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Afrik.com: You are a product of the Tunisian public school. Today, you run a major recruiting firm. What was your background?

Elinkichari Said: I am in France for 24 years. I joined the world of entrepreneurship by creating my own business 17 years ago. Nevertheless, I am a product of the Tunisian public school. After obtaining my degree in Djerba, I continued my graduate of the Faculty of Sciences of Tunis, where I got a degree in computer engineering (6 bin) studies. I joined the world of work by joining, at the time, the Ministry of Posts and Telecommunications, as IT manager. After one year of experience at the age of 26, I went to France, where I started a new career.

Afrik.com: How was your first experience in France. Did you find a job right away for your profile?

Said Elinkichari: I immediately found a job that suited me. Something which has also encouraged me to settle in France. It was just in 1983, and at that time, the labor market was experiencing a shortage of IT. Following an advertisement in the newspaper Le Monde, I answered and I spent interviews. The company offered me the job. In addition, she is responsible itself paperwork because I had a tourist visa. Result: I was able to get a job as any engineer graduated from a French school computer. Then, my experience has run its course. I was judged on the quality of my work. They gave me my chance, and I showed that I had the skills. I have not disappointed my recruiters and, of necessity, I developed normally.

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Afrik.com: How have you experienced this first contact with French culture altogether different in the world of business?

Said Elinkichari: In every human society, there are codes, manners, and customs should be respected. Tomorrow, as a business owner, if I invest in Japan before I inquire as to the world of work as it is in the country of the Rising Sun. My focus will, of course, on the legislative side, and shall cleave to the aspects of life and daily practices, customs ... When I arrived in France, I found that it was' a libertarian society and, consequently, very competitive. Those who do well are rewarded. In the long run, we are always recognized at its fair value. Unfortunately, there are areas that are still affected, regardless of economic conditions.

Afrik.com: How does one move from being an employee to an entrepreneur by creating his own business?

Said Elinkichari: When you create your business at the age of 32-33 years, the situation is not always easy. We are still young enough to be visionary and strategist. If I created my company today at age 50, it would have been different. At the time, I was not surrounded by people to help me, advise me and tell me that the computer world was a ruthless world. When you're young, the world of multiple job opportunities. We quickly found a job in France, which was my case also, but gradually as the years go beyond 40 years, it is quickly rejected by the market. I did not have this perception when I created my company. I could just see around me, when I was working, people who were 10-15 years older than me hanging and did not evolve. Something that made me think and encouraged to take the plunge and start my own company. This did not come from a reflection but an idea that germinated in my mind and kept growing. Move from being an employee to an entrepreneur would change everything. When I started my company in late 1990, I was not entitled to unemployment benefits because I had resigned.

Afrik.com: Your company is a headhunting firm specializing in the recruitment of high-level computer into new technologies. How does the firm in the difficult world of human resources? Tell us work

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headhunter ...

Said Elinkichari: In France, as elsewhere in the developed world, there are profiles of a number of extremely rare and spectacular settings compared to others. A company that is looking for a secretary, a current profile is for the National Employment Agency, finds and selects the CV. By cons, when the profile is rare and very sharp and when you can not recruit, even through its human resources department, we called presto assistance of a firm or an outside firm (firm recruitment or headhunting firm). The goal is to get in the competition the same profiles, and poach them for presentation to the company that mandates us.

Afrik.com: This assumes a sacred address book and a real network. How do you operate in practice?

Said Elinkichari: This requires above all a perfect knowledge of the business. A company will not delegate seeking a senior officer in a firm that does not control the business. When the CEO, general manager or human resources manager of the first consulting firm Cap Gemini Europe receives me, he also judge me based on my answers. It analyzes my skills in the field. My extensive knowledge of the IT world has helped me a lot. What I missed, it was only the management aspect, company management, communication and all these aspects. I learned to master the job. I was required to be able to convince the prospective client competence. In this business, it is not enough to be competent. You should know not only find, search and find the candidates, but also motivate them. These candidates we present to our clients are rare and so sought after by all firms place candidates.

Afrik.com: How do you select candidates? CV How do you get per day?

Said Elinkichari: Finding candidates following a thorough and well-defined process. It follows several methods. The most traditional method and most standard is simply to advertise presenting our experience. And, by carrying messages such as: "We are a recruitment firm that is 15 years old who received 30,000 people like you. Take advantage of our experience, we will help you and enlighten you so you better change. "This brings the candidates. The second method is the direct contact. We have the firm specialized hunter. This is a person who has been responsible for huge databases, directories of major schools of France (Polytechnique, Centrale Paris, Mines Paris). Based on this information, it will call different people in the evening or on workplaces with the GEC office, and encouraging them to come and see us. The third niche for us is the management of requests received directly from the firm. Our office continues to grow in reputation. We

received more than 30,000 candidates in our office and there are more than 300,000 IT professionals who have sent us their CV. This is the world that knows GEC! These same people that we received, we are at As our own advertising. We receive 20% of our applicants through word-of-mouth. You call this awareness, I call it the accumulation of experience. A candidate and satisfied with our services we will send at one time or another, one of his friends.

Afrik.com: What are your speakers? At what level are they now?

Said Elinkichari: Our contacts are either CEOs for companies smaller than or equal to 500. Beyond 500, our firm deals with the human resources director. In large companies, the HRD is responsible for recruiting high-level executives.

Afrik.com: Said Elinkichari, you have a name that is not French. Have you, during your career, suffered from a form of discrimination? Your name he was, at one time or another, a liability for you?

Elinkichari Said: This is the only recruitment firm – parmi 1500 recruitment firms in France – created and directed by a North African or Arabic. No other Maghreb has succeeded in this area. It is an industry extremely closed like other sectors, such as notaries. There is no notary of North African origin in France. This profession is transmitted from father to son and from family to family. You can not with your law degree and pass an exam you improvise notary. This is the same case for recruiting firms. It is a small area. There are all in all, 1500 recruitment firms, and unfortunately no Arabic or French of immigrant origin has managed to plow on in the world of human resources. There have been some attempts by people who have created their own firm. But they disappeared during the recession, including the 1993 or the more recent, from 2002 to 2003. Why did I succeed? There is no magic formula. I work a lot. I do not take vacations for almost 15 years. I'm just a week or two. There is an old French adage: "A force forge makes perfect. ". And I would add strength to work, it ends up being a recognized professional!

Afrik.com: Your success story has been so well done to the point that the Who's Who directory of the famous people who matter, is interested in you ...

Said Elinkichari: There is no personal glory. The work was eventually rewarded. Who's Who, which also exists in Germany, Spain and other countries, is a directory created by an independent company listing 22,000 people who matter most in France in several sectors (media, culture, art, history, education, economics, politics ...). There are all members of France, the singers, the great journalists, pundits, etc.. My name in this directory since 2002. When we returned, there is all the

time, there comes when we die. I asked an intern in my office to identify 22,000 people featured in the book Who's Who in France and find my Arabic-sounding names. Of the 22,000 people that make up the book, there are 16 Arab names. Maybe there are others that appear under other names, but there are only 16 that are called Said Mohamed Omar ...

When I was contacted for the first time, my surprise was great. I thought it was a friend who told me the company responsible for publishing. When they sent me a letter asking me to send my detailed CV for inclusion in the book, I immediately contacted the company in question. I allowed myself to call the company publishing the book. I had expressed my amazement to receive mail in question, and wanted to make sure it was not a mistake. Being reassured, I asked then to inform me about the person who had directed to me. And then we gave me a head of department. There are all dedicated to this service. This person assured me that no one had told them about me, saying that the company refused to work well and integrate in the directory recommended by communication agencies or others. People are identified independently of any lobby, pressure group or other. Out of curiosity, I asked for clarification on what I so special that guided their choice. The person told me simply: "Your company has been established for 12 years, you know the world of employment, the trade press is talking about you, your products are available in multiple formats. We learned about you. We felt it would be appropriate to introduce yourself to our readers. "

Afrik.com: Does being a headhunter firm and you work with human resources services give you a clear idea of the obstacles to the professional integration of French of North African origin? Have you experienced the refusal by employers through your office?

Said Elinkichari: In all human societies, a different person from its origins, its culture and religion is always more or less dismissed. This is why we talk about integration of people with immigrant issues. There are not just a problem specific to France. There are around. You always ask me: "Have you experienced yourself as a person with a problem of discrimination? "Yes, I have personally been a victim twice. The first dates back to the time when I arrived in France when my company sent me to an advisory from a client. By viewing the work, while I was just three months of presence in France, my employer found so excellent work he finally told me that it was not a "work of Arabic." When I went to find out from a colleague and asked him what it meant. He told me not to upset me because the employer actually wanted to compliment me. The "Arab work" meant, in fact, a botched

job, a job poorly done. The second time coincided with the time when I was looking for my local office. My office is located in the Avenue Kleber, just between the Arc de Triomphe, the Champs Elysees and the Eiffel Tower. Before arriving here, I commissioned a research agency premises. The agency then proposed premises not far from here, in Paris, in the seventeenth arrondissement. Once the initial formalities have been completed, and that the agency has studied my case, my sheets etc., It has provided me a very good record and he remained a simple but very last formality of the signature the owner was an old lady. The agent is going to see and explain the situation. But when she sees my name, she jumps and screams: "It is not possible, I can not praise my office to an Arab. I live just above. She spent the night thinking and did not sleep at the idea of renting an Arab. The agency, annoyed, could not tell me that, but she told the facts to a collaborator, a French-born. This is an example of blatant discrimination! But I do not stop there. I believe that these things can only make me be even better, to show his people where they are wrong in judging me like that. Regarding the labor market, it is governed by the law of supply and demand that determines everything. If there are more jobs than applicants, there will be no discrimination. It will look even computer in Morocco, for example. In 2000 and 1999, France lacked computer. A circular Chevènement urged the prefect to allow France to work in any computer engineer, whatever its origins, the time he had found a CDI. Companies had even sent their HRD Morocco to advertise in the local press and recruiting software engineers.

Afrik.com: Among your relationships you cultivate a personal relationship with Mr. Guillaume Sarkozy, Mr Hervé Gaymard Philippe Douste-Blazy, and others. What explains the fascination with the political world, tropic places of power?

Said Elinkichari: When you're an entrepreneur, you are in the world economy. Politics, it is another world. Personally, I'll never be an elected member or a mayor. The goal for me is not to use the economy to integrate the political world, as some do. When you are good in one area, you must stay there. Politics is a profession that is not given to everyone. You have to accept the gain as failure. It's not easy. If I do that, I'll be a poor politician. By cons, it is very nice to have good relationships in this environment. If you do not have influential connections, you can never realize your ideas. They remain, as the memories of the students in wardrobes.

To realize our ideas, we need to know effective and influential people who can turn them into reality. These influential people may belong to political or media world. It is good to have, from time to time, use

relationships. These are men advised by people not necessarily immigrant like me, I think it's good to give them a different view when the opportunity arises. I am fortunate to tu three Ministers of the Republic!

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