



Provence Promotion  
*The leading Southern Europe Agency*



# START IN PROVENCE

## HOME SWEET HOME





# PROVENCE PROMOTION A CULTURE PRO ENTREPRENEURSHIP

- Home Sweet Home

- ✓ Program unique in France
- ✓ The french expatriates in the world
- ✓ 4 targeted pools (Silicon Valley, NY, Montreal, Singapore)
- ✓ 35 success stories since 2004
- ✓ 3 workshops per year abroad

- Start In Provence

- ✓ Program open to all entrepreneurs committed to innovation
- ✓ 105 new companies launched
- ✓ 50 % in the IT
- ✓ Over 50 professional partners in Provence



# Let Provence work for you

- **Workshops and on-site meetings in:**
  - USA : Boston, Silicon Valley
  - Canada : Montreal
  - UK : London
  - France : Paris
- **Home Sweet Home**
  - A program tailored to French expatriates
- **Young Entrepreneurs Initiative**



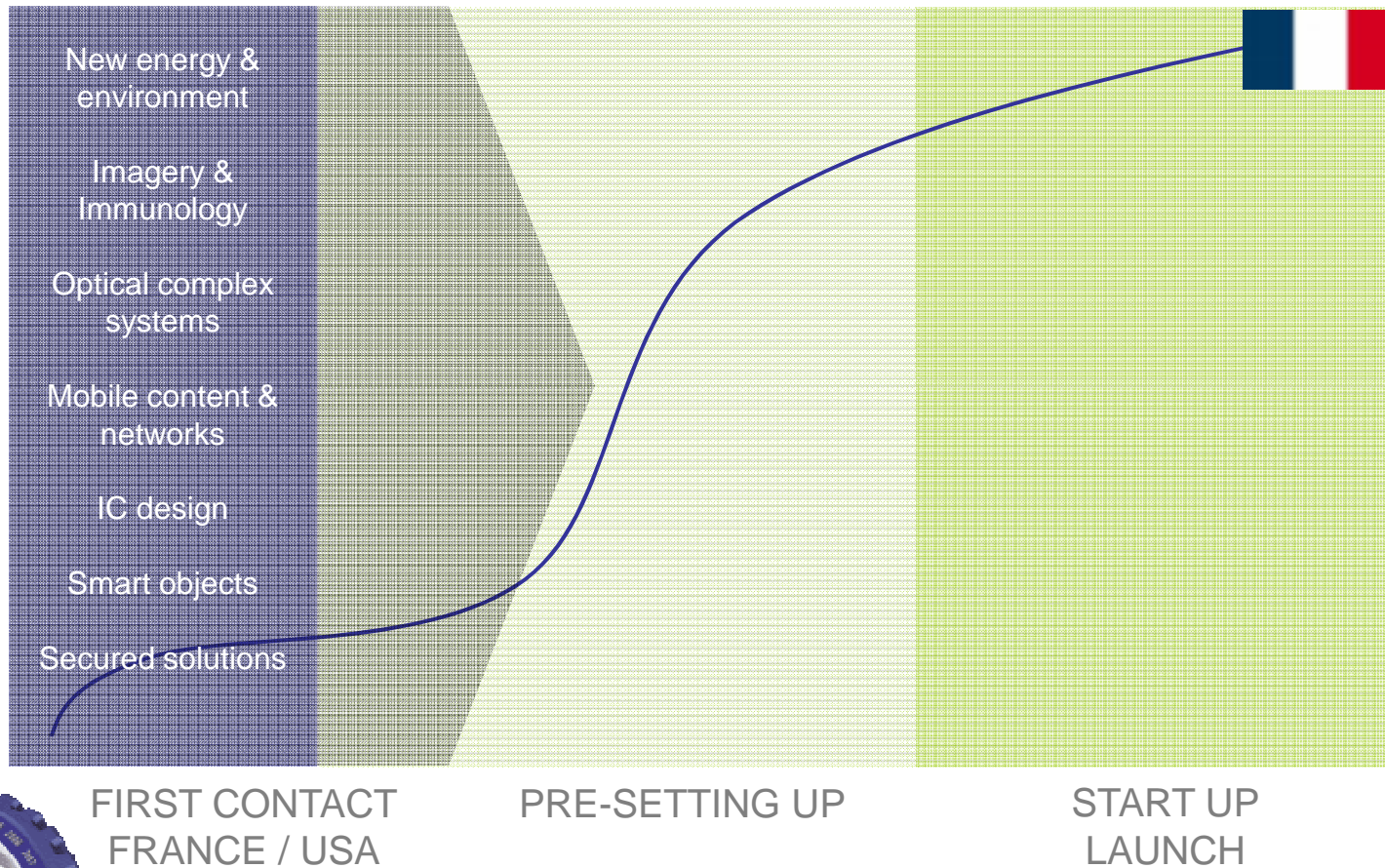
# Start in Provence

- **Non profit network**
  - Managed by **Provence Promotion**, Economic Development Agency
- **150 public and private partners**
  - Businesses & business clusters
  - Incubators & entrepreneur networks
  - Research institutes
  - Financial services
  - Public funds
  - Consultants
  - Venture Capital
  - and more...
- **Young Entrepreneurs Initiative**
  - Co founder with the french ministry



# Supporting startup and innovation

## HOME SWEET HOME – START IN PROVENCE



# Mission

- **One Stop Shop** for business set-up and development
  - To facilitate startup and initial business development
  - To support the creation of employment in Provence
- **What can you expect?**
  - A single point of contact
  - Professional, confidential service
  - Focus on startup and innovation
  - Access to a network of proactive public and private partners
  - 24 h availability on your project
  - A support to make your tour in Provence

## One Stop Shop

- Feasibility study, preparation of specifications
- Regulatory and fiscal advice
- R & D introduction
- Administrative formalities
- Location of premises
- Private and Public Funding
- Location of suppliers and services
- Assistance with local authorities
- Recruitment
- Relocation : housing, schools, job search
- Early development, integration

# Meeting your needs

## 1. Feasibility study

- A Start in Provence expert works with you to facilitate an initial study that meets **your requirements**

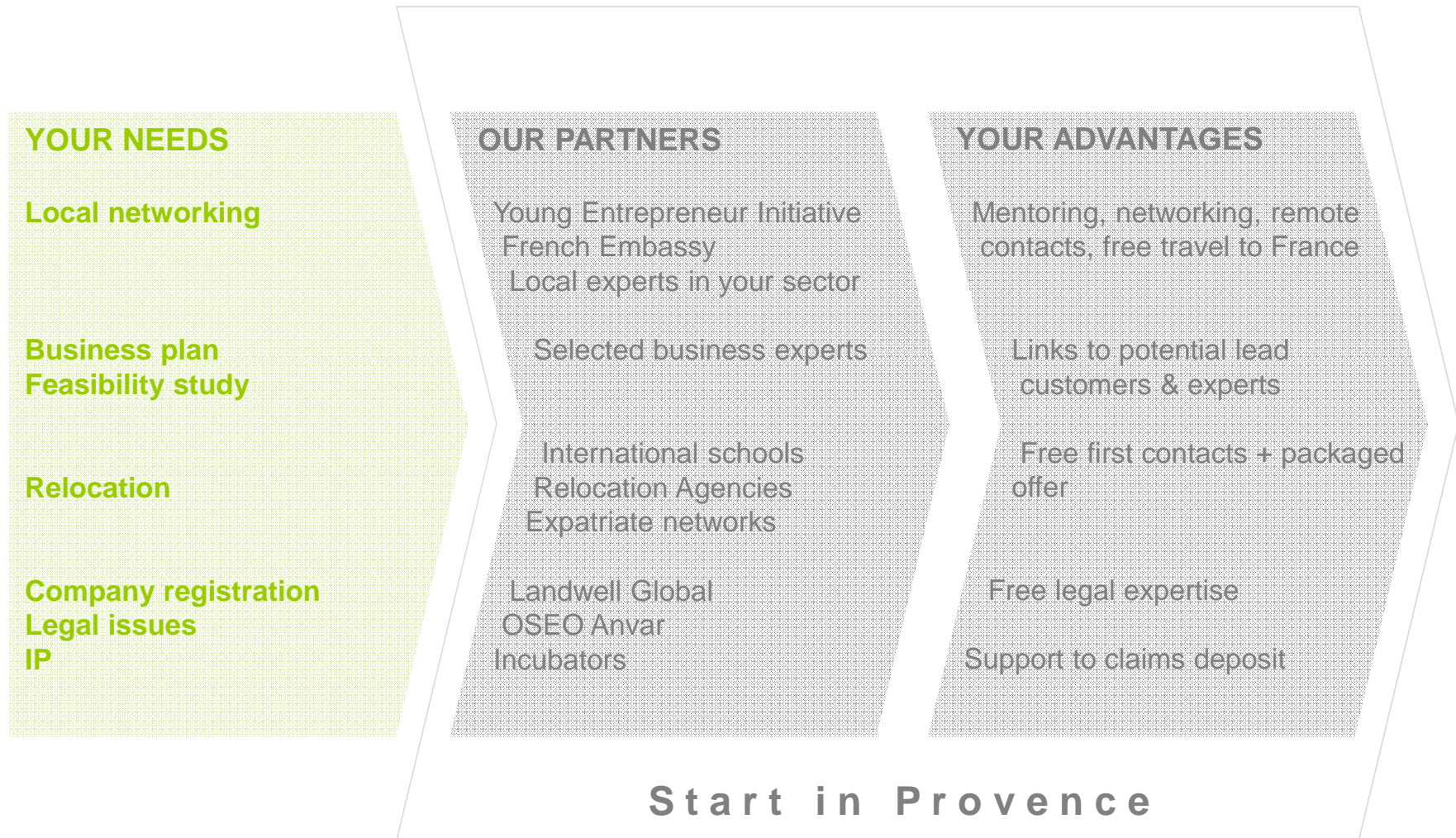
## 2. Starting a company

- Use Start in Provence's remote support services to contact its network of public and private **partners**

## 3. Early development

- Take advantage of the **benefits** available through public and private partners
  - Fast track business development programs
  - Funding and incentive programs on R&D
  - European schemes and project assistance

# 1. First contact and feasibility study



## 2. Pre-setting up process



### 3. Launch and early development

#### YOUR NEEDS

Product development,  
Hardware investment,  
Software, Consulting

Business Development  
Locate VLAs and lead  
customers

R&D Investment  
(pre-industrialization)  
French & Euro R&D Program

#### PARTNERS

Technology clusters, Regional  
council, Charbonnages de  
France, Sofirem

Incubators & business parks  
Venture Capitalists

ANVAR  
State & Europe

#### BENEFITS

Shared platforms & costs  
Shared R&D & consulting  
Investment grants (15-25%)

Local networking  
Business Development  
Missions in Europe, Asia &  
Mediterranean

-50% of eligible spend  
50% of eligible spend >€200k

Start in Provence

# Incubators (1)

## **Belle de Mai Multimedia Incubator**

**Dedicated to multimedia and IT projects**

Located in Marseille  
Next to the Main Train Station  
20 kms from the Marseille-Provence airport

<http://www.belledemai.org/>



## **Impulse Incubator**

**Dedicated to science of engineering and life sciences projects**

Located in Marseille  
10 kms from the Main Train Station  
20 kms from the Marseille-Provence airport

<http://www.incubateur-impulse.com/>



## Incubators (2)

### Grand Luminy Technopole Incubator

**3300 m<sup>2</sup> of offices and labs dedicated to Life Sciences & Biotechnology Projects**

Located in Marseille on Luminy campus

15 kms from the Main Train Station

35 kms from the Marseille-Provence airport

<http://www.agl.univ-mrs.fr/>



### Meyreuil Incubator

**1635 m<sup>2</sup> and 37 offices for IT, Microelectronics projects**

Between Marseille and Aix-en-Provence

22 kms from the Marseille-Provence Airport

7,4 kms from Aix-en-Provence HST Train station



And also: Marseille Innovation Incubators, CEEI Provence Incubator...

# Incentives

## Regional incentives

- DAP, public seed fund up to 40000€ – DAP, Mission FIBM
- Interest-free loan of up to 75000 € - PRCE, Regional Council
- Interest-free loan of up to 150000 € for Innovative projects - PRCI, Regional Council
- Free coaching ensured by experienced entrepreneurs – Réseau Entreprendre Paca
- Up to 60 % off the costs of collaborative R&D projects – SCS Cluster
- Services dedicated to companies which are creating new jobs (selection of candidates, training..) – Paca Mode d'Emploi

## National incentives / innovation

- Interest-free loans without warranties – OSEO
- A total business tax exemption for 3 years, followed by a 50% exemption during the next two years for young innovative start-ups - Jeune Entreprise Innovante
  - Reduced social security charges for R&D staff of innovative start-ups - Jeune Entreprise Innovante
  - 50% off the yearly costs of engineers recruited for R&D activities (up to 25000 €) - OSEO
  - 10 % off the yearly R&D costs - Crédit Impôt Recherche
  - 20 % of the investments in the IT network - Crédit d'Impôt Nouvelles technologies

## Home Sweet Home special package

- help for personal relocation, staff relocation (nursery, international school, home, social networks...)
- Free tax and legal advice - Landwell/PWC, Ernst&Young
- Free Round Trip to Provence

# Provence: A Strategic Position at the Heart of the Mediterranean Arc



# A Region Open to the World

## Marseille-Provence: An International Airport

- 3<sup>rd</sup> most important airport in France : 6.9 million passengers in 2007
- 2<sup>nd</sup> French airport for freight: 51,420 tons in 2007
- 74 towns directly linked to 28 countries
- 38 regular airline companies
- MP2: 1<sup>st</sup> low-cost air terminal in Europe



## Train

**3:00 to Paris – 1:30 to Lyon**

- 22 million passengers a year
- 3 stations: Aix-en-Provence, Marseille and Avignon
- 17 trains each way every day
- Marseille-Paris: 3 hours
- Marseille-Brussels: 5 hours



## Local Transportation

**Modern Tramway Transportation System**  
**Efficient Bus Transportation System**



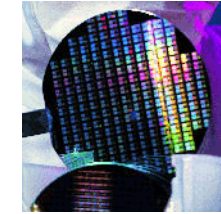
# Provence: A Diversified Economy, A Wealth of Skills



Energy



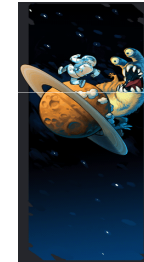
Optics – Photonics



Life Sciences



Multimedia Content



Microelectronics

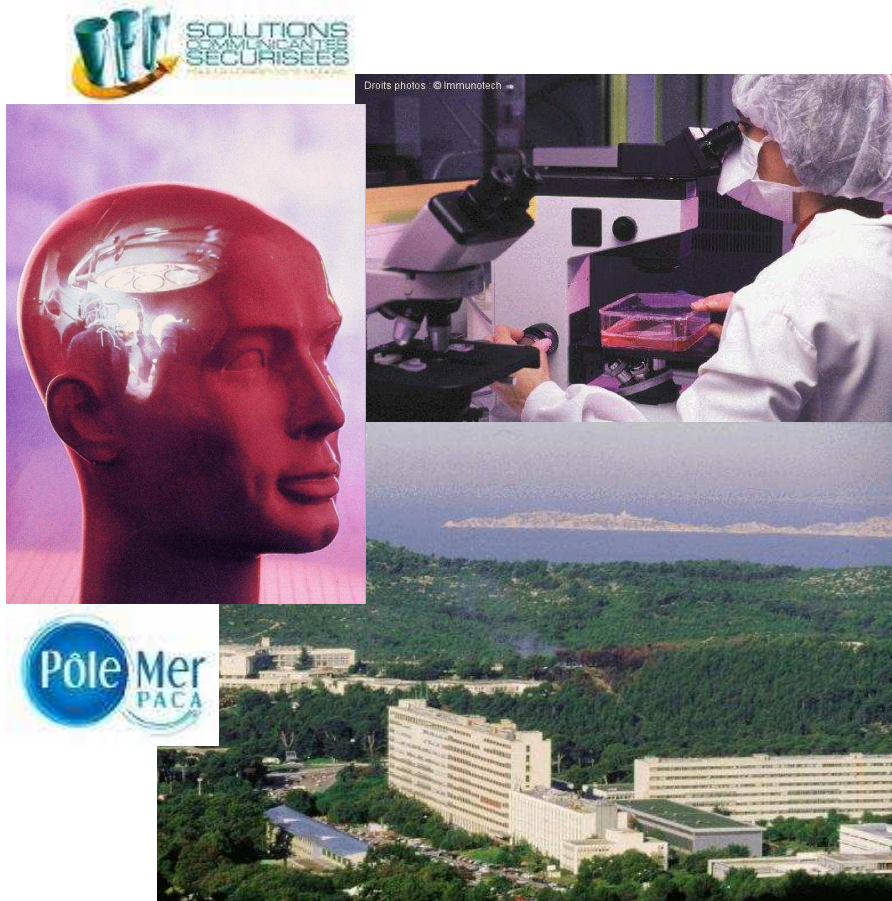


Telecommunications & Software

Aeronautics



# Research & Development: An Innovative Region



- **Taken forward by sectors of excellence:** chemicals, logistics, aeronautics, optics – photonics, microelectronic, biotechnology, ICT, energy and sustainable development, agri-food, textiles, etc.
- **Based on 9 clusters with seals of approval**  
two of which are world-level (SCS and Maritime)
- **And on international-level laboratories:**  
CNRS, INRA, CEA, IFREMER, INSERM...
- **Making it the second main research pole in France:**  
with 10,000 researchers, 850 public laboratories

*Photographs: Immunotech/XRD/Grand Luminy*

# Recruitment

Second largest employment base in France after the Paris region  
For example: IT Sector

## A cosmopolitan area

86.000 EU citizens (other than French)  
47.000 Multilingual Job Seekers

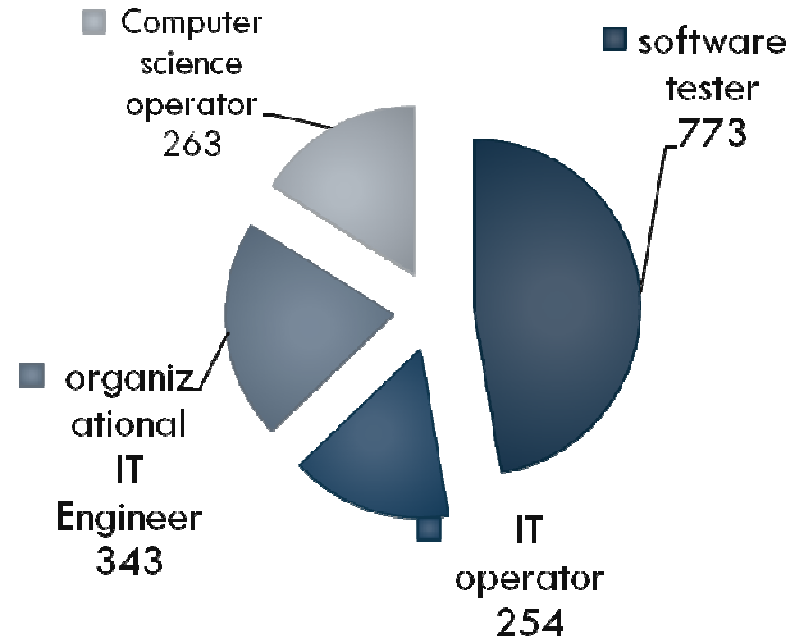
## Important IT pool

1633 job seekers in the IT industry

## Sales & marketing

1900 job seekers  
- 630 marketing assistant  
-1270 Sales manager

IT Job seekers



Source : Paca Mode d'Emploi, december 08

# A Young and Qualified Population



Photograph: PAD



**"Plan Campus" label** obtained by the **Aix-Marseille project** for the **future only University**

*(health, science and technology, economics, management, law and political sciences, arts and social sciences)*

- **More than 100,000 students**
- **12 higher education establishments, including:**
  - Centrale Marseille
  - Euromed School of Management
  - Institut d'Etudes Politiques
  - Ecole Nationale Supérieure des Arts et Métiers
  - Ecole de l'Air
  - Polytech' Marseille
  - Supinfocom Arles
  - Centre microélectronique de Provence G. Charpak...

# Living - International schools

## France's second highest concentration of international schools

School	Location	Type (2 – 4 year)
CIPEC (Centre International Privé pour l'Education et la Culture)	LUYNES	Nursery and primary school
EPIM (Ecole Privee Internationale de Marseille)	MARSEILLE	Nursery and primary school
International Shool of Manosque As part of ITER project	MANOSQUE	Primary and secondary school
IBS ( International Bilingual School of Provence)	LUYNES	Primary and secondary school
Val Saint André	AIX EN PROVENCE	Primary and secondary school
Collège Mignet	AIX-EN-PROVENCE	Secondary school International section (bilingual English-French)
Marseilleveyre High School	MARSEILLE	State high school International classes with Italian or Spanish options
Georges Duby High School	LUYNES	State high school English and German international sections

# Living - Housing prices

Provence offers a large choice of living styles :

## Marseille

For sale : 2503 €/m<sup>2</sup>/year

Rent : 11,1 €/m<sup>2</sup>/year



## Gardanne / Meyreuil

For sale : 1663 €/m<sup>2</sup>/year

Rent : 12,6 €/m<sup>2</sup>/year



## Aix-en-Provence

For sale : 3616 €/m<sup>2</sup>/year

Rent : 14,2 €/m<sup>2</sup>/year

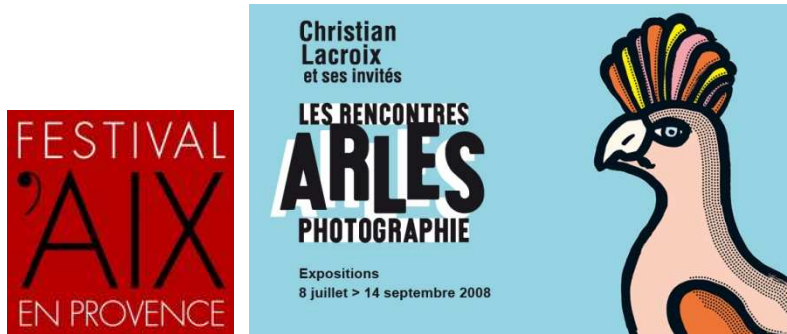


## An Exceptional Lifestyle and a Wonderful Climate



- Mediterranean climate: 300 days of sun per year
- Landscapes immortalised by Cezanne, Van Gogh, and Braque
- 200,000 hectares of green space in the county (for a total surface area of 550,000 hectares)
- The calanques (rocky inlets): listed site of 4,000 hectares, unique in Europe
- Ski resorts at an hour and a half's drive
- A strong culture of sport

# Rich and Dynamic Artistic and Cultural Activities



*Photographs: Marseille Provence  
2013/PAD/Festival  
d'Aix-en-Provence/Rencontres photographiques  
d'Arles/Docks des Suds*



A Major Event:  
Marseille  
European Capital  
of Culture in 2013

## Some Locations

- The “Pavillon Noir” in Aix-en-Provence, temple of contemporary dance
- The Marseille Opera
- The Musée Arles Antique...

## Some Activities

- Picasso-Cézanne 2009 Exhibition in Aix-en-Provence
- Arles Photography Exhibition
- Fiesta des Suds at Marseille
- International Piano Festival of Roque d'Anthéron...

## Start in Provence : Success Stories

- More than 105 startups in Provence since 2003
- 8 National Innovation Awards
- 40% of projects from USA
- Partnership with ESCP, INSEAD, HEC...

## 86 companies and 1407 jobs created

Company	Country of origin
MODUL BIO	USA
COMPARIO	France
ASPECT SOFTWARE	Canada
ITAG - US	Canada
FREIGHTGATE	USA
NILY TECHNOLOGIES	USA
CADENCE DESIGN SYSTEMS	USA
KEYSTONE	USA
EURAM	USA
OZ BIOSCIENCES	USA
TELESOFT	USA
EASTWEB MARKETING LTD	UK
SINGLEWORLD	Canada
FIATLUX	France
EDUNEO	France
MICROVITAE	France
IN VISION	France
SFT	France
INSEAL TECHNOLOGIES	USA
MBU	France
BIO MSI	France
SYNERGY CAD PROBE	France
INSILICIO	USA
N-GEN	USA
MOBILE DISTILLERY	France
PHARMAXON	France
LARAN RFID	UK

## 86 companies and 1407 jobs created

Company	Country of origin
IP Fone	USA
IKANOS	USA
CEROC	UK
IN VIVO SCRIBE	USA
STREAMJOBS	USA
HYPTIQUE	Canada
AKOMPAS	USA
PERRUCA	France
SPORTSTEC INTERNATIONAL	Australie
SUPERSONIC	USA
VIRTUAL DIVE	USA
E LYCEE	USA
DYNAMIC 3D	France
AVICEND	France
MEDIA NOMAD	USA
COMADEV	France
DIGDASH	USA
ESE Provence	Belgique
EXKEE	France
GRANIXE	UK
KALIFEYE	France
MOBILYSIM	France
INSIDECONTACTLESS 2	France
JOB IN LIVE	France
LEGOFF	France
NOVADEM	France
CLASSIP	USA
TAPAS	Espagne
SPINROC	USA

# 86 companies and 1407 jobs created

Company	Country of origin
KAM CONTROL	USA
TWINLIX	UK
SETECOM	France
SP3H	France
BAZILE TELECOM	USA
COMPERIENCE SIMPELIS	France
SOACSY	France
WATCHDATA	Chine
NETBUZZ	France
THE BAKERY ANIMATION	USA
ESSENTIA	France
BLACK MIRROR	Netherlands
ICDD	France
LUBERON SERVICES	France
INDEEGO GAMES	France
NEOWAVE	France
OPSYSE	USA
ALLIED HEALTH	France
PHILIPPE BLOCH CONSEIL	USA
PRODOMO	France
INTERNATIONAL PARENTS	France
MED EVENT	France
MOBILE COMPLETE - PMC	USA
PEREN IT	France
STATION OMD	France
TROUVEA	France
NIGEL BROWN CONSULTING	Italie
OPTISOLAR	USA
A-CORROS 2	USA
COMLINKS	France



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