLWp



\$.5SLSH HVW VSpFLDOLVp GDQV OHV VROXWLROV GH GLVWULEXWLRO SRXU QTDLU FRPSULPp HW OHV IOXLGHV  
\$X FRXUV GHV GHUQLpUHV DQQpHV QRXV DYROV FRQVWDPFHQW LOYHVWL HQ SHFKHUFKH  
pYHORSSHPHQW HQ WHODOW FRPSWH GHV UHWRXUV GHV FOLHQWV HW GHV FRQGLWLROV UpHOOHV  
GIXWLLOLVDWLRO \$XMRXUGTKXL QRWUH QRXYHOOH JpQpUDWLRO GH SURGXLWV HVW FROpXH SRXU rWUH  
VROXWLRO OD SOXV LQQRyDQWH GX pDUFKp SRXU IDLUH SURJUHVVHU OHV LOVWDOODWLROV SRXU QTD  
FRPSULPp HW OHV JDJ LOHUWHV

\$.5SLSH HVW SURSULpWDLUH GH VRO XVLOH GH SURGXFWLRO  
GH SOXV GH P DLOVLTXH GH VHUYLFHV \$ HW  
QRJLVWLTXH rRXV QRXV HQDJHRQV r rWUH YRWUH  
SDUWHODLUH SRXU XQH VROXWLRO JOREDOH GH VVWpPHV GH  
GLVWULEXWLRO QTDLU FRPSULPp HW GH IOXLGHV



\* DPPH 3URGXLWV & DUDFWpULVWLTXH V

-XVTXpDX GLDPqWUH PP







