



# 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

risingsUD

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

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# A SECTOR OF EXCELLENCE

## #CULTURAL AND CREATIVE INDUSTRIES

### ONE GOAL

MAKE PROVENCE-ALPES-CÔTE D'AZUR A PIONEERING REGION FOR CREATIVE AND CULTURAL INDUSTRIES

### KEY FIGURES



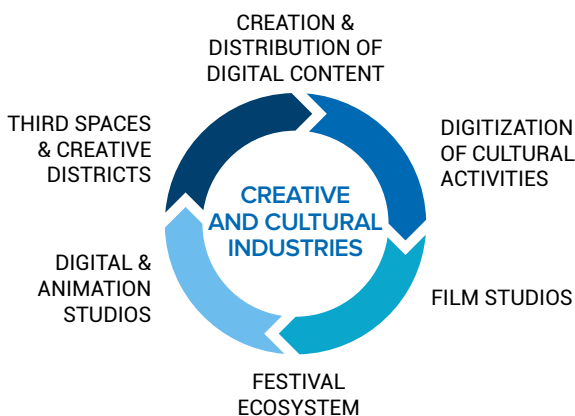
**€4 BILLION**  
IN ANNUAL TURNOVER



**48 900**  
DIRECT JOBS



**1/4**  
OF FILM STUDIO AND STAGE  
FACILITIES IN FRANCE



## FOCUS

### ON CINEMA

- **Provence-Alpes-Côte Azur is the #2 region in France for film studio capacity** with 16 studios and more than 12 000m<sup>2</sup> or 22% of the total available space in France.
- Beyond studio space, **there are nearly 30 hectares of film stages, backlots, workshops, offices, dressing rooms, water studios, and 360° LED-screen studios.** This infrastructure is adapted for major productions and is found mainly in Nice, Cannes, Martigues, and Marseille.
- A state-of-the-art film research, teaching, and operations hub at the Bastide Rouge in Cannes and the SATIS university faculty dedicated to audiovisual professions in Aubagne.

To learn more:



### MAJOR ADVANTAGES

- **PROVENCE, ALPS & CÔTE D'AZUR (FRENCH RIVIERA)**  
The region features three world-famous locations.
- **THE LAND OF FESTIVALS**  
Provence-Alpes-Côte d'Azur is home to more than 750 festivals and 1800 events dedicated to live performance. The 65 largest festivals welcome 2.6 million people every year.
- **A THRIVING HUB FOR CINEMA**  
The region is home to a quarter of all French film studios.
- **A VIBRANT CULTURAL ECOSYSTEM**  
The region has large cultural institutions, diverse tourist activities, a wealth of start-ups and SMEs in cultural and creative industries, and a growing number of facilities to accommodate important cultural events, sporting competitions, and conferences.
- **RAPID DEVELOPMENT OF DIGITAL & ANIMATION FILM**  
The film ecosystem includes the internationally renowned MoPA (Arles) and École des Nouvelles Images (Avignon) animation schools, a dozen animation studios, and four related digital development projects that are underway in the region.

### LEADING COMPANIES

ACTES SUD, BLACK & DARK EUPHORIA, CIRCUS, ELLIPSE ANIM, EXKEE, FESTIVAL D'AIX, FESTIVAL D'AVIGNON, GROUPE F, ICONIK, LES STUDIOS DE LA VICTORINE, PROVENCE STUDIOS, TNZPV, TOON FACTORY, VOXLER

### DYNAMIC REGIONAL ECOSYSTEM DRIVING GROWTH IN THE SECTOR

FOUR REGIONAL FRENCH TECH NETWORKS, AIX MARSEILLE UNIVERSITY, ARSUD PLATFORM, BASTIDE ROUGE, CAMPUS DES MÉTIERS ET DES QUALIFICATIONS FOR CULTURAL AND CREATIVE INDUSTRIES, ECOLE DES NOUVELLES IMAGES, MOPA ARLES, CULTURE AND HERITAGE CLUSTER, BELLE-DE-MAI MEDIA HUB, UNIVERSITY CÔTE D'AZUR, UNIVERSITY OF AVIGNON, SUDANIM NETWORK

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*In Provence, we have experienced film crews, fantastic lighting, top road and airport infrastructure, the TGV high-speed train for easy access, landscapes that can be used for all kinds of natural settings, and extraordinary locations that can make you feel like you're in Africa or on the moon. With the Provence Studios complex in Martigues, there are 22 hectares of dedicated facilities with several film sets including a 2 400m<sup>2</sup> green screen studio, workshops for stage and set construction, permanent sets, and two backlots of 18 000m<sup>2</sup> for outside sets. This is the ideal place for the cinema.*

**OLIVIER MARCHETTI**  
President of Provence Studios, Martigues

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

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