**ABSTRACT**

Since twenty years, many Western firms in search of new markets and labour force cheaper, relocate their production units to countries of Central Europe, Asia or South America. Faced with the problem of transfer of know-how and technical training in new cultural contexts, they develop the methods of HRM which aim their employees loyalty, and raise the skills of labour to produce in context of respectful very demanding standards. In this article we will analyze strategies that apply not only to employees but also their families, and more generally to the local environment and which suggest a return to paternalism skilfully renovated in terms of « corporate social responsibility of firms».