



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

Supported by the



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



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



A FLAGSHIP REGION FOR 21ST-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!



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...



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

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A SECTOR OF EXCELLENCE

#NATURAL LIVING

ONE GOAL

REMAIN A GLOBAL LEADER IN THE NATURAL LIVING & WELLNESS SECTOR

KEY FIGURES



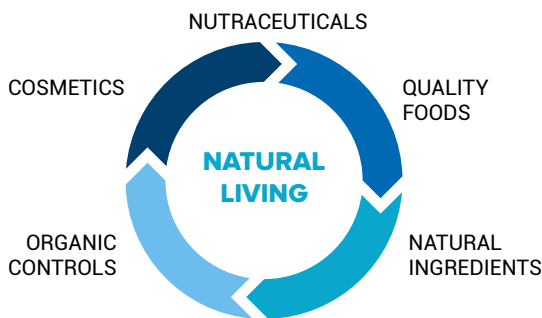
€1.6 BILLION
IN ANNUAL TURNOVER



390
SMES & INTERMEDIATE
COMPANIES



MORE THAN 12 200
DIRECT & INDIRECT
JOBS



GLOBAL LEADERS

AGAPE, AGRO'NOVAE, AGROSEMENS, ANTOFENOL, ARKOPHARMA, AROMA-ZONE, GAZIGNAIRE, GIVAUDAN, KOPPERT, LABORATOIRE ACANTHIS, LABORATOIRES INELDEA, LE ROY RENE, LES BIOLONISTES, L'OCCITANE, LOU BIO, MCCORMICK, MANE, MELVITA, OVINALP, PANZANI, PRONATURA, RAIPONCE, ROBERTET, THALGO

MAJOR ADVANTAGES

- **INNOV'ALLIANCE, FRANCE'S LEADING NATURAL LIVING CLUSTER**
The Innov'Alliance cluster focuses on four markets (agriculture and food, cosmetics, ingredients and supplements, and fragrances and flavors). The cluster has more than 400 members, represents €545 million in R&D investments, and is using its ecosystem to set standards and definitions for the entire natural living sector.
- **#1 FRENCH REGION FOR ORGANIC AGRICULTURE**
The region devotes the most utilized agricultural area to organics.
- **ADVANCED FACILITIES FOR HOSTING COMPANIES IN THE SECTOR**
The Cité de l'Innovation in the Avignon area, the Pays de Grasse ecosystem, the Université Européenne des Saveurs et Saveurs (Forcalquier), the Cité du Végétal (Valréas), Obratori (Marseille)...
- **A TOP TRAINING CENTER TO PROVIDE TALENT FOR THE SECTOR**
The Campus des Métiers et des Qualifications for flavors, perfumes, and cosmetics.
- **COSMED (AIX-EN-PROVENCE), THE MAIN NETWORK FOR SMES AND INTERMEDIATE-SIZED COMPANIES IN THE COSMETICS SECTOR**
Cosmed has 920 member companies from all parts of the cosmetics industry: private brands, manufacturers, ingredient suppliers, consulting and testing laboratories, training facilities, PRODAROM perfume industry union (national headquarters in Grasse).

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We have chosen to set up the first high-speed almond cracking plant in the Var in order to relocate the industry and to make the most of our orchard production in Provence-Alpes-Côte d'Azur. When you invest and work here, you have access to a broad industrial ecosystem, a diverse range of higher education facilities, committed public authorities, and a quality of life that attracts the talent we need!

FRANÇOIS MOULIAS,
Director General, Compagnie des Amandes, Aix-en-Provence

FOCUS

ON FLAVOURS, FRAGRANCES, AND COSMETICS

#1

FRENCH REGION FOR THE
PRODUCTION OF AROMATIC
AND MEDICINAL PLANTS

#1

FRENCH REGION FOR THE
DISTILLATION AND BLENDING
OF ESSENTIAL OILS

25%

OF THE SECTOR'S HEAD
OFFICES ARE LOCATED
IN THE REGION



DID YOU KNOW?



Grasse is the birthplace of the legendary Chanel N°5 perfume! Since 2018, the perfume expertise in the Grasse area has been designated as Intangible Cultural Heritage by UNESCO.

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CONTACT US

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