

Beat: Politics

## 34 Plans of Industrial conquest in France

### Strategy for a visionary

Paris, 29.07.2014, 02:04 Time

**USPA NEWS** - "The factory of the future"<sup>[2]</sup>, under the proletariat connotations, is rather "A mini Marshall Plan of 1€ billion (Presented as the most important by Louis Gallois) to SMEs to help finance the modernization of their production equipment." This is the message of Arnaud Montebourg

At each of his interventions, Arnaud Montebourg, loses no opportunity to sign his branding, but certainly stamped "Made In France". His furious pace relies on the tone in the sharp talent of a seasoned orator, because the "D'Artagnan " has an obvious talent charismatic orator.

Thus the presentation of the 34 industrial plan, are now validated. He proposed and supported its arguments to parliamentarians, employers, trade unions and media. That was a clear presentation, clear, dense and highly optimistic, sexy in the form and substance. He also has to his bow ease sharpened of his speech mastered by the tip of the tongue, and knows how to stress the important points he wishes to strengthen by his verve and mastery of dialectics. He peppers proudly his speech by proposals both dense and rich in ambitious projects such as the "Factories of the Future", the "34th industrial plan", kind of "Mini Marshall Plan" of € 1 billion for SMEs. That's it for the form ...from the minister's echo (See Article <http://www.uspa24.com/bericht-2515/great-social-conference-in-france.html>).

In terms of substance, the first steering committee "34 plans of new industrial France" was held March 14, 2014 at Matignon, Prime Minister's bureau (6 months to the day after the launch of this project) in the presence of Arnaud Montebourg and Fleur Pellerin (Minister delegate to SME's).

An avant-garde idea, oriented towards the future with the aim of creating jobs (475,000 in ten years) and boost competitiveness, thanks to the commitment of the government and private business. The "Industrial reconquest" is tailored to the elegant conqueror Minister Montebourg, at the height of his driven ambition by the desire to "meet the challenge every day for renewed recovery in France and serve useful his country" in his own words (Interviewed by Julien Tarby on EcoRéseaux March 2014).

An optimist fighting, necessary to the French society, as these are difficult times, in post-crisis and this is especially crucial for approaching the concerns of citizens at all levels and if possible contaminate them by this optimism.

This state of mind both brave and sticking to the Anglo-Saxon positive attitude way could akin to the well oiled mechanisms of reforms addressing the workers but also employers, entrepreneurs, students and unemployed as a motor fed by a as powerful fuel as the Euro (Strong, please)! That's why the Euro is still the sinews of war. The approach is commendable and demonstrated to be proactive but there is a need of an actual strike force to wipe the persistent sequels of this pathological "crisis", and regardless of any political affiliation. As citizens at all levels, seem to ignore not only the political but not give them credit, given the repeated disappointments, as the political force seems to appear powerless against damage finance. This will require more than a one shot of optimism enough to restore hope and rehabilitating the policies.

Arnaud Montebourg, seems to fall in line with the social liberals, both armed of his popularity placed behind Manuel Valls (Prime Minister) respectively 43% and 23% (According to Ifop, JDD, national survey sample of 980 people by the quota method, July 12, 2014) in response to the question "who best exemplifies the left wing today? ". In addition, 46% of respondents consider that the presence of Arnaud Montebourg is "an asset" to the Valls government, against 41% who think he is a "handicap". It is a matter of perspective that depends on seeing the glass half full or half empty.

However as said Aristote, "Nature abhors a vacuum ", the most important is not to ring hollow.

If there was a leader or chief advisor of the bureau, he would be Oscar Wilde who would advise our politicians today by guiding them with his play "The Importance of Being Earnest". A trivial comedy for serious people"|

The last word will return to Oscar Wilde, master of hilarious power of good words, as well as in the political arena.  
To be continued.

The French adapted version by Jean Anouilh « The Importance of Being Loved »

**Article online:**

<https://www.uspa24.com/bericht-2527/34-plans-of-industrial-conquest-in-france.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Rahma RACHDI

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Official Federal Reg. No. 7442619