



# 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 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!



## 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

risingaSUD

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

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# A SECTOR OF EXCELLENCE

## #NATURAL LIVING

### ONE GOAL

REMAIN A GLOBAL LEADER IN THE NATURAL LIVING & WELLNESS SECTOR

### KEY FIGURES



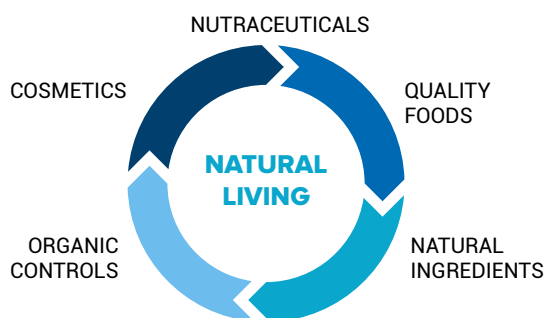
**€1.6 BILLION**  
IN ANNUAL TURNOVER



**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 Senteurs (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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*In Grasse, Robertet has been developing authentic expertise in perfumes, aromas, and natural ingredients since 1850. Consumers have a profound desire for natural products for well-being, beauty, and health. Robertet responds with quality, innovative, sustainable, and environmentally friendly products.*

**PHILIPPE MAUBERT**  
Chairman, Robertet Group

## 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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