

# 5 GOOD REASONS TO INVEST IN THE SUD PROVENCE-ALPES-CÔTE D'AZUR REGION

Supported by the



## 1 A REGION THAT'S ONE STEP AHEAD ON THE ENVIRONMENT: HELP US BUILD A BRIGHTER FUTURE

**PROVENCE-ALPES-CÔTE D'AZUR: BIGGEST GREEN COMMITMENT IN EUROPE** with more than €30 billion mobilized by Europe, the French national government, and the Region Sud between 2023 and 2028 (including €2.86 billion for 2023)

### TANGIBLE PROJECTS

- ⊗ €142 million allocated by the EU's Just Transition Fund for the period 2021-2027
- ⊗ €10 million dedicated to the hydrogen sector in Provence-Alpes-Côte d'Azur
- ⊗ €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

### A GREEN ENERGY REGION

- ⊗ #1 solar power potential in France and #3 wind power potential in Europe
- ⊗ Home to ITER, the world's largest scientific project that is developing clean nuclear fusion energy

## 2 A MEDITERRANEAN CAPITAL: DEVELOP YOUR BUSINESS ON THREE CONTINENTS

**A GEOSTRATEGIC LOCATION AT THE CROSSROADS OF EUROPE, AFRICA, AND THE MIDDLE EAST  
(A MARKET OF 800 MILLION PEOPLE)**

- ⊗ #1 port in France (Marseille) and #1 military port in Europe (Toulon)
- ⊗ Marseille will enter the global Top 5 for internet hubs in 2023
- ⊗ Plan to raise €1 billion for green infrastructure projects in the Mediterranean with the PAMEx Local Investment Facility (PLIFF) financial mechanism

## 3 A FLAGSHIP REGION FOR 21<sup>ST</sup>-CENTURY INDUSTRY: ENSURE YOUR INVESTMENT IS A SUCCESS

**AN ECOSYSTEM THAT FOSTERS EXCELLENCE**

### MAJOR ADVANTAGES

- ⊗ #1 region in France for the maritime sector
- ⊗ #2 region in France for natural cosmetics and perfumes
- ⊗ #2 region in France for microelectronics
- ⊗ #4 hub for the aeronautics and space sector in France

### GLOBAL LEADERS



### TOP TALENT

- ⊗ #1 technology park in Europe (Sophia Antipolis)
- ⊗ 167 R&D centers and 12 000 private researchers
- ⊗ 170 000 students at 4 universities, 15 business schools, and 17 engineering schools
- ⊗ #6 French university in the 2022 Shanghai Ranking (Aix-Marseille University)



### DID YOU KNOW?

The smart card was invented in the Sud region!

## 4 A REGION OF EXCEPTIONAL NATURAL BEAUTY: ENJOY AN OUTSTANDING QUALITY OF LIFE

- ⊗ 127 marinas, 70 winter sports resorts, 9 protected nature parks
- ⊗ #1 destination for French tourists and #2 region for international tourists
- ⊗ A region that welcomes global events: the Cannes Film Festival, the 2023 Rugby World Cup, the 2024 Olympic and Paralympic Games...

## 5 A REGION WITH WORLD-CLASS ECONOMIC EXPERTISE: A TEAM DEDICATED TO YOUR PROJECT!

- ⊗ One-stop assistance for your investment or company
- ⊗ Customized support throughout your project's development
- ⊗ Turnkey real estate solutions for all types of projects
- ⊗ Human resources solutions to help you find the talent you need to succeed

risingsUD

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

CONTACT US

Nathalie OHAYON  
nohayon@risingsud.fr

risingsud.fr



# A SECTOR OF EXCELLENCE

## #ENERGIES OF TOMORROW

### ONE GOAL

MAKE PROVENCE-ALPES-CÔTE D'AZUR  
A LEADER IN THE GLOBAL FIGHT  
AGAINST CLIMATE CHANGE

### KEY FIGURES (as of 1 September 2022)



**€14 BILLION**  
IN ANNUAL TURNOVER



MORE  
THAN **42 000**  
JOBS



**3700**  
COMPANIES & INSTITUTIONS

## FOCUS ON HYDROGEN

### 4 STRATEGIC PRIORITIES

- Decarbonize transportation
- Decarbonize industry
- Produce renewable / low-carbon hydrogen
- Structure the sector to create jobs and economic activity



MORE  
THAN **30**  
PROJECTS LAUNCHED IN 5 YEARS



**1**  
REGIONAL HYDROGEN PROGRAM  
WITH €100 MILLION IN PLANNED  
INVESTMENTS IN THE SECTOR



**1**  
REGIONAL HYDROGEN CLUB + NETWORK  
OF MORE THAN 100 STAKEHOLDERS

### MAJOR PROJECTS & PROGRAMS TO STRUCTURE THE REGIONAL ECOSYSTEM

- Hynomed:** hydrogen ecosystem for land and sea transportation
- HyGreen Provence:** large-scale production and storage of green hydrogen
- HyAMMED:** deployment of 44-ton trucks powered by hydrogen, coupled with a high-pressure hydrogen refueling station, for environmentally friendly road transport

### MAJOR ADVANTAGES

- **ITER: INTERNATIONAL THERMONUCLEAR EXPERIMENTAL REACTOR**  
This monumental scientific research project seeks to prove the viability of nuclear fusion energy and is run by an alliance of 35 countries (Europe, USA, India, Japan, China, South Korea, and Russia).
- **CEA CADARACHE RESEARCH CENTER**  
Europe's largest research and development center for low-carbon energy employs more than 5500 people (excluding ITER).
- **EDF'S NUCLEAR POWER AND ENVIRONMENTAL ENGINEERING DIVISION IN MARSEILLE**  
Advanced engineering for France's operational nuclear power plants.
- **ETANG DE BERRE**  
This world-class port, airport, and industrial zone serves as a living laboratory for decarbonizing industry and transportation (Marseille-Fos hydrogen ecosystem, SYRIUS low-carbon industry program).
- **A DIVERSE RANGE OF INNOVATIVE PROJECTS**  
Jupiter 1000, Hynovar, Masshyla, H2V, HyVence, HyGreen, HyAMMED, Stockage Géogaz H2, FlexGrid, Thassalia, Provence Grand Large, Nice Méridia...
- **THE CAPENERGIES CLUSTER**  
This leading network of energy stakeholders has 530 members and a combined budget of €582 million for regional innovation projects.
- **STATE-OF-THE-ART TRAINING FACILITIES**  
Engineering schools (ENSAM, Polytech Marseille, Mines Paris Tech Sophia Antipolis, Centrale Marseille) and specialized Master's programs (Eco Campus Provence Formation, Smart Campus Nice, Sophia Antipolis).

### GLOBAL LEADERS

#### INTERNATIONAL GROUPS

AIR LIQUIDE, ARCELORMITTAL, EDF, ENGIE, ESSO, HELION HYDROGEN POWER BY ALSTOM, LINDE, TOTALENERGIES

#### HYDROGEN PIONEERS

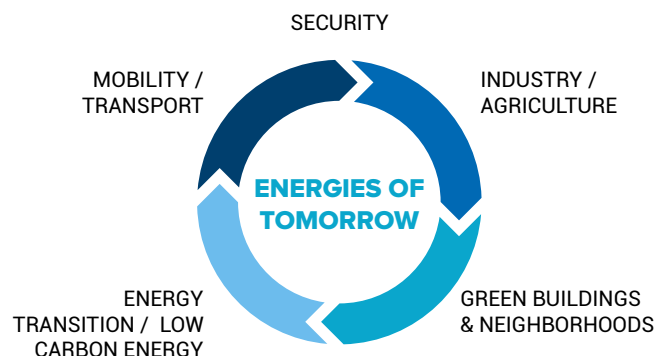
AREVA, CARREFOUR, CEA, ENOGIA, PORT OF MARSEILLE FOS, GREENGT, GRTGAZ, GEOMETHANE, H2GEN, HYNova, HYSEAS ENERGY, IVECO, KEM ONE, CIRCUIT PAUL RICARD, LYONDELLBASELL, NEPTech, PROVIRIDIS, RTE, CHABAS

#### RENEWABLE ENERGY PRODUCTION

ALTO SOLUTION, CVE, DUALSUN, IDEOL, SERENYSUN, SOLAR CLOTH SYSTEM, TENERGIE

#### ENERGY SYSTEMS

KLEARIA, NAWA TECHNOLOGIES, QUALISTEO, WEEN



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**Sébastien CLOUZET**  
sclouzet@risingsud.fr