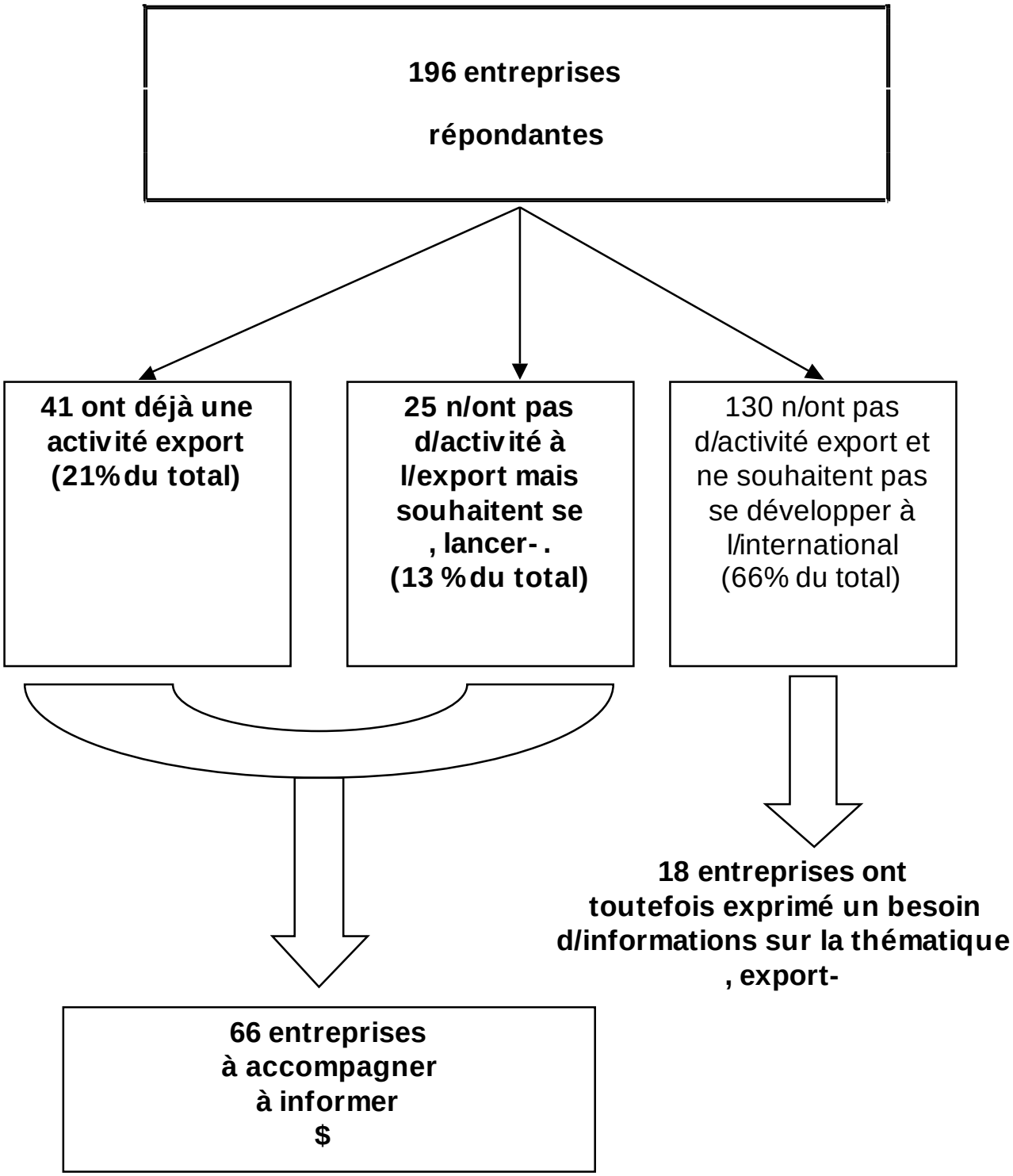3.1. Un potentiel de 66 entreprises à accompagner