



# 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

CONTACT US

Vanessa JANNOT  
vjannot@risingsud.fr

risingsud.fr



# A SECTOR OF EXCELLENCE

## #SILVER ECONOMY

### ONE GOAL

MAKE PROVENCE-ALPES-CÔTE D'AZUR A ROLE MODEL FOR WELLNESS AND LONGEVITY

### KEY FIGURES



**1.2 MILLION**  
SENIORS



**400**  
SMES & MID-SIZED COMPANIES



MORE  
THAN **82 000**  
JOBS

### 5 KEY MARKETS



### MAJOR ADVANTAGES

- **#1 FRENCH REGION FOR ATTRACTING RETIREES**
- **A REGION DEVOTED TO THE SILVER ECONOMY**
  - Marseille, #2 hub for health in France
  - The Nice Côte d'Azur metro area is at the cutting edge of innovation for seniors
  - Priority sector for the Toulon Provence Méditerranée metro area
  - Provence Alpes Agglomération's "territory of good health" program for individual well-being
- **A ONE-OF-A-KIND SILVER ECONOMY CLUSTER**

The 'Services à La Personne' cluster is a network of homecare facilities that provides expertise in the seniors market and represents nearly 100 000 users and 19 000 jobs.
- **THE CARNOT STAR INSTITUTE**

This leading research facility offers companies a full range of scientific expertise and savoir-faire to support them in their Silver Economy R&D and innovation projects.
- **A CAMPUS TO TRAIN THE SILVER ECONOMY WORKFORCE**

The Campus des Métiers et des Qualifications for the Silver Economy is supported by the Region Sud and the Aix-Marseille education authority. It works to develop cooperation between the educational system, training facilities, and the business world to develop the professional skills required in the sector.

### GLOBAL LEADERS

ADMR, AG2R LA MONDIALE, ARCADE, DOMINO FAMILY, INFINICONNECT, LA POSTE GROUP, OUI CARE, SCHNEIDER ELECTRIC, SENIORIALES, SENSORIA ANALYTICS, VA2CS

### START-UPS AT THE FOREFRONT OF INNOVATION

EXOSTIM, MYAUTONOMIE, EBIODY, EMOTIVI, CHEF BASIL

## FOCUS

### ON THE VIAGÉVIE PROJECT



ViagéVie is a new care model for the elderly based on France's life annuity system that allows people to remain in their homes after the sale of their property and receive monthly payments. Initiated in Provence-Alpes-Côte d'Azur by the Caisse des Dépôts public bank, SOLIHA, and the La Poste group, ViagéVie is setting up a general interest program that allows older adults (house owners) to stay in their homes in good conditions thanks to a suite of care services that are provided. The program is financed by the income generated by the sale of their property through the life annuity system. When the property is finally vacated, it is put on the market through a separate program to encourage home ownership.

