



## 2022: THE REGION SUD HITS NEW HEIGHTS OF ECONOMIC ATTRACTIVENESS WITH A RECORD YEAR FOR FOREIGN INVESTMENT

With 124 incoming projects from 30 different countries and the creation of 4147 jobs, the Sud Provence-Alpes-Côte d’Azur region has achieved a record year in terms of economic attractiveness. In 10 years, the number of projects attracted and jobs generated across the region has more than doubled. These results confirm the growing interest that international investors are showing in this part of the South of France, which has enormous advantages in terms of its geostrategic position, its global strategic sectors, and its dynamic industrial ecosystem, all of which are complemented by proactive environmental policies and concrete commitments to protect the climate.

The 2022 results mark a 20% increase in the number of projects attracted and an 87% increase in the number of direct jobs generated in the region compared to 2021. In 2022, these investments included business start-ups, expansions, acquisitions, and takeovers by international investors. It should be noted that more than half of these projects are corporate decision-making or R&D centers, which helps the region strengthen its capacity for innovation.

The United States remains the #1 source of investment in the region with 22 American projects in 2022, including Berlin Packaging, the leader in hybrid packaging, which set up in Nice. Tunisia entered the Top 3 for investments with 13 projects, including the SELT Marine Group in Vedène, Vaucluse. Finally, companies from the UK have once again shown their interest in our region with 11 projects, including the opening of an Easy Hotel in Marseille.

### KEY FIGURES 2022

- ▶ **124 INTERNATIONAL INVESTMENTS**  
116 that created new jobs  
76 start-up projects (63%)  
65 decision-making or R&D centers (52%)
- ▶ **4147 JOBS**  
created (4096) or maintained (51)
- ▶ **30 COUNTRIES ARE SOURCES OF INVESTMENT**



*“Not only is the South of France the most beautiful region in Europe, it’s also globally recognized and one of the most attractive territories for foreign investment. Four thousand jobs have been created in our region thanks to these incoming investments, which provide a daily livelihood for employees and their families. These excellent results are the fruit of the work of local economic stakeholders that have been prospecting and supporting international companies. At the heart of the efforts is the risingSUD economic development agency, which carried out almost 270 prospecting missions and took part in 12 international trade fairs in nine countries in 2022! The people of Provence, the Alps, and the Côte d’Azur benefit from an innovative, internationally oriented region with a wide range of sectors, all with public policies that protect the environment and the climate. That’s the South of France!”*

Renaud MUSELIER  
President of the Sud Provence-Alpes-Côte d’Azur  
Deputy President of the Régions de France

**>> Discover 5 good reasons to invest in the South of France <<**

Team France Invest Sud, in association with Business France, brings together the region’s attractiveness and economic development agencies.



## THEY CHOSE THE SUD PROVENCE-ALPES-CÔTE D'AZUR REGION IN 2022!

### **SELT Marine Group**

Vedène (84)

**Employment creation: 15 jobs over 3 years**



[www.seltmarinegroup.com](http://www.seltmarinegroup.com)

Since 2006, the Tunisian company SELT Marine Group has been cultivating organic seaweed in Tunisia, Zanzibar, and Mozambique, then processing it into gelling agents and thickeners for the food, cosmetics, and pharmaceutical industries. Today, its products are distributed in more than 15 countries. In 2022, the group created its French subsidiary, SELT France BioTech, in Vedène, Vaucluse and joined a leading ecosystem in the natural living and agricultural sector that has more than 400 companies and €545 million invested in R&D.

### **Bombardier Recreational Products**

Sophia-Antipolis (06)

**Employment creation: 40 jobs over 3 years**



[www.brp.com](http://www.brp.com)

Since 2003, the Canadian group Bombardier Recreational Products has been developing innovative vehicles for use on pavement, land, water, snow, and in the air. With factories already established in Canada, the United States, Mexico, Finland, Austria, and Australia, the group chose Sophia Antipolis as the location for its first European design studio. The decision was prompted by the South of France's excellent ecosystem for green technologies and the energies of tomorrow, with more than 3700 dedicated establishments and strategic international partnerships.

### **EP Group France**

Port Saint-Louis-du-Rhône (13)

**Employment creation: 210 jobs over 3 years**



[www.epgroup.co.uk](http://www.epgroup.co.uk)

EP Group, the European leader in sustainable packaging, chose Port Saint-Louis-du-Rhône to set up a paper bag and packaging manufacturing facility to meet strong demand from the retail and e-commerce sectors. The South of France's historic industrial expertise, strategic position for logistics, and capacity for technological innovation were key advantages. This new site will enable the English company to further develop its activities in Europe. EP Group, which is committed to the decarbonization of industry, will also be looking to develop new innovations in Provence to enable the production of packaging from raw materials such as green algae.

### **Groupelec**

Sisteron (04)

**Employment creation: 16 jobs over 3 years**



[www.groupelec.ma](http://www.groupelec.ma)

Founded in 1994, this Moroccan SME specializes in the design and production of solutions for electrical distribution and industrial automation. In 2022, the company set up its French subsidiary, Electrical EcoExpert (3E), and chose Sisteron in the Alpes-de-Haute-Provence to open an R&D center to develop two new technologies: connected electrical panels and cybersecurity solutions for smart buildings. Electrical EcoExpert is banking on this strategic location in the South of France to strengthen its presence in the French, European, and West African markets, and hopes to leverage an innovation and talent ecosystem that includes 167 R&D establishments and 170 000 students.

### **LPS Healthcare**

Toulon (83)

**Employment creation: 25 jobs over 3 years**



[www.lps-healthcare.com](http://www.lps-healthcare.com)

Founded in 2011 and based in Zurich, LPS Healthcare specializes in home automation solutions for elderly or dependent people in order to improve safety, comfort, and the nursing workflow. The company offers real-time emergency call, anti-fall, and anti-wandering solutions that have integrated geolocation technology. LPS Healthcare chose Toulon in the Var region as the location for its French subsidiary as it seeks to expand into the European market. The Swiss company is joining a network of research and training facilities in a region whose ambition is to become the leading European location for the Silver Economy by facilitating high-potential health tech entrepreneurship.

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