

Business Tour in the South of France: Marseille & Toulon

High potential business opportunities in the maritime industry prior to EUROMARITIME
February 2 & 3, 2026

If you wish to participate on the Business Tour organized by risingSUD, please register [on this link](#)

Objectives

This business tour aims at maximizing your business opportunities by participating in a learning expedition to explore how the **Provence-Alpes-Côte d'Azur region**, the **#1 maritime region of France**, has become an international model of **innovation and sustainable industry** in the maritime sector. Local economic and institutional partners will activate key drivers of innovation, cooperation, and investment across strategic maritime sectors, including **naval defense, commercial shipping, port logistics, LNG infrastructure, yachting, and marine technologies**.

This is a free of charge opportunity to meet your expectations:

- Network with regional stakeholders
- Define long-term areas of collaboration
- Maximize business opportunities by combining 2 major events

1. Business Tour in Region Sud, February 2&3, 2026

Monday, February 2nd:

Morning: Pitching session and networking with regional players

Noon: Networking cocktail

Afternoon: Visit to the **Port Center of Marseille** and presentation of the **GPMM** - the main commercial port in France, a vast industrial and port area covering 10,000 hectares; visit to **La Ciotat Shipyards**, one of the largest shipyards in France.

Tuesday, February 3rd:

Morning: Visit to the **Port of Toulon**, the main military port in Europe.

Noon: Transfer and drop off at the Euromaritime Trade Fair in Marseille.

During Euromaritime:

Networking and matchmaking events with regional companies will be organized by risingSUD during the Trade Fair.

Some key regional assets in the maritime industry:

€90 billion in annual turnover, 1500 companies and 124,000 jobs!

#1 FRENCH MARITIME REGION

#1 military port in Europe (Toulon)

#1 trade port in France in cargo tonnage (Port of Marseille-Fos)

#1 European real-time software center for maritime activities

#1 French region for yachting

2. EUROMARITIME Trade Show, February 3-5, 2026

As one of the European top 5 event, **EUROMARITIME** exhibition connects, inspires and guides the maritime industry. Marseille, with its major commercial port in southern Europe and its role as a gateway to Africa and the East, will once again play host the exhibition for an innovative maritime industry.

- **Foreign companies**, contact us for a **free pass to Euromaritime** (limited availability). **Regional companies**, contact us to **pitch free of charge** on the Business Tour (limited availability).

Some leading regional companies and partners (non-exhaustive)

Contact us

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GOOD REASONS TO INVEST IN THE SOUTH OF FRANCE

Supported by



A REGION THAT'S ONE STEP AHEAD ON THE ENVIRONMENT

PROVENCE-ALPES-CÔTE D'AZUR: BIGGEST GREEN COMMITMENT IN EUROPE

€30 billion mobilized by Europe, the French national government, and the Region Sud

① TANGIBLE PROJECTS

€142 million allocated by the EU's Just Transition Fund for the period 2021-2027

€40 million secured for the regional Terra Nea fund dedicated to environmental and energy transition projects

€30 million committed to shore-side electricity for ships moored in the ports of Marseille, Toulon, and Nice

② A GREEN ENERGY REGION

#1 solar power potential in France and #3 wind power potential in Europe

#1 low-carbon hydrogen ecosystem in France

Home to ITER, the world's largest scientific project that is developing clean nuclear fusion energy



A REGION AT THE CROSSROADS OF 3 CONTINENTS

① DEVELOP YOUR BUSINESS IN EUROPE, AFRICA AND THE MIDDLE EAST

A geostrategic location to reach a market of 800 million people

#1 port in France (Marseille) et #1 military port in Europe (Toulon)

2 international airports (direct flights: 2h from London, 6h from Dakar, 7h from Dubai, 8h from Montreal)



A REGION OF INDUSTRY, TALENT AND INNOVATION

① MAJOR ADVANTAGES

#1 region for the maritime sector in France

#2 region for the natural cosmetics and perfumes – *home of the Chanel n°5*

#2 region for microelectronics – *the smart card was invented here*

② ASSETS

#1 technology park in Europe (Sophia-Antipolis)

#1 technology park dedicated to the environment in France (Arbois-Méditerranée)

#7 global internet hub (Marseille)

③ TOP TALENT

#1 French-speaking university in the world (Aix-Marseille Université)

#1 international educative system in France

170 000 students, 4 universities, 15 business schools, 17 engineering schools

167 R&D centers et 12 000 private researchers

④ GLOBAL LEADERS

+500 000 companies including



A REGION WITH AN OUTSTANDING WAY OF LIFE

① 127 marinas, 70 winter sport resorts, 9 protected nature parks

② #2 destination for international tourists in France

③ Global events such as the Cannes Film Festival, the 2024 (summer) and 2030 (winter) Olympic and Paralympic Games, the World AI Cannes Festival, the leading European economic forum in Aix-en-Provence...

The South of France is the region where people feel happiest (89% of inhabitants)



A REGION DEDICATED TO YOUR PROJET!

① One-stop assistance for your investment or company by risingSUD

② Turnkey real estate solutions: [Find your office or property in the South of France](#)

③ A guide to set-up your company, your employees and their families: [Welcome to region Sud](#)

risingSUD

Opportunities & Investments
in Provence-Alpes-Côte d'Azur

CONTACT US

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