

# Business Tour in the South of France

Marseille, Nice & Sophia-Antipolis

High potential business opportunities in the tech industry prior to the WAICF  
February 10 & 11, 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 prior to the World AI Cannes Festival, by exploring how the South of France (Region Sud) has become a significant hub for innovation. The region hosts a growing network of startups and larger companies leveraging technology, in sectors such as **AI, IoT, Cybersecurity, Microelectronics and Quantum**, with renowned dedicated research institutions. Local partners will help you activate key drivers of innovation, cooperation, and investment across strategic technology sectors, giving your company the opportunity to expand its business in France.

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

- Network with regional stakeholders;
- Define long-term areas of collaboration tailored to your projects;
- Maximize business opportunities by combining two events:

## 1. Business Tour in Region Sud (TBC) - Feb 10 & 11, 2026

### February 10<sup>th</sup>(Marseille):

**Morning:** Pitching session & networking with local companies at Euromed, Marseille's economic hub; presentations of regional actors (e.g. *Campus Cyber, French Tech*).

**Noon:** Networking cocktail.

**Afternoon:** Visit to [Digital Realty](#), an award winning Marseille Data Center.

**Some key regional assets in the tech industry:**

**€14 billion in annual turnover, 22k companies and 70k jobs!**

**€18 billion fundraised by AI start-ups in 2024**

**14 AI leaders have setup their labs in the region**

**+500 researchers in over 40 teams dedicated to AI**

**+140 start-ups exploring AI's potential across all industries**

### February 11<sup>th</sup>(Nice & Sophia Antipolis):

**Morning (Nice):** Visit to [IMREDD](#), the Institute of Innovation dedicated to Smart Territory; presentation of [3IA Nice Côte d'Azur](#) (the Interdisciplinary Institute for AI); visit to [Accelerator Allianz](#), at the heart of the Allianz Riviera Stadium.

**Noon:** Networking cocktail.

**Afternoon (Sophia-Antipolis):** presentation of [Sophia Antipolis](#), the main technology park in Europe, and innovation actors (e.g. *Aktantis, Cluster IA, Inria*); visit to [MIA](#), a space dedicated to AI and its applications.

## 2. World AI Cannes Festival (WAICF) - Feb 12 & 13, 2026

The **World AI Cannes Festival** brings together key decision-makers and AI innovators driving transformative AI strategies. It highlights cutting-edge technologies and identifies disruptive AI applications. The event also showcases solutions to help businesses across all sectors adopt these innovations more effectively. As it takes place in the region, you will be introduced to regional companies and receive support for integration into the AI ecosystem.

➤ [To register for the WORLD AI CANNES FESTIVAL](#)

Some regional leading companies (non-exhaustive)



## Contact us

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# GOOD REASONS TO INVEST IN THE SOUTH OF FRANCE

Supported by  
**RÉGION SUD**  
 PROVENCE ALPES CÔTE D'AZUR



## 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

### ③ 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

### ④ 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*

### ⑤ GLOBAL LEADERS

+500 000 companies including



## A REGION WITH AN OUTSTANDING WAY OF LIFE

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

### ⑥ 127 marinas, 70 winter sport resorts, 9 protected nature parks

### ⑦ #2 destination for international tourists in France

⑧ 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...



## A REGION DEDICATED TO YOUR PROJECT!

### ⑨ One-stop assistance for your investment or company by risingSUD

### ⑩ Turnkey real estate solutions: [Find your office or property in the South of France](#)

⑪ 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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