

# THE SOUTH OF FRANCE, A PROMISING LAND OF BUSINESS OPPORTUNITIES



# WELCOME TO THE SOUTH REGION, PROVENCE-ALPES-CÔTE D'AZUR



## Ideal location

3 metropolises – 5 millions of inhabitants

The crossroads between:

Europe <> Africa <> Middle East



## The 1st European Smart Region

The 4th world internet hub: for data by 2023 (with 15 submarine cables, and 2 news soon)

The 1st technologic park in Europe: Sophia Antipolis



## Open to Talent & Innovation

161 000 students (18 000 international students)

#1st French speaking University: Aix-Marseille University

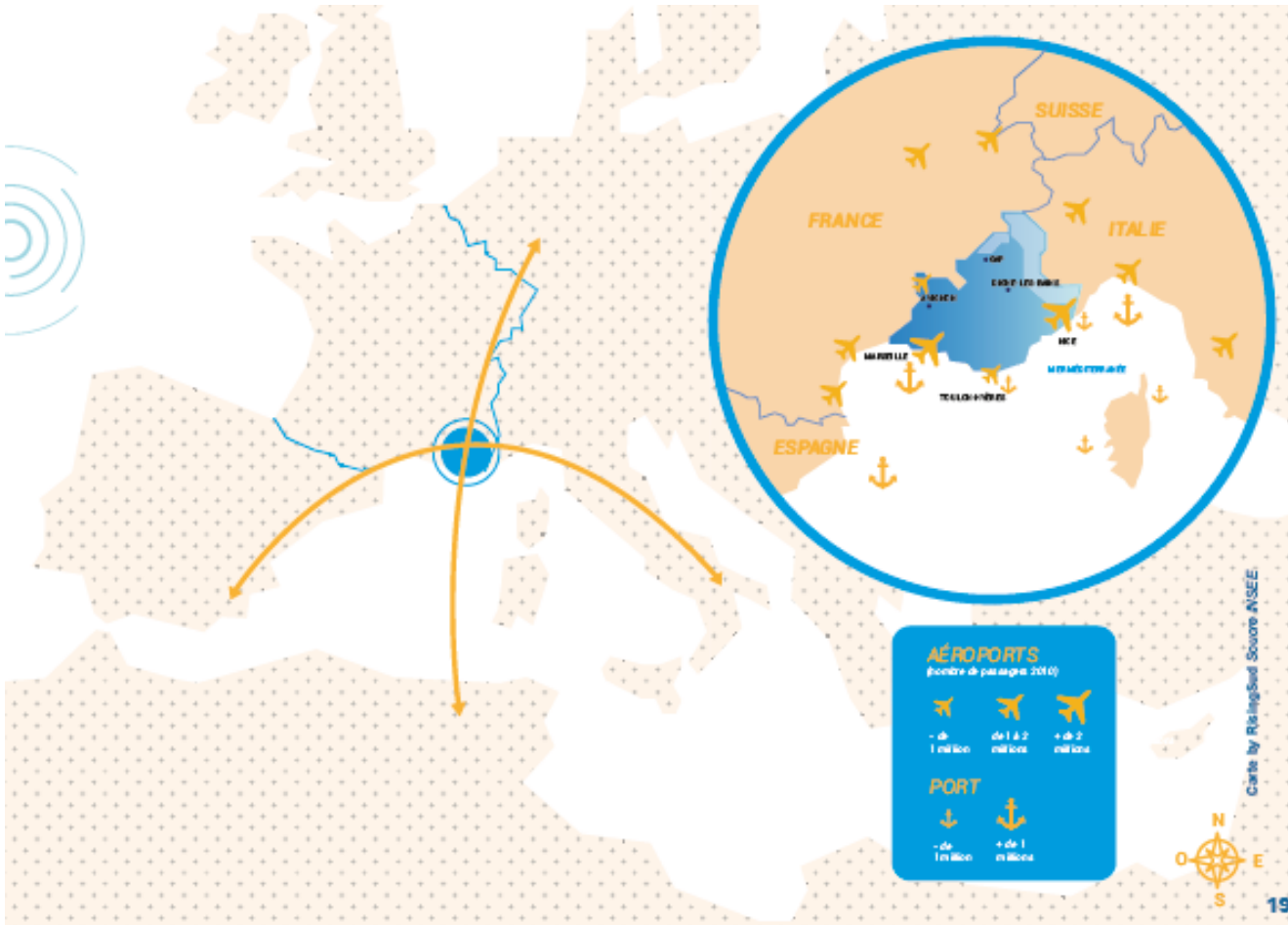


## A Work-Life Balance

From mountain to sea



# ORIENTED TOWARDS EUROPE, AFRICA & MIDDLE-EAST



**5 000 000 inhabitants**

The only French region with 3 major metropolitan areas



More than  
**2300**  
Foreign  
companies



# A REGION THAT ATTRACTS TALENTS & COMPANIES

## A STRONG REGIONAL ECONOMY



**152 Billions €**  
of GDP



**3<sup>rd</sup> Region**  
In France in terms of  
job creation



**3<sup>rd</sup> Region**  
For R&D Costs  
(19 000 researchers)



**5 Million**  
Inhabitants



**2 Million**  
Active workers



**6 Sciences & Tech**  
Parks.

## THE INTERNATIONAL APPEAL OF THE REGION



**697**  
Foreign investment  
projects since 2010



**2,200**  
Companies foreign-funded



**165**  
Nationalities



**2<sup>nd</sup> Region**  
For foreign R&D  
investments

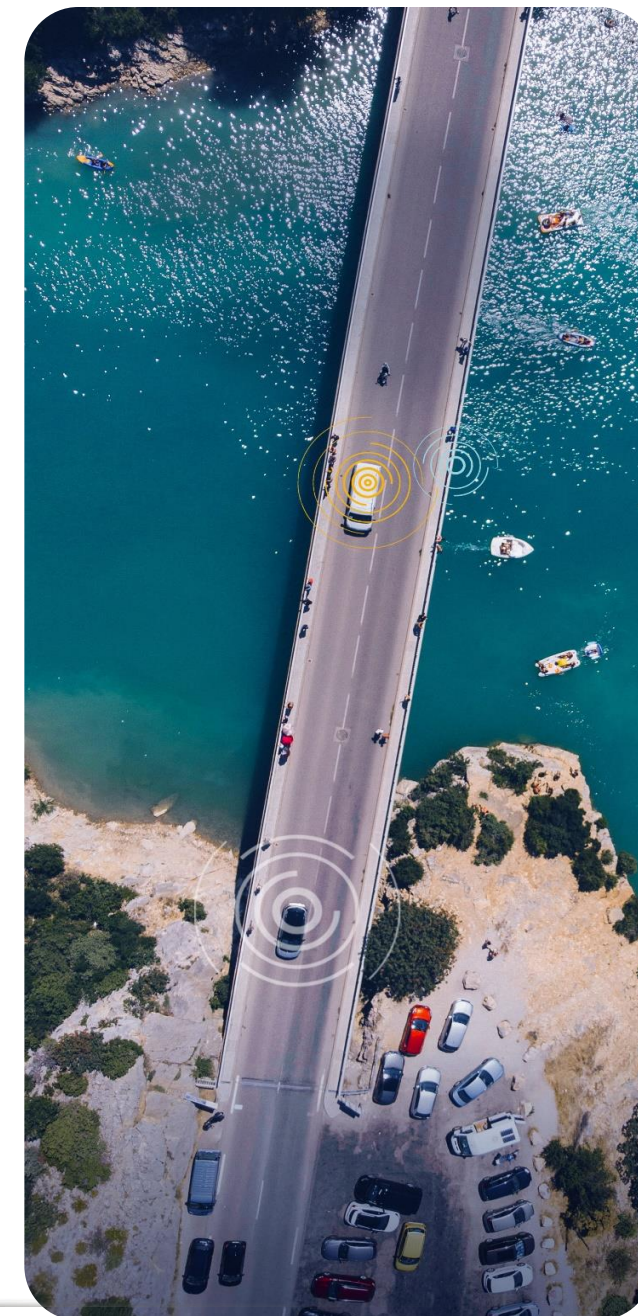


**More than 18,000**  
Foreign students



**72%**  
of management  
professionals consider  
the region to be the  
most attractive in  
France

Sourcing : Insee, 2016; DIRECCTE, 2016



A LEADING ECOSYSTEM

NUMEROUS BUSINESS  
OPPORTUNITIES

OUR SKILLS AND TALENTS

OUR REGIONAL SUPPORT



WELCOME TO REGION SUD!  
**A CONNECTED HUB**

PORT OF MARSEILLE-FOS  
**#1 FRENCH PORT (FREIGHT)**

PORT OF TOULON  
**#1 EUROPEAN MILITARY PORT**

**2**

INTERNATIONAL  
CARGO PORTS



**2**

INTERNATIONAL  
AIRPORTS



MARSEILLE PROVENCE AIRPORT

**#2 FRENCH AIRPORT (FREIGHT)**

15 MILLIONS PASSENGERS  
121 DESTINATIONS IN 44 COUNTRIES

**4**

INTERNATIONALLY  
CONNECTED TRAIN  
STATIONS



NICE CÔTE D'AZUR AIRPORT

13 MILLIONS OF PASSENGERS

121 DESTINATIONS IN 30  
COUNTRIES

**TRAVEL WITH TGV**

Paris, Barcelone, Madrid, Francfort, Genève,  
Londres, Amsterdam, Bruxelles, Luxembourg,  
Bale, Monaco, Gênes, Milan





# RISING SUD, OUR MISSION

## THE ECONOMIC DEVELOPMENT AGENCY FOR THE REGION SUD

Our team of **top experts** (innovation, finance, business developers) has a perfect knowledge of the local ecosystem and the business world

### ACCELERATING GROWTH OF COMPANIES



- **ACCELERATE** the growth of your business



- **EXPAND** your company internationally

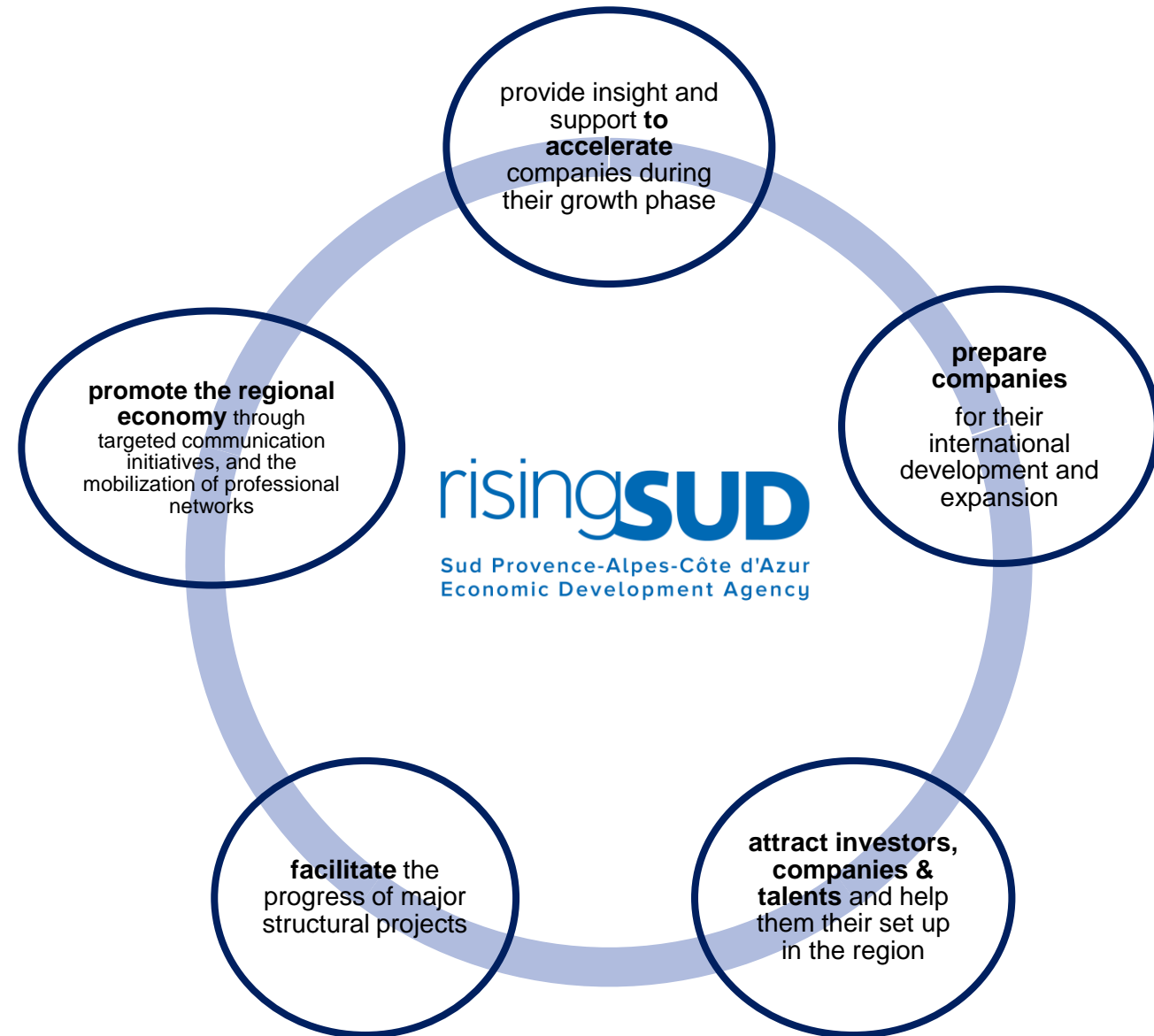
### ENRICHING COMMUNITIES



- **DEVELOP** major structural projects

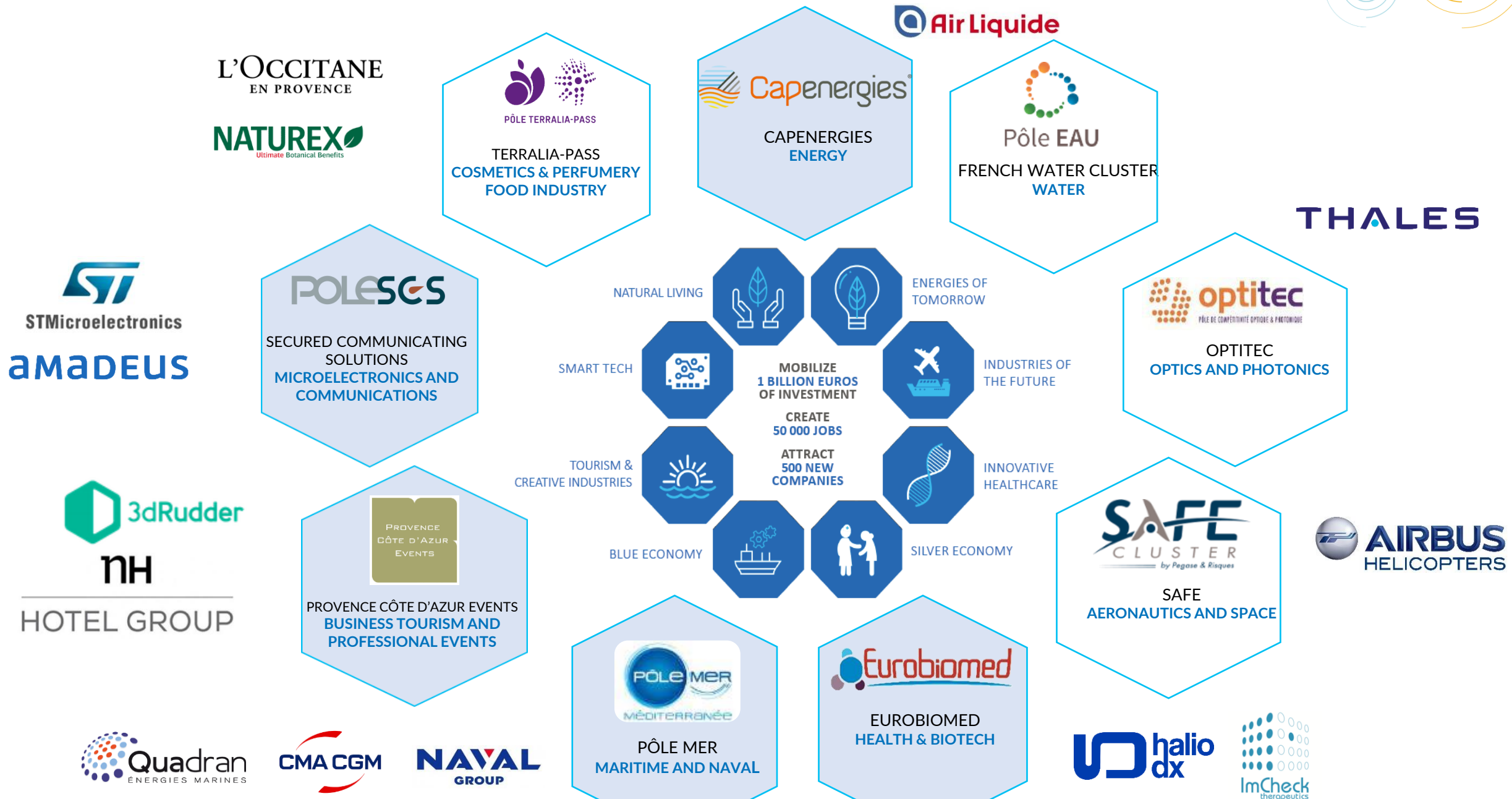


- **INVEST** in the Region Sud





# OUR CORPORATES ON 8 IDENTIFIED STRATEGIC SECTORS



# TECH IN REGION SUD

 **22,000**  
COMPANIES

A wide ecosystem

 **€14 billion**  
TURNOVER

 **55,000**  
JOBS

 **167**  
R&D AND TRAINING  
ESTABLISHMENTS

 **12,000**  
RESEARCHERS

A dynamic of  
innovation

 **500**  
TRAINING  
PROGRAMS

 **10,000**  
STUDENTS

A training of  
excellence

A dedicated IT  
cluster

**POLESCS**

The SCS (Secured Communicating Solutions) cluster is a world-class competitiveness cluster dedicated to digital technologies.

- 300 industrial players
- 250 projects funded
- More than 1 billion euros R&D investments made

Some of the members :

  
life.augmented

  
Hewlett Packard  
Enterprise



Life Is On

  
Schneider  
Electric

  
orange

  
amadeus

  
THALES

  
vulog  
CARSHARING TECHNOLOGIES



# A STRATEGIC AREA FOR DATA

## MARSEILLE, A STRATEGIC CENTER FOR DATA ACTORS



Marseille,  
1st European  
interconnexion platform



7 international hub  
in 2022, 4th by 2023



15 submarine cables  
between Europe and Middle  
East, Asia and Africa



2 new submarine cable  
projects: Marseille-USA,  
Marseille-Africa



130 telecom  
operators



### INTERXION BUILT ITS 4th DATA CENTER IN MARSEILLE

The Dutch data storage company filed the construction permit of its 4th data center in Marseille in 2020, proof the sustainable momentum enjoyed by France's 2<sup>nd</sup> largest city in the data segment.

- **€300M invested by** Interxion since 2015
- **4<sup>th</sup> data center** to be expanded to 40,000 sqm by August 2021

# A GRAVITY CENTER FOR AI PLAYERS



+12 AI pure players



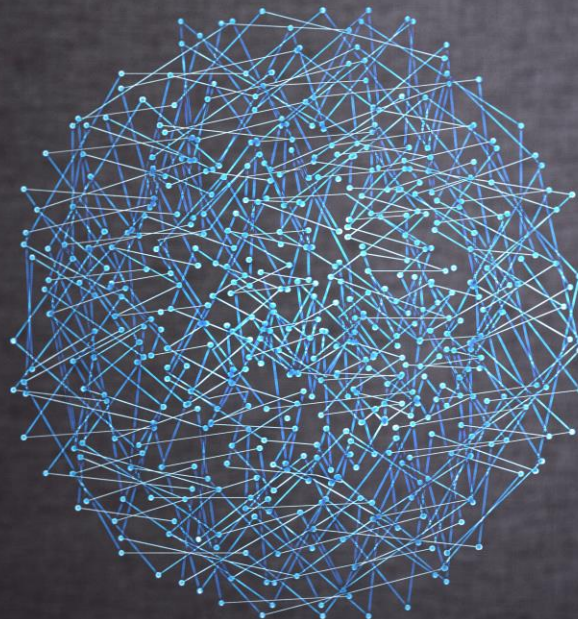
+80 startups and SMEs working on AI



500 researchers in + 30 research units



Labelised 3IA



AIRFRANCE KLM GROUP



ICAIR

Industrial Council of Artificial Intelligence Research

**A structured ecosystem**

11 big AI companies (NXP, Air France KLM, Orange, Amadeus, IBM...) settled in Region Sud decided to collaborate together and pooled their discoveries in the context of ICAIR, the Industrial Council of Artificial Intelligence Research.

## TESTIMONY

**Florent Codaccioni, manager of the Microsoft project in Region Sud**

« We had proceeded to a tour de France with the General Management of Microsoft(...). We have been able to identify the AI local players (start-ups, enterprises, institutions et investors) to opening the school at Marseille ».



# THE REGION SUD CLIMATE PLAN

## THE REGIONAL CLIMATE PLAN "RÉGION SUD UNE COP D'AVANCE"

- ✓ **One ambition:** to be the leading European region in terms of respect for the environment and sustainable development
- ✓ **One objective:** to achieve carbon neutrality by 2050
- ✓ **A Support** for the development of the green hydrogen industry



RÉGION SUD  
PROVENCE-ALPES-CÔTE D'AZUR  
**UNE COP D'AVANCE**

### Renewable production X 5



Thermal solar, methanisation, geothermal,  
wood energy, hydraulics

### Biomass feedstock



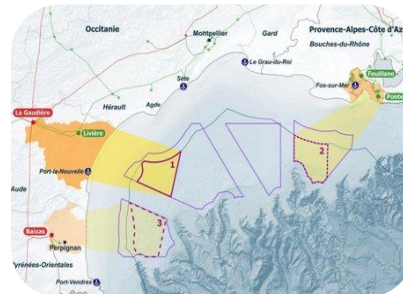
Potential to mobilize  
380 000 tMB/year

### Solar PV production X 10



2030 : 11 000 MW  
2050 : over 30 000 MW  
Priority on roofs and  
degraded grounds

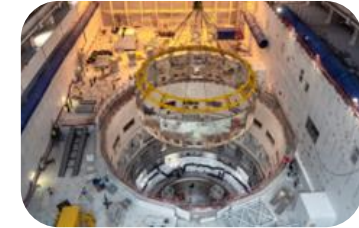
### Floating Offshore Wind in Mediterranean



Commercial farms  
2023 : 250 MW  
2030 : 500 MW

### Nuclear

#### Iter



#### CEA Cadarache

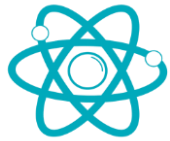


#### Opportunities

CEA Cadarache a major center of excellence for  
SMR  
Iter innovations applied to other markets

# THE REGIONAL HYDROGEN ASSETS

## Ecosystem



**3 international clusters**

- Capenergies
- Mer Méditerranée
- Novachim



**+133 compagnies**



**1 Club H2 Sud, by Capenergies**



**+30 projects**



**16 labs, universities & training centers**



**25M€ already invested**

## A strategic crossroad to decarbonate euro mediterranean transport





# SUPPORT OF THE DEVELOPMENT OF HYDROGEN : A REGIONAL STRATEGY

## THE REGIONAL HYDROGEN PLAN

**50 concrete actions with a budget of more than 50 million euros (2021-2027) dedicated to support infrastructures : production, transport and use**

The hydrogen sector should reduce regional carbon emissions by 16% by 2050.

4 priorities:

- **Decarbonizing mobility: developing ports and hydrogen stations as well as H2 for heavy land mobility.**
- **The decarbonation of industry: decarbonizing and promoting new uses, exploiting hydrogen as a coupling vector between energy systems.**
- **Renewable and low-carbon hydrogen production: developing electrolysis and biomass production.**
- **Structuring a sector that creates activities and jobs: driving the hydrogen sector, supporting companies and structuring projects.**

## OPERATIONS OF REGIONAL INTEREST (OIR)

An operational tool to support regional strategic sectors.  
"Energies de Demain", an OIR dedicated to supporting hydrogen-related structuring projects.



# A MAJOR AND FOCUSED FINANCIAL SUPPORT FOR **CLEANTECH** PROJECTS



**Terra Nea is a regional investment fund, initiated by the South Region with a 40M€ fund end of 2022, 100M€ expected next year**

This fund will invest in **project financing** but also in **companies** on the **themes of energy and ecological transition, infrastructure, mobility, transport and new industrial sectors** to engage the industrial reconquest of the South Region!

**The challenges of decarbonation, territorial resilience and industrial relocation will obviously be at the heart of the principles that will govern its orientations.**

The energy and ecological transition is at the heart of the strategic orientations defined by the Southern Region through our climate plan "Ahead of the curve" in which TERRA NEA fits perfectly.

Terra Nea's objective is to meet the capital needs of technically and economically viable projects in the Southern Region, with medium to long-term profitability.

Terra Nea aims to build a balanced portfolio of projects in terms of size, maturity and technological risk in the following sectors

Renewable energy production:

- **Energy management, storage and distribution**
- **Energy efficiency**
- **Mobility and smart grids**
- **Circular economy**
- **Decarbonization of industry**
- **Risk management**



# SOPHIA-ANTIPOLIS: THE 1st EUROPEAN TECHNOLOGY PARK

“Disrupt your R&D roadmap with a wide range of technologies at your doorstep”  
Where your employees will enjoy green spaces, privacy and the spirit of a European Silicon Valley



## SOFTWARE LABS GROUPE RENAULT

A subsidiary of the Renault Group since 2017, Renault Software Labs is a **software R&D center** that develops software architectures and embedded systems integrated into connected, autonomous and electric cars. This innovation center brings together more than 400 engineers and is located on two sites, Sophia-Antipolis and Toulouse, at the heart of two ecosystems focused on the smart car.

### 1<sup>st</sup> Science Park in Europe, Sophia-Antipolis boost the innovation since 1969 !

**22.000**  
COMPANIES

**40.000**  
EMPLOYEES

**4.500**  
RESEARCHERS

**5 500**  
STUDENTS

**1 000**  
NEW JOB  
/YEAR

**227**  
FOREIGN  
OWNED  
COMPANIES

**550**  
R&D  
CENTERS

**5,6 B€**  
OF TUNOVER

**8**  
INCUBATORS &  
ACCELÉRATOR  
RS

**368,7M€**  
OR FUND-RAISING  
FOR STARTUPS IN  
2019/2020



# THE FRENCH TECH NETWORK



**French Tech** is the **French digital technology community** in the broad sense that represents all the actors of the French ecosystem of start-ups. It is a national network that recognizes Metropolis & territories where the digital technology is present and where the conditions of growth are gathered.



**180+**  
Tech Champions  
(annual revenue > 5M€)

**70,000+**  
Jobs in Tech

**the only**  
French Tech Culture Label  
in France

## FRENCH TECH FUNDING PROGRAMS :



Program designed for entrepreneurs from all over the world who want to create their startups in France.



National program of support for fast growing companies in Digital, Industry and Health fields



# STRONG FINANCIAL SUPPORT TO REALIZE YOUR PROJECT

## REGION SUD INVEST:

*Co-investment fund for all SMEs with less than 250 employees and €50M in revenues.*

- Equity loans 15,000€ - 200,000€
- Equity Participation 200,000€ - 2M€

**REGION SUD / INVEST:**

## REGION SUD ATTRACT:

*Encourage the launch of new businesses in the South region*

- Grants 100,000€ - 500,000€
- Repayable advance 500,000€ - 1M€

## REGIONAL INNOVATION PARTNERSHIP:

*Financing of innovation projects*

- Grants 100,000€ - 200,000€
- Repayable advance 100,000€ - 500,000€



## EU FUNDS

*Easy access to EU Funds in the South region*

- Support & Grants 15,000€ to build your EU funded project

Project supported :

- Horizon Europe
- EIC Accelerator
- EU Regional Structural Funds



# A LOCAL EXPERTISE COMMITTED TO YOUR SUCCESS!



Sud Provence-Alpes-Côte d'Azur  
Economic Development Agency

*We are at your  
service !*

## Invest Team

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