



## A LOOK BACK AT THE DIRECT INVESTMENT PROJECTS IN THE SOUTH OF FRANCE IN 2023

### PROVENCE-ALPES-CÔTE D'AZUR CONTINUED TO ATTRACT INVESTMENT IN 2023 WITH 117 INTERNATIONAL PROJECTS AND 1230 FRENCH PROJECTS

- **Despite global volatility and an overall downturn in international investment in Europe,<sup>1</sup> the Sud Provence-Alpes-Côte d'Azur region continued to attract business investments in 2023, welcoming 117 projects from 28 countries that will generate 3693 jobs over three years.**
- **France as a whole also enjoyed stable levels of investment as it attracted 1815 international projects that created or maintained 59 254 jobs over the next three years, according to the 2023 report released by Business France on February 29, 2024.**
- **The Sud Provence-Alpes-Côte d'Azur region stands out from the national average for the number of start-up projects it welcomed (62% of projects in the region vs. 47% of projects in France), but also for the success of its policies aimed at attracting companies involved in environmental or social transitions (40% of projects in the region).**
- **Expansion projects were up significantly (38% in 2023 vs. 30% in 2022), which reflects the confidence of international companies already established in the region. This is contributing to the reindustrialization process being spearheaded by the Region Sud's OIR strategic sector program (54% of the expansion projects were connected to one of the region's key sectors).**
- **For the first time, risingSUD has published a parallel report on French investment in Provence-Alpes-Côte d'Azur. In 2023, 1230 French companies set up operations in the region, creating 4120 jobs (see page 2).**

#### International investments in Provence-Alpes-Côte d'Azur

KEY FIGURES FOR 2023

##### ▶ 117 PROJECTS

including

- 71 new investments (62%)
- 44 expansion or purchase & expansion projects (38%)
- 62 strategic sector projects (54%)
- 46 projects with a strong commitment to CSR (40%)
- 39 headquarters or R&D centers (33%)

##### ▶ 3693 JOBS created or maintained<sup>2</sup>

including

- 1923 jobs created by the expansion of existing facilities

##### ▶ 28 COUNTRIES

including



#### Sources of investment

After a record year in 2022, the Sud Provence-Alpes-Côte d'Azur region is once again attracting investors from around the world. While the United States remains the leading source of investment, the majority of projects (56%) and jobs (56%) come from Europe. Germany and Italy share 3rd place on the podium with 10% of projects each, and the UK moves up to 2nd place, which Tunisia held in 2022.

The Mediterranean basin (Italy, Spain, Turkey, Lebanon, Morocco, and Tunisia) continued to strengthen its ties with the region as it was the source of almost 1 out of 4 projects (23%), resulting in 519 jobs (14%). Africa was the source of 11 projects (9%) for 155 jobs (4%), which was similar to Asia, which was the source of 10 projects (9%) for 255 jobs (7%).

Provence-Alpes-Côte d'Azur is also a gateway to French and European markets: 10 international companies chose the region for their first location in France and 15 for their first location in Europe.

<sup>1</sup> 23% of international investment in the European Union (excluding Luxembourg and the Netherlands)

<sup>2</sup> Three-year job outlook

## The most popular sectors

Of the 62 international projects that reinforced the strategic sectors in the South of France, almost half are in the Smart Tech sector (27 projects). The Industries of the Future (14 projects), Natural Living (8 projects), and Energies of Tomorrow (6 projects) sectors also attracted investors, who are finding cutting-edge ecosystems throughout the region.

This dynamic, reinforced by the region's commitment to the environmental and social transition, is enabling the South of France to attract new employees and new skills to meet the needs of businesses and pursue its development in a spirit of economic sovereignty.

### These international companies chose the South of France in 2023!

#### EVROC

*Sophia Antipolis (Alpes-Maritimes) – New investment – 50 jobs over one year*



Founded in 2022, EVROC is a Swedish start-up specializing in cloud infrastructure for remote data storage, access, and processing. It chose Sophia-Antipolis as the location for its research and development center in 2023 and aims to recruit 50 software engineers within the year.

#### SUMIKA POLYMER COMPOUNDS

*Saint-Martin-de-Crau (Bouches-du-Rhône) – Expansion – 30 jobs over three years*



SUMIKA POLYMER COMPOUNDS, a subsidiary of the Japanese company Sumitomo Chemical, has been manufacturing thermoplastic and elastomer compounds for industry (including 90% for car manufacturers) since 1975. Present in nine countries, the company is investing €11 million in a new mechanical recycling unit in Saint-Martin-de-Crau and plans to recruit 30 people as part of a plan to process 10 000 tons of plastic waste.

#### UCB France

*Marseille (Bouches-du-Rhône) – New investment – 12 jobs over three years*



Founded in 1973, Unicoba Baterias Participações (UCB) is a major Brazilian manufacturer of stationary batteries for telephones and computers. The company has chosen Marseille as the location for its European headquarters and a sales office, which should employ 12 people over three years.

#### EON MOTORS

*Malijai (Alpes-de-Haute-Provence) - Expansion - 15 jobs over one year*



Based in Malijai since 2014, EON MOTORS designs, develops, and assembles light electric vehicles for local transport. With the arrival of a Chinese shareholder in 2018, which became the majority shareholder with an investment of €16 million, EON MOTORS is now in the industrialization phase and is marketing its vehicles in France and Europe. It plans to invest to recruit 15 people at its Malijai site in 2024.

### EXCLUSIVE: First assessment of French investment in Provence-Alpes-Côte d'Azur

Because France is globally renowned for its strength of innovation and features a thriving ecosystem of high-potential companies (start-ups, SMEs, etc.) and large-scale projects, risingSUD wanted to measure French investment in Provence-Alpes-Côte d'Azur for the first time.

#### French investments in the South of France

KEY FIGURES FOR 2023

▶ **1230 PROJECTS**<sup>3</sup>  
generating  
€17.1 million in national taxes

▶ **4120 JOBS** created<sup>4</sup>  
including  
**600** companies that created  
one or two jobs

▶ **TOP 3 SECTORS**  
1. Natural living – agri-food  
2. Services for industries  
3. Construction – public works

This analysis, carried out with the IN France territorial impact consultancy, shows that the Sud Provence-Alpes-Côte d'Azur region welcomes ten times more French projects than international ones, including a high proportion of micro-enterprises: 600 companies that located to the region in 2023 created one or two jobs.

<sup>3</sup> Excluded: self-employed businesses, registrations of companies that do not generate employment, shops, artisans, and independent professionals.

<sup>4</sup> Actual hiring as of 31 December 2023.

risingSUD has supported a number of the “made in France” investment projects, including the decision of the Lyon-based start-up Carbon Solar to open a factory in Fos-sur-Mer outside of Marseille, which will be a €1.5 billion investment that will create 3500 jobs over three years. risingSUD also supported other notable projects, such as:

### SMILE

**Sophia Antipolis (Alpes-Maritime) – New investment – 50 jobs**

Founded in 1991, SMILE is an open source specialist based in the Paris area. Already present in nine countries, in 2023 the company opened an office in Sophia Antipolis, Europe’s #1 technology park, to be closer to its customers and their digital transformation projects. The company plans to recruit 50 people.



### FENIX EVOLUTION

**Gargas (Vaucluse) – New investment – 27 jobs**

The start-up Fénix Evolution has developed a solution for recycling discarded local fruit to supply the food, nutraceuticals, and cosmetics industries. The company is due to start rehabilitating a brownfield site near Gargas (north of Aix-en-Provence) this year at a cost of €15 million. This will enable it to open an 11 800-square-meter plant and employ 27 people by 2025.



On average, international projects generate more jobs and more tax revenue: the 1230 French projects generated €17.1 million in national taxes, compared with €26.5 million for 101 international projects, as analyzed by the IN France territorial impact consultancy.

*“At a time when international investment in Europe is slowing down, the South of France is continuing to demonstrate its advantages and to attract investors from all over the world. With 117 international projects and 1230 French projects welcomed in 2023, our region is proving to be fertile ground for businesses. Here, they will find sectors of excellence, a strong ecosystem of leading global companies and high-potential start-ups, concrete commitments to climate protection, and, of course, a superb quality of life. These investments, encouraged by the work of Team France Invest Sud led by risingSUD, have tangible benefits for local residents. All in all, more than 7900 jobs will be created in our region,”* says Renaud MUSELIER, the President of the Sud Provence-Alpes-Côte d’Azur Region and the Deputy President of Régions de France.

**Discover the new film:  
Why invest in the South of France?**



Team France Invest Sud, in association with Business France, brings together the region’s economic development and attractiveness agencies, who work to create opportunities in the South of France and promote the Provence-Alpes-Côte d’Azur region in France, Europe, and around the world.



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