

## WHY INVEST IN THE SUD PROVENCE-ALPES-CÔTE D'AZUR REGION?

### BECOMING THE 1<sup>ST</sup> REGION IN EUROPE TO MEET THE COP 21 AGREEMENTS THE "ONE STEP AHEAD" CLIMATE PROGRAM

- Zero plastic by 2030
- Carbon neutral by 2050
- Renewable energies: major Smart grid, hydropower and solar energy infrastructure (#1 French region in terms of sunny days). Also, significant investments to develop the hydrogen chain for green energy projects.

Calanques – Marseille



Sophia Antipolis – Nice

### THE SUD REGION: HOST OF ITER MAJOR GLOBAL SCIENTIFIC RESEARCH PROJECT TO DEVELOP NUCLEAR FUSION FOR UNLIMITED CLEAN ENERGY – 35 PARTICIPATING COUNTRIES AND MORE THAN €20 BILLION IN INVESTMENTS



ITER at Cadarache

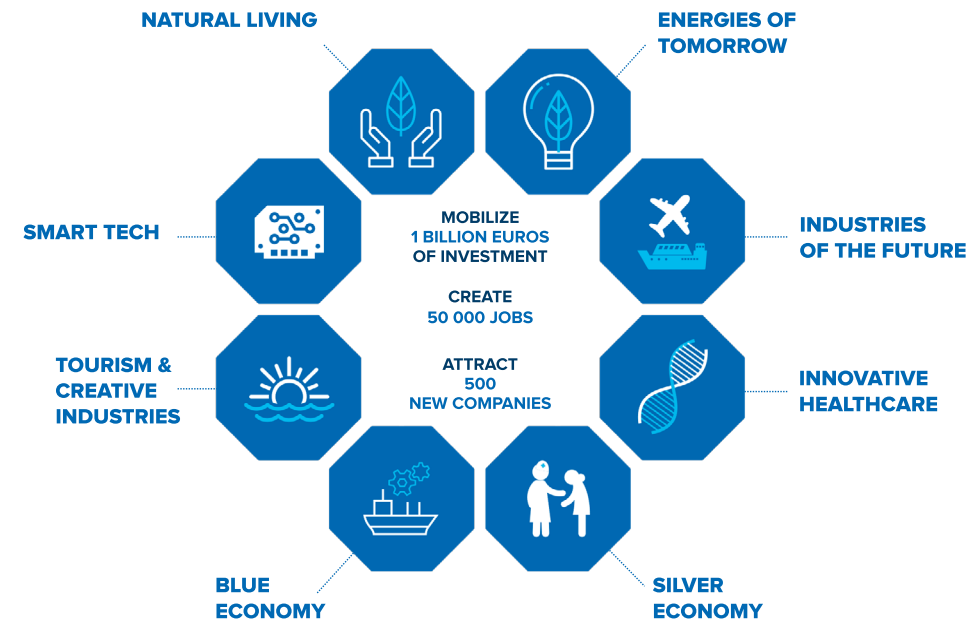
### SUSTAINABLE INVESTMENT OPPORTUNITIES IN ICONIC PROJECTS

- EUROMÉDITERRANÉE: the biggest urban renewal & economic development operation in Europe with a total investment of €14 billion
- ÉCO-VALLÉE PLAINE DU VAR: a global investment of €2.5 billion with 10 000 companies and 3 million square meters for offices and businesses
- PIICTO: a world-class infrastructure to develop industries with 1200 hectares of land available, in the heart of the Port of Marseille-Fos
- SOPHIA ANTIPOLIS: the largest science and technology park in Europe with 1450 establishments and 31 000 jobs

## 8 SECTORS OF EXCELLENCE AND A WIDE POOL OF LOCAL & GLOBAL TALENT

### THEY'VE CHOSEN THE SUD REGION

- Airbus Helicopters
- CMA CGM
- L'Occitane
- Thales
- Dassault
- Naval Group
- Saint-Gobain
- Amadeus
- Malongo ARM
- Symphony
- Infosys
- Expedia
- Voyage Privé
- Haribo
- STMicroelectronics
- ArcelorMittal...



### ALL THE TALENT AND EXPERTISE YOU NEED TO MAKE YOUR PROJECT A SUCCESS

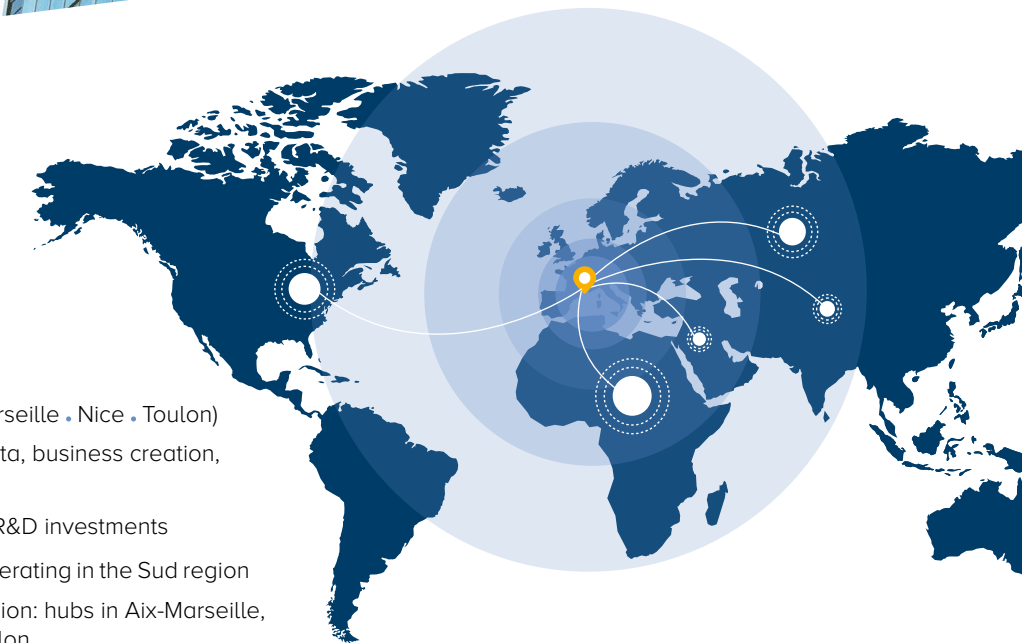


- **2 million** active workers from 160 countries
- **4** universities (including Aix-Marseille University – #1 French university), **170 000** students and the **#2** region for PhD students
- **29 000** researchers in R&D jobs

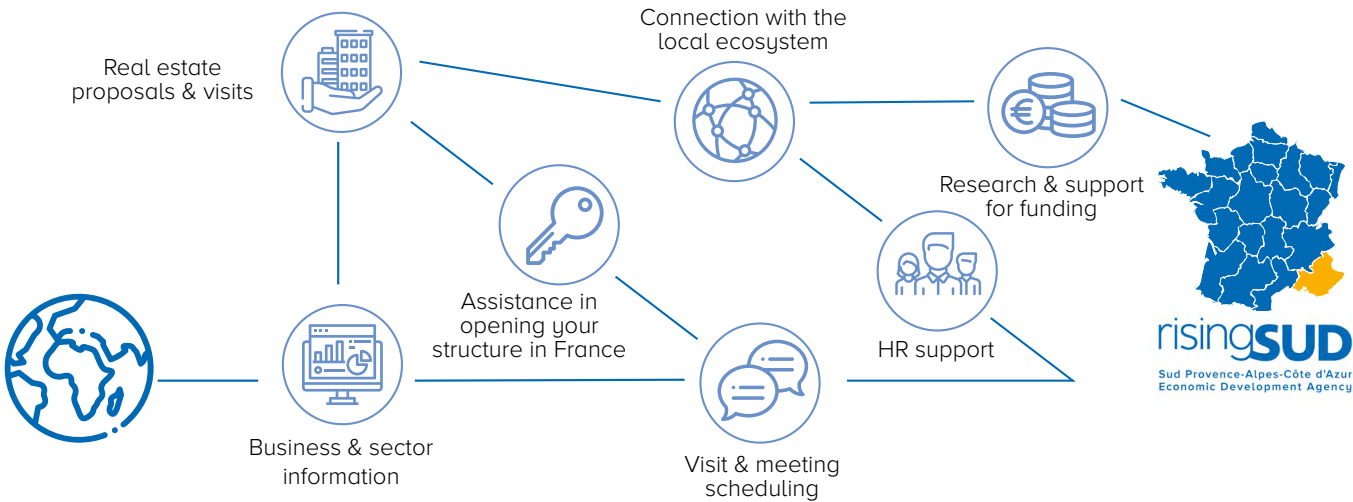
thecamp – Aix-en-Provence

### A HUB FOR PEOPLE, DATA, AND GOODS

- **5 million** inhabitants
- **4** major metro areas (Avignon • Marseille • Nice • Toulon)
- **#3** French region for GDP per capita, business creation, and new jobs
- **#2** French region for international R&D investments
- **2300** international companies operating in the Sud region
- French Tech network in the Sud region: hubs in Aix-Marseille, Nice-Côte d'Azur, Avignon, and Toulon
- **More than 15** subsea fiber optic cables linking Asia, Africa, and Europe land in Marseille making it a Top 10 digital hub that provides connectivity for 4.5 billion people



LOCAL EXPERTS COMMITTED TO YOUR  
SUCCESS!  
FREE ASSISTANCE FOR ALL PHASES OF YOUR  
DEVELOPMENT IN FRANCE



**INVESTMENT TEAM**

**Anne-Charlotte DEBARBIEUX**  
FDI Expert  
acdebarbieux@risingsud.fr

**Amine BENNANI**  
International Project Manager  
abennani@risingsud.fr

**Annabelle LEROY**  
Skills and Talents Project Manager  
aleroy@risingsud.fr

IN SUMMARY

- Ideal Location
- Open to Talent & Innovation
- Top Work-Life Balance

WHAT MAKES THE DIFFERENCE?

A LEGENDARY LIFESTYLE  
FOR A PERFECT WORK-LIFE BALANCE

- **Unique European landscapes** that combine mountains and sea
- **300** sunny days per year
- **#1** French region for business & leisure tourism: **34 million** visitors a year
- **2200** classified historical monuments and cultural sites
- **5 UNESCO** World Heritage sites
- **220** festivals including Cannes (film), Avignon (theatre), and Arles (photography)

The ski area in Les Orres

Saint Paul de Vence – South of France

WORLD-CLASS EVENTS TO MAKE YOUR BUSINESS  
SHINE INTERNATIONALLY

- 2024 Olympic Games: Marseille to host the sailing and football competitions
- Formula One: French Grand Prix held in Le Castellet near Toulon
- IPEM: the greatest private capital equity trade exhibition in Europe
- MIPIM: the world's leading trade show for real estate professionals



City of Cannes

INVEST IN  
**REGION SUD**  
More Than a Region, a Future