



INDUSTRIAL COMPANIES DRIVING REGIONAL ECONOMIC DEVELOPMENT



1. The Essonne-based company Eurenco has inaugurated its head office in Sorgues, bringing together support functions, R&D, and two production lines. The group, which specializes in fuels and explosives, now employs around one hundred people in the Vaucluse region and hopes to recruit more.

2. The Duetto animation studio has opened new premises in Carpentras, with a team of around 15 people and further recruitment is planned. It is the third new studio in the department in just one year.



3. The aircraft maintenance specialist Sabena Technics has just inaugurated its new site in Marignane, where it has transferred its mechanical and logistics activities, offices, and a hundred or so employees.



4. Axelor, a software publisher based in the Paris area, has opened a new branch in Aix-en-Provence, which is expected to recruit around ten new staff members.



5. The Iliad group inaugurated the new 8000-square-meter headquarters of its Free Pro branch in Marseille, which will serve the Italian and Polish markets. Plans for 300 local recruitments over the next 24 months have been announced. The group is also planning a second data center in Marseille.



6. The Spanish company Cupa Stone, a producer, extractor, designer, and distributor of natural stone, strengthened its presence in France with a new 5000-square-meter location and logistics platform in Saint-Maximin-la-Sainte-Baume.

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



8. The Italian unicorn Satispay has chosen to set up operations in Menton and Nice. With 3.8 million users, the company is very optimistic about the French market, and has set its sights on becoming the #1 payment method in Europe.



7. Reborn, the Monaco-based leader in reconditioning telephones, has announced plans to build a new 7600-square-meter site near Carros by 2025. Together with its current 6000-square-meter site, this will create Europe's largest reconditioning center. The investment amounts to €15 million and 200 jobs are planned.

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

[EY](#)

European Innovation
Capital 2022

[Aix-Marseille-Provence Metropolis](#)

Factors boosting the appeal of the South of France

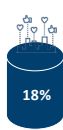
QUALITY OF LIFE
AND
ENVIRONMENT



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

[HelloSofia](#) and
[Time](#)

[Insee](#)

Aix-en-Provence
#1 French city for work-life balance

[Great Place to work](#)

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.

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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.

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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 Cutiss 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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