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## INAUGURATION

### Virtual Business Assistants

18/10/2007

**Lighten your administrative load and set yourself free...VBA International's winning formula offers a whole range of support services for small businesses.**



Not enough hours in the day? Boggled down by administrative tasks? Need to spend more time on your customers? VBA, which was set-up in 2005 by a team of five highly qualified female executives, is on hand to assist small firms or local offices of large corporations, to run their businesses smoothly.

The company's high-powered team, who cut their business teeth in big multinationals and work in both English and French, are now offering their expertise to smaller firms based in and around Sophia Antipolis. As Karen Marsh, formerly in charge of HR and administrative services at Arthur Andersen in now Sophia Antipolis, explains, «Our flexible, "à la carte" approach is one of main assets. We target local offices of multinational organizations which have based their technical or marketing teams here and don't want it to be a top-heavy operation or be bogged down with administrative tasks. »

VBA International recently held a cocktail party to celebrate the opening of their new office at the BFI Business Centre at Sophia Antipolis and other events are planned at Sophia Antipolis-based business centers.

More : [www.vba-international.com](http://www.vba-international.com) — Contact : [info@vba-international.com](mailto:info@vba-international.com)

## Contents

### NEW ARRIVAL

#### Touchy-feely screens...

A pioneer in 3D virtual reality interfaces, Kolpi has set-up its headquarters in Sophia Antipolis.

### START-UPS

#### eLearning

Sophia Antipolis-based start-up Emob launches on-demand video site for tailor-made training.

### INTERNATIONAL

#### Iceland's female elite

Team Côte d'Azur welcomes delegation of leading Icelandic women.

### BUSINESS CENTERS

#### Going global

The Sophia Antipolis WTC Business Center, a gateway to international markets thanks to its worldwide network.

### TECHNOLOGY

#### Building tomorrow's 3D world

Public works' group Cari (400 M€ annual sales) has partnered with Sophia Antipolis-based 3D-virtual simulation-specialist Karobas and bought a stake in the 3D f.

### HIGHER EDUCATION

#### A winning method

Ceram's ISMA360 methodology helps entrepreneurs take a strategic approach to promote innovation.

### INAUGURATION

#### Virtual Business Assistants

Lighten your administrative load and set yourself free...VBA International's winning formula offers a whole range of support services for small businesses.

### EVENT

#### Olympic Games for corporate team building

The Côte d'Azur will welcome the World Team Challenge for the ultimate corporate team-building 'grand finale'.