

#spotlight

ATTRACTING BUSINESS

Sud Provence-Alpes-Côte d'Azur Region

Nice Côte d'Azur Metropolis

Aix-Marseille-Provence Metropolis



#3
most attractive
French region

[French Foreign Trade Advisors](#)

#2
Region where French
people would be
willing to move to
follow their company

[Aktis Partners](#)

#3
most attractive French
metro area

behind Paris and Lyon.

[French Foreign Trade Advisor](#)

#2
French metro area
outside of Paris for FDI

behind Bordeaux

[EX](#)

European Innovation
Capital 2022

[Aix-Marseille-Provence Metropolis](#)

Factors boosting the appeal of the South of France

QUALITY OF LIFE
AND
ENVIRONMENT



INNOVATION AND
RESEARCH CAPACITY



QUALITY
INFRASTRUCTURE



ACCESSIBILITY FROM
PARIS OR ABROAD



INSTALLATION COSTS



[French Foreign Trade Advisors](#)

ANNUAL DATA 2022



The Var

One of France's 10 most attractive
departments for people & business!
Its population is growing by 0.7% a year, twice
as fast as at regional and national level.



Marseille

#4 best city for start-ups as voted by
World's Greatest Places 2022

[HelloSofie and
Time](#)

Aix-en-Provence

#1 French city for work-life balance

[Great Place to Work](#)

[Insee](#)

Q1 DATA 2023

REGIONAL INVESTMENTS

Foreign Direct Investment

Sources



124
foreign investment
projects in the Sud
Provence-Alpes-Côte
d'Azur region
in 2022

And...

116 of them created jobs
76 of them were start-up projects (63%)
65 of them were decision-making or R&D centers (52%)

A record year for attractiveness

+20% more projects than in 2021
(compared with a national average of +7%)

2x growth in 10 years

Investments from
30 countries



The United States remains the #1 investor in the region, with 22 projects by 2022, including Berlin Packaging in Nice. Tunisia enters the Top 3 with 13 projects, including SELT Marine Group in Vedène in the Vaucluse. The UK also continues its economic interest in the region with 11 projects, including the opening of an Easy Hotel in Marseille.

[risingsUD](#)

Impacts



4147
Jobs resulting from foreign
investment in 2022

+87% compared with 2021
2x growth compared with 2012

Foreign investment generated
4096 new jobs and maintained
51 jobs in the region for an
average of **33** jobs per project.

[risingsUD](#)



FOCUS ON...

The role of risingSUD! In 2022, our agency conducted nearly 270 prospecting meetings and took part in 12 international trade fairs in nine countries around the world to help regional companies export and to convince international companies to set up in the region.



They've chosen the South of France!

These French and international companies
have chosen the South of France to
accelerate their development.

International



The Swiss-Israeli deeptech
company **SpacePharma** has
set up its R&D center in **Sophia
Antipolis**, where it plans to
invest €1 million and create
around 20 jobs over five years.
It has already forged
partnerships with the local
ecosystem, notably with **Cutisis**
and **Enova Aerospace**.

French



Lyon-based **Carbon** has
chosen **Fos-sur-Mer** to
build an Industry 4.0
factory dedicated to the
production of photovoltaic
solutions. The investment
is estimated at €1.5 billion
and will create 3500 jobs.



The Paris-based
animation studio
Circus has set up in
the **Vaucluse**
department within
the **SudAnim** cluster
and are planning to
create numerous
jobs.

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FRENCH AND INTERNATIONAL COMPANIES

MONEXT BANK & FINTECH

1. The fintech **Monext** has acquired 6000m² of land in **Aix-en-Provence** for €20 million. The company plans to set up a campus there in 2024 for the 400 employees currently working for the company. Monext plans to double its workforce and expand rapidly in Europe, citing Germany and Portugal as new markets.



2. **GravitHy** has found a plot of land at the **Port of Marseille-Fos** for its 70-hectare low-carbon iron production plant. The €2.2 billion project promises to create 3000 direct and indirect jobs. The Grenoble-based company is preparing a second round of financing in June 2023 to raise another €70 million.



3. Belgium's **LKQ-Van Heck Interpièces**, which supplies parts to the automotive industry, has chosen **Marignane** as the site for its new 3500m² logistics facility.



4. The Paris-based production company **Kotao** has just opened a branch in **Toulon** with the ambition of developing filming in the Var and expanding its customer portfolio. Recruitment is planned to fill several local jobs.



5. After opening an office in **Marseille**, the Paris-based start-up **Foodles** has opened a logistics center in **Fréjus** to support its expansion in the South of France. The specialist in connected canteens intends to double its number of regional customers by the end of the year.

These **8** announcements of new French and international investments in **Provence-Alpes-Côte d'Azur** confirm the economic attractiveness of the **South of France**.

RISING STONE By PRODIGE

8. The future **Auron** site for luxury real estate developer **Rising Stone** will involve an investment of €50 million. Work on the 2000m² initiative will start in 2024, followed by two projects in the next 24 months on the **Côte d'Azur** coast.



7. Canada's **BRP** has inaugurated its 700m² design and innovation studio in **Sophia Antipolis**. This is its first European development location. A team of 12 designers will work on prototypes for motorsports vehicles.



6. The Estonian financial services provider **Wallester** has chosen **Sophia Antipolis** for its first international location. It is moving into a 300m² space in the **Centrium** building, and aims to employ around 20 people by the end of the year.

