



TEAM  
CÔTE  
D'AZUR

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# ATTRACTING DIRECT INVESTMENT TO CÔTE D'AZUR

2019 REVIEW

CONNECT



LOCATE



HIRE



FUND



COMMUNICATE



## A WORD FROM TEAM CÔTE D'AZUR'S REPRESENTATIVES

Sea, countryside, mountains. Blue, green and white... And a world of colors. This is a place where nature has dressed in all her finery to encourage the whole world to come experience what the locals enjoy every day.

The locals realize that nature is their most important asset. They know it must be preserved if it is to be shared, including with those who come here hatch and grow their talents. To share and conserve this land, it needs careful stewardship. By following the principles of sustainable development and care for both nature and humans, an Eco-Valley has been created in the Plaine du Var, in the administrative area of Métropole Nice Côte d'Azur. It blends office space, housing and leisure facilities with natural landscapes and farm land, all served by a network of trams, currently under deployment.

The term 'sustainable development' includes the word development; Development is only possible if we enrich the soil. This is why the role of attracting exogenous companies and talent to help enrich our region has been entrusted to Team Côte d'Azur.

The economic development agency is doing an excellent job, and given the results, we are very pleased to renew our confidence in its teams, year after year.

### CHRISTIAN ESTROSI

President of the Métropole Nice Côte d'Azur /  
Vice President of the Provence-Alpes-Côte d'Azur Region

In drawing up its Regional Plan for Economic Development, Innovation and Internationalization (SRDEII), the Provence-Alpes-Côte d'Azur has set its sights on excellence by adopting a specialization strategy capable of increasing the attractiveness of the region for firms, investors and major events, all to drive and develop a healthy job market. This policy has taken shape around 8 Regional Interest Projects (OIRs), which have been set up to meet the major challenges in the Région Sud (Southern Region), such as environment, nutrition, health & ageing, societal digitalization and industrial changes. These major areas of our strategy aim to differentiate our region to make it more visible, understandable and therefore ensure the region becomes more attractive for investors. Deliberate inbound development is very clearly one of SRDEII's objectives.

To do this, the Southern Region is well placed to meet these challenges: it is blessed with ample talent, industry sectors, a huge entrepreneurial pool and a strong reputation via our 3 global brands: Provence, Alps and Côte d'Azur.

By pursuing an economic policy at the grassroots, that meets companies' needs as closely as possible, the Southern Region has given itself, along with its partners, including Team Côte d'Azur, every chance of achieving its objective: to work together in bringing success to the region.

### RENAUD MUSELIER

President of the Provence-Alpes-Côte d'Azur Region /  
President of Régions de France



2019 once again confirmed that Côte d'Azur is an attractive region for foreign investors through its excellent results for foreign companies setting up in the region, and especially through foreign direct investment. Team Côte d'Azur is helping to develop and strengthen Côte d'Azur's leading sectors (environmental technology, life sciences and information technology), particularly in the most promising markets for our region's future (Smart Vehicle, Smart City, Fintech and the Silver Economy).

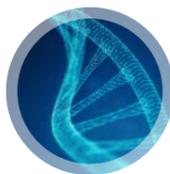


Attracting talent is at the heart of Team Côte d'Azur's work, by coordinating with the Nice Côte d'Azur Chamber of Commerce and Industry (CCI Nice Côte d'Azur), to help with the administrative procedures for obtaining residence permits. Côte d'Azur e-DRH supplements this plan by helping firms acquire the skills they need to develop in the region. CCI Nice Côte d'Azur also deploys specific measures for sectors under pressure such as digital technology, with for example the Talent in Tech project organized with Communauté d'agglomération de Sophia Antipolis (CASA) and Région Sud, which includes job-dating events, career guidance and conferences.



Through Team Côte d'Azur, the different partners are demonstrating that 'working together' is the key to effectively developing foreign direct investment.

**JEAN-PIERRE SAVARINO**  
President of CCI Nice Côte d'Azur



Sophia Antipolis proudly celebrated its 50th anniversary throughout 2019. Such pride comes not only from having been a European leader for decades, but also because our technological and industrial flagship is constantly investing in new technology sectors, often ahead of its competitors. As a result, Europe's largest science park is propelling the region to the top ranks - exactly where you need to be, to capitalize on your success.

Good examples include the Internet of Things (IoT), autonomous and ultra-smart electric vehicles and Artificial Intelligence



All the players in Sophia Antipolis contributed to organizing numerous events over the year to mark this 50th anniversary. However, Team Côte d'Azur was constantly on hand at every occasion, contributing its know-how and professionalism that has helped build its reputation over many years.

In 2019, 1,500 jobs were created, making it even more dynamic than previous years. We can now claim to have close to 40,000 jobs in the science park.

Among the year's highlights, a very steady flow of foreign-owned companies set up in Sophia Antipolis. This shows the ever-growing appeal of Sophia Antipolis and the ambitious and targeted initiatives of Team Côte d'Azur.



**JEAN LEONETTI**  
President of the Communauté d'Agglomération Sophia Antipolis /  
President of Syndicat Mixte Sophia Antipolis

## EDITORIALS

Côte d'Azur is blessed with a wealth of exceptional talent, drawn, or lured here by an equally exceptional environment. Environment can mean many things, but in this region, the natural environment is paramount. The quality and rich diversity of its landscapes undeniably makes it one of the most beautiful regions anywhere in the world in which to work. But we must not forget the economic environment, which we have been able to diversify and enrich over the years, to the point where we are now one of the most popular business destinations.

If Côte d'Azur has been able to overcome the challenges it faced, from being a purely tourist region a few decades ago, this is largely due to its ability to bring together the stakeholders 'who matter.' Thus, the IDEX obtained by the University Côte d'Azur in 2016, which has just been renewed in 2020, already demonstrated the effectiveness of this precious union of our stakeholders, whether they hail from the business community, the public sector or academia.

In 2019, the Government allocated one of the four French Interdisciplinary Artificial Intelligence Institutes (3IA) to Côte d'Azur, thus further strengthening the ecosystem's coherence to which no-one or no problem seems able to resist when presented with a united front. Team Côte d'Azur is the perfect expression of this coordinated approach, both through the quality of its representatives (Métropole Nice Côte d'Azur, Communauté d'Agglomération Sophia Antipolis (CASA), Nice Côte d'Azur Chamber of Commerce and Industry, Région Sud Provence-Alpes-Côte d'Azur), and through its effectiveness in attracting international leaders from their respective fields.

So essential for the future and attractiveness of our region, this is what our economic development agency has successfully focused on in 2019. And we can only encourage our teams to continue their efforts for the 2020 vintage, so that the results are even better!

**PHILIPPE PRADAL**  
President of Team Côte d'Azur

Côte d'Azur is undeniably an attractive business destination. Its achievements are even more significant since they deliver inspiring characteristics for our region's positioning and its specifically targeted attractiveness indicators. Out of the 30 newcomers (with 533 jobs expected within 3 years), 80% are international companies compared to just 43% in 2016. 49% of new foreign-owned firms setting up were from European firms in 2018 compared to 33% in 2019; At the same time, businesses from markets outside Europe increased from 13% to 47% with decisions coming from North America, South America, Russia, China, Tunisia, the United Arab Emirates and Sri Lanka.

In Europe, we also note the Brexit effect, which seems to be growing. In terms of sectors, 30% of new foreign-owned firms setting up are concentrated in our main target sector of Information & Communication Technology, while Healthcare and Biotechnology companies also marked very significant increase of 19% in 2018 and 37% in 2019.

Finally, the nature of these investment decisions confirms that we are a Research & Development region, accounting for 76% of decisions obtained in 2019 and a particularly significant trend for the region. More generally, we also observed a notable growth: 21 investment decisions were made (6 French, 15 foreign-owned firms), resulting in 737 jobs being created.

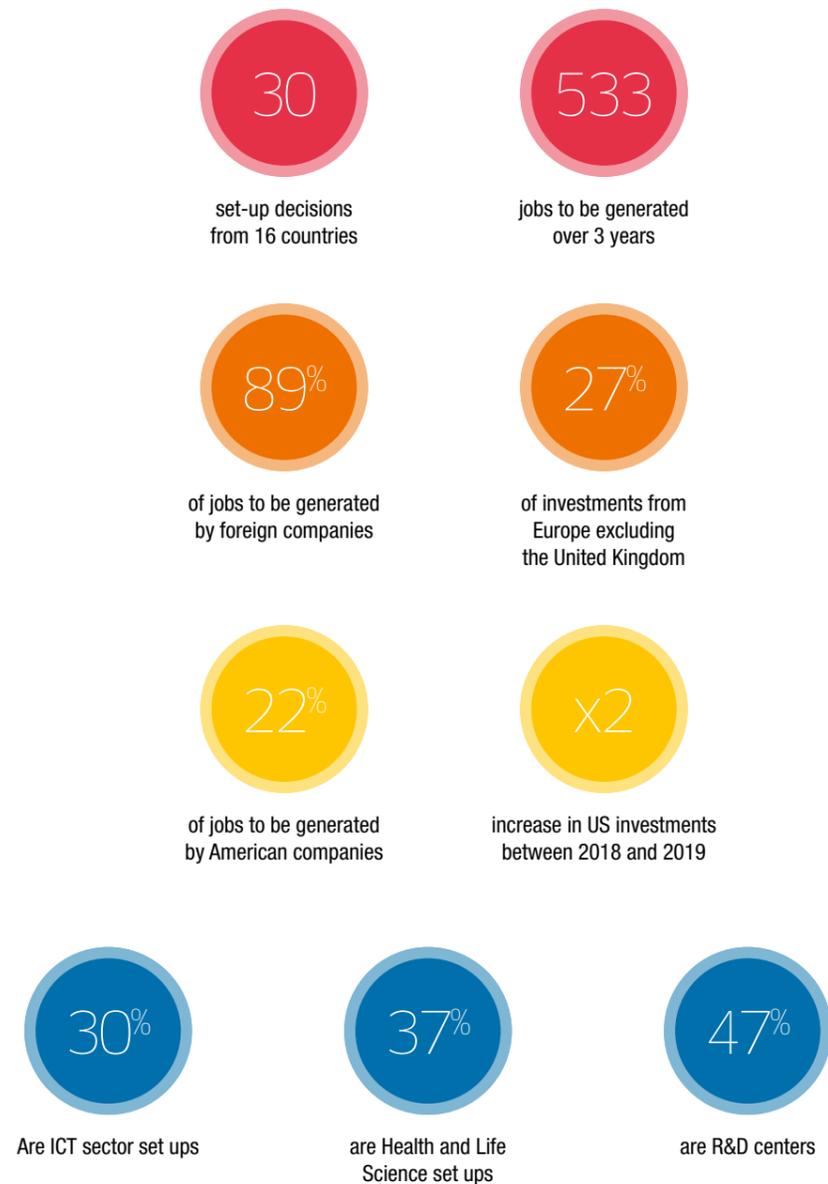
In summary, Côte d'Azur is reaffirming its visibility and its appeal for direct investments and high, added-value firms.

**PHILIPPE SERVETTI**  
Chief Executive Officer of Team Côte d'Azur

# DIRECT RESULTS OF TEAM CÔTE D'AZUR

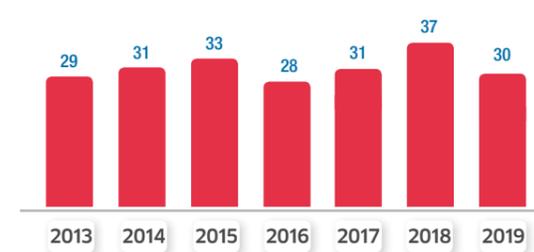
## 2019 REVIEW OF INVESTMENT DECISIONS

IN 2019, TEAM CÔTE D'AZUR SUPPORTED 30 INVESTMENT DECISIONS (NEW SET UPS AND EXPANSIONS) IN THE ALPES-MARITIMES, ACCOUNTING FOR 533 DIRECT JOBS TO BE CREATED OVER 3 YEARS, WITH A STRONG INTERNATIONAL COMPONENT.

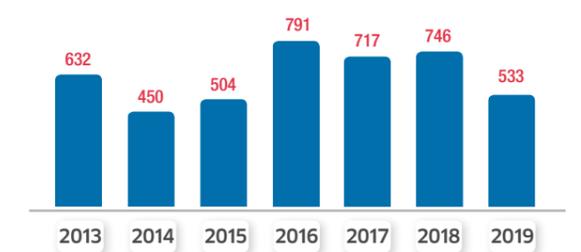


## KEY FIGURES

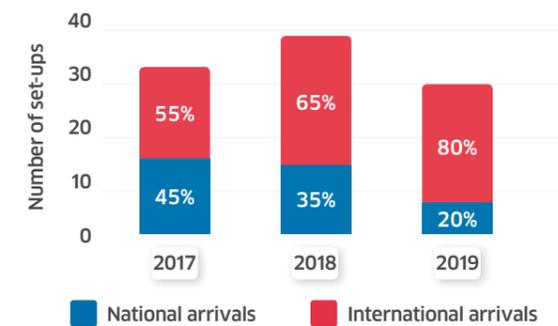
OVERVIEW OF NUMBER OF SUPPORTED SET UPS



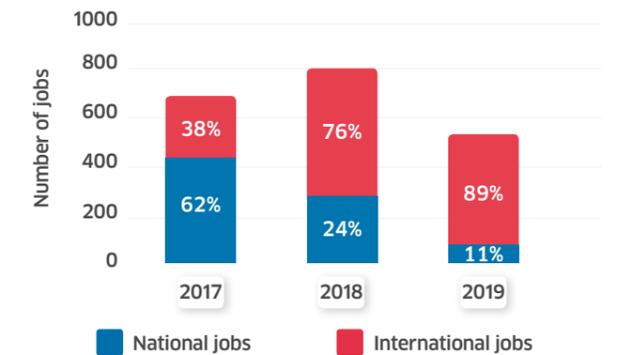
CHANGE IN JOBS GENERATED/MAINTAINED



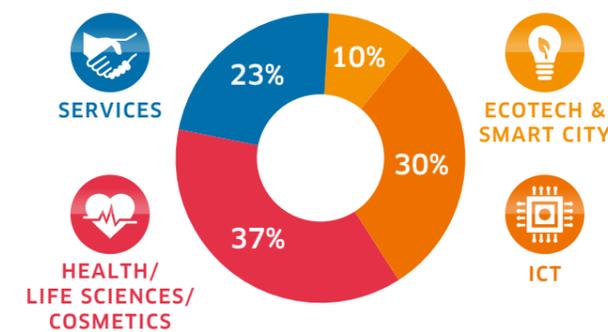
GROWTH IN INTERNATIONAL SET UPS OVER 3 YEARS



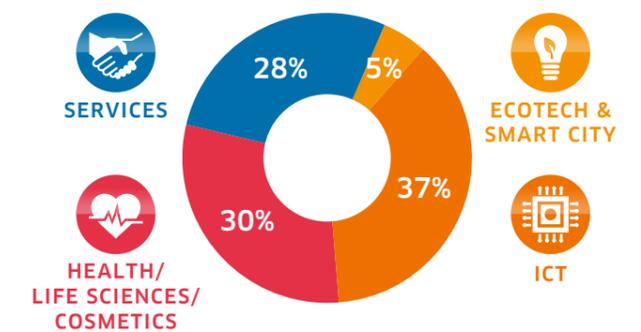
GROWTH IN THE SHARE OF JOBS GENERATED IN INTERNATIONAL COMPANIES OVER 3 YEARS



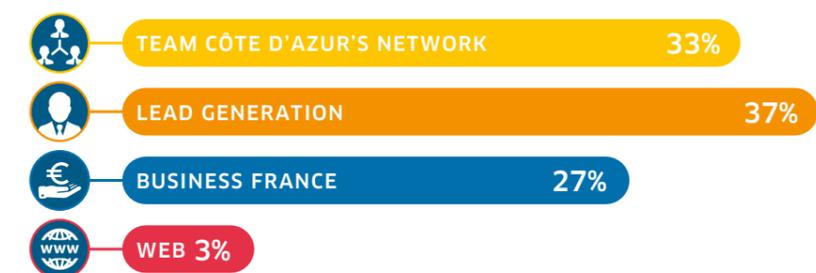
DISTRIBUTION OF SET-UPS BY SECTOR



DISTRIBUTION OF JOBS CREATED BY SECTOR

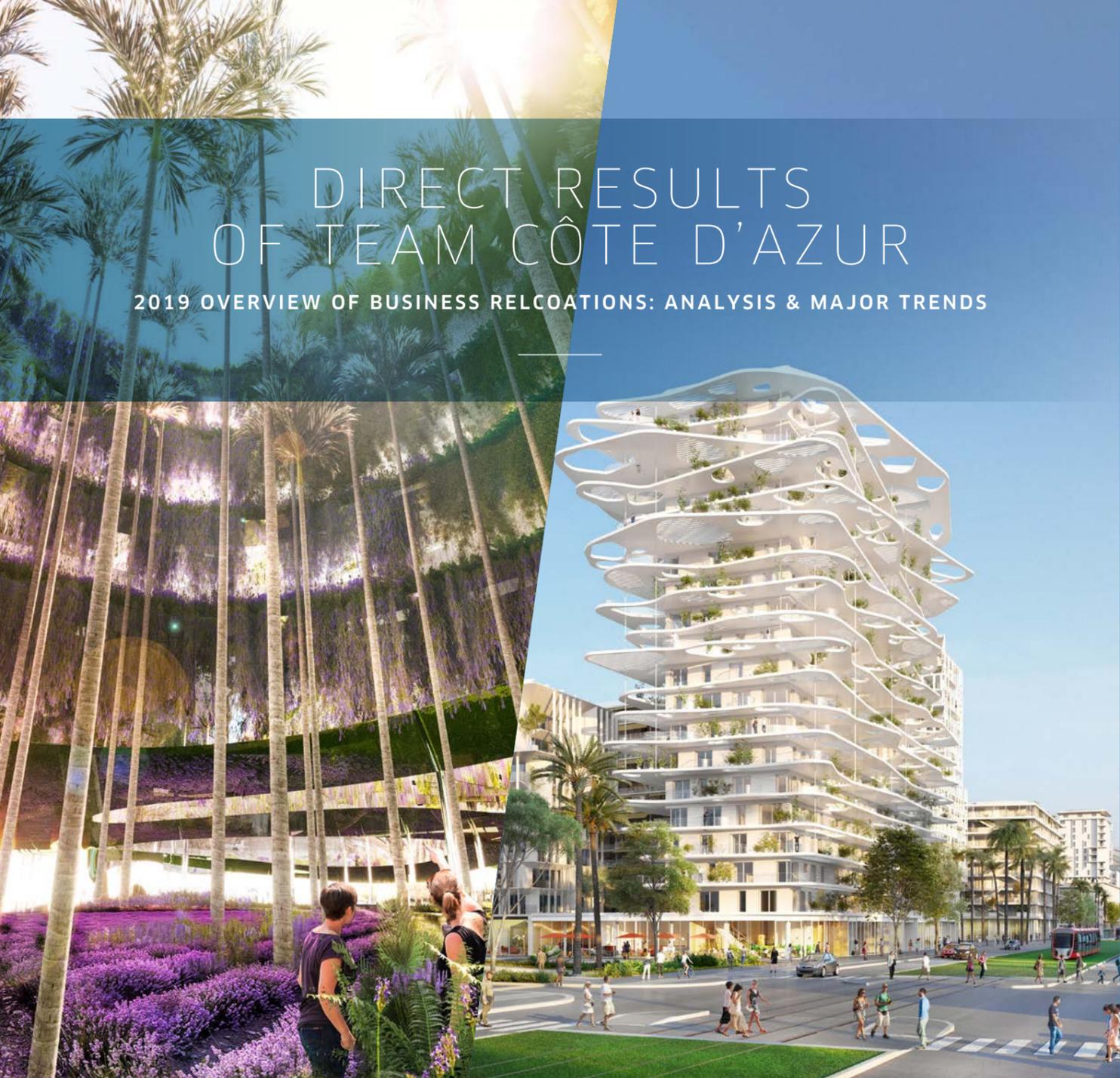


SOURCE OF INVESTMENT PROJECTS



# DIRECT RESULTS OF TEAM CÔTE D'AZUR

2019 OVERVIEW OF BUSINESS RELOCATIONS: ANALYSIS & MAJOR TRENDS



## SET-UP LOCATIONS

Almost 90% of Team Côte d'Azur's results found locations in the local authority areas of Communauté d'Agglomération Sophia Antipolis and Métropole Nice Côte d'Azur.



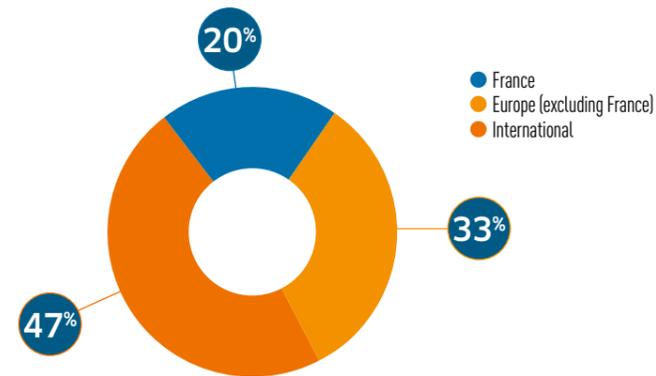
## MARKETS AND SECTORS

The Information and Communication Technologies (ICT) sector, which previously accounted for an overwhelming share of direct investment decisions, is now on an equal footing with the Life Sciences, Cleantech and Services sectors.

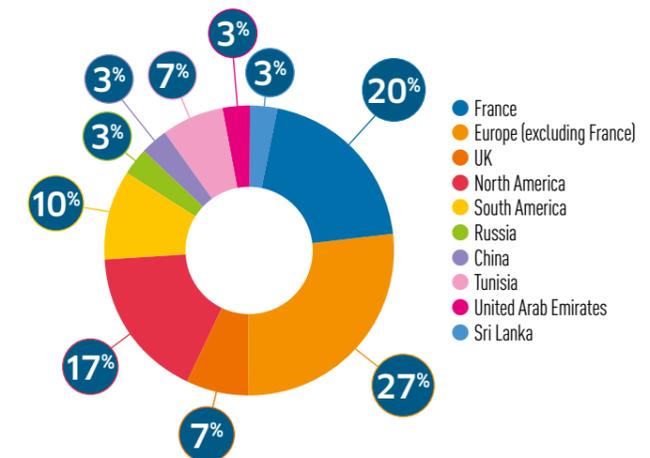
These results are due to our region's position and Team Côte d'Azur initiative to promote the region's R&D and technology; this includes structuring ecosystems to focus on the markets in which these technologies can be exploited.

## KEY FIGURES

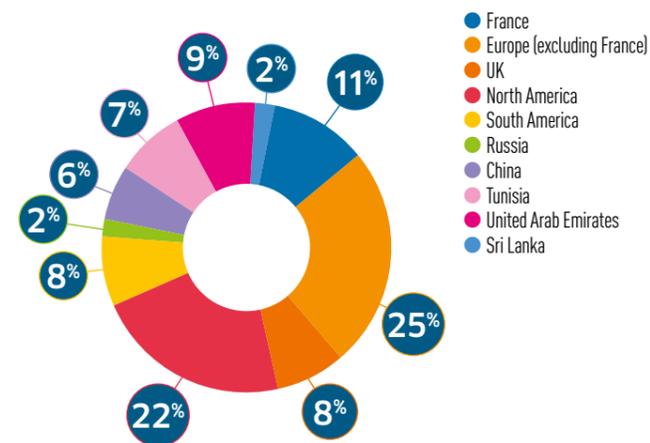
BROAD OVERVIEW OF GEOGRAPHICAL ORIGINS OF DIRECT INVESTMENTS



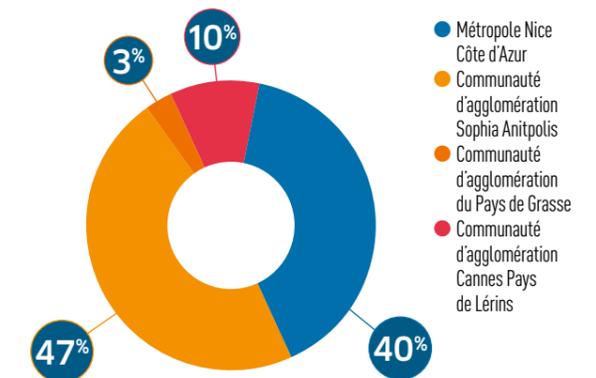
DETAILED GEOGRAPHICAL ORIGIN OF DIRECT INVESTMENTS



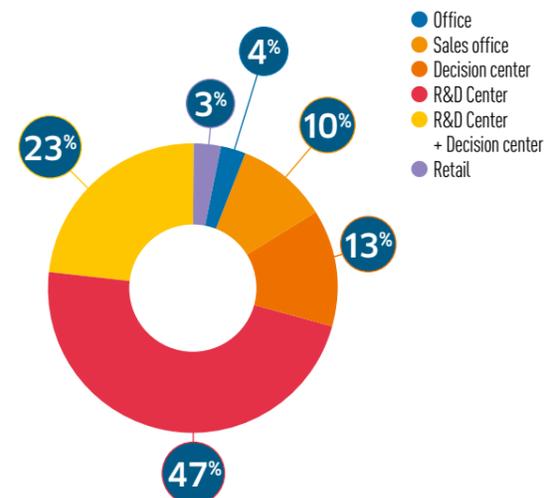
GEOGRAPHICAL ORIGIN OF JOBS CREATED



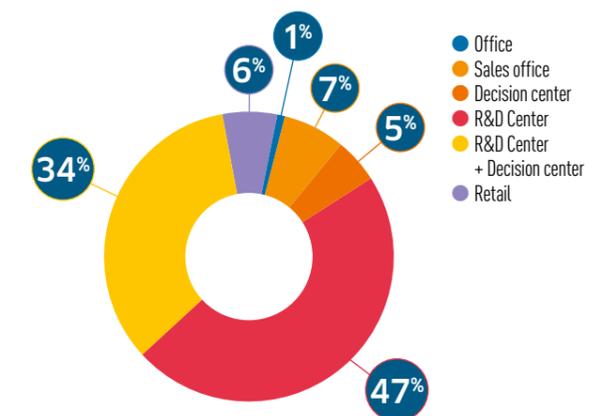
SET-UP SITES IN LOCAL AUTHORITY AREA IN ALPES MARITIMES



TYPES OF ESTABLISHMENT SET UP



TYPE OF BUSINESS BY JOBS CREATED





# MONITORING INVESTMENT FLOWS

## IN ALPES-MARITIMES

**FOR THE FIRST TIME, TEAM CÔTE D'AZUR HAS CHOSEN TO PRESENT A MORE DETAILED VIEW OF THE RESULTS FOR THE REGION IN ITS ANNUAL REPORT IN ORDER TO HIGHLIGHT THE REASONS FOR OUR APPEAL.**

To draw up this report, we have examined in detail:

- Investment decisions from French and foreign firms which created at least 5 jobs within 3 year (Business France's criteria).
- Discussions with investment decision-makers identified by Team Côte d'Azur (Sources: Sirène, Bodacc, Diane, Business France).

This year, we studied the total flow of inbound investments to the Alpes Maritimes Department.

In addition to the project supported by Team Côte d'Azur, we have included those projects identified by our partners, Business France and Région SUD. This therefore brings the total for new investments in the region to 51 decisions, generating 1,270 jobs.

These results demonstrate the reality: Côte d'Azur is undeniably attractive for business investment.

## CONSOLIDATED RESULTS KEY FIGURES

**21 INVESTMENT DECISIONS:** 6 French and 15 international

**737 JOBS CREATED:** 143 jobs created by French companies and 594 jobs by foreign firms

**15 INVESTMENT DECISIONS BY FOREIGN-BASED COMPANIES** (setting up a new firm, relocation, extension, acquisition)

Action, Amadeus, ARM, EasyHotel, Electrolux, Lego, Limited Brands, LionBridge Technologies, Ludi SFM, Neurelec Oticon, Ocem Energy, Pros Holdings, Sixt, Verster, ST MicroElectronics

**6 INVESTMENT DECISIONS BY FRENCH-BASED FIRMS** (new offices/establishments)

Cyrus Conseil, Proson, Quartus, Sapiens Group, Scalian, Solveo Energie

The consolidated results for 2019 include 51 new investment decisions (creation of new firm, direct investments, extension, acquisition) with 1,270 jobs due to be created, confirming that the region is highly effective in attracting inbound investment.

FEEDBACK FROM COMPANIES

WHO CHOSE CÔTE D'AZUR IN 2019



Sector: ICT  
**SIKUR**  
Sophia Antipolis

**BUSINESS SPECIALISED  
IN SECURITY OF DIGITAL  
PLATFORMS AND SYSTEMS**

«Team Côte d'Azur supported us at every stage of our decision-making process, right up to the launch of Sikur Lab at the Sophia Antipolis Science Park. The team was available and attentive to our needs and helped us meet the stakeholders in the local area.»

**FÁBIO FISCHER**  
CEO



Sector: IT  
**COMMUNIGATE  
SYSTEMS SAS**  
Nice Côte d'Azur

**FIRM SPECIALISING IN SECURE  
COMMUNICATION TECHNOLOGIES  
FOR REGULATED INSTITUTIONS**

« Our facilities in Nice give us the opportunity to get closer to our main cybersecurity partners. Team Côte d'Azur provided us with excellent ongoing support. I recommend their services to any firm considering setting up in France. »

**JON DOYLE**  
Vice-President



Sector: Fintech  
**ABAKA**  
Sophia Antipolis

**DIGITAL PLATFORM PROVIDING  
FINANCIAL ADVICE**

« As part of its new international development strategy, ABAKA was looking for a site in continental Europe to open its R&D center. Our aim is to retain our leadership and expertise in Artificial Intelligence applications for financial services. »

**FAHD RACHIDY**  
Founder & CEO



Sector: Transport  
**UBITRANSPORT**  
Cagnes-sur-Mer

**BUSINESS DEVELOPING SMART  
DIGITAL TRANSPORT SYSTEMS**

« Ubitransport currently equips more than 100 networks in mainland and overseas France and Canada. The decision to set up an office in Cagnes-sur-Mer to manage international development was an obvious choice. Team Côte d'Azur put us in touch with the entire local ecosystem. They also provided invaluable help in reaching an international clientele. »

**NATHALIE AZOULAY**  
Marketing - Business  
Development Director



Sector: Fintech  
**BRICKVEST**  
Nice Côte d'Azur

**INVESTMENT AND LENDING  
PLATFORMS WITHIN THE DIGITAL  
REAL ESTATE MARKET**

« We have benefited greatly from Team Côte d'Azur's network: they introduced us to key local partners in the real estate industry and technology sector. They also helped us find our head office at the Carré d'Or in Nice. »

**RÉMI ANTONINI**  
Chief Executive Officer



Sector: ICT  
**NEUTIGERS**  
Sophia Antipolis

**MACHINE LEARNING FIRM**

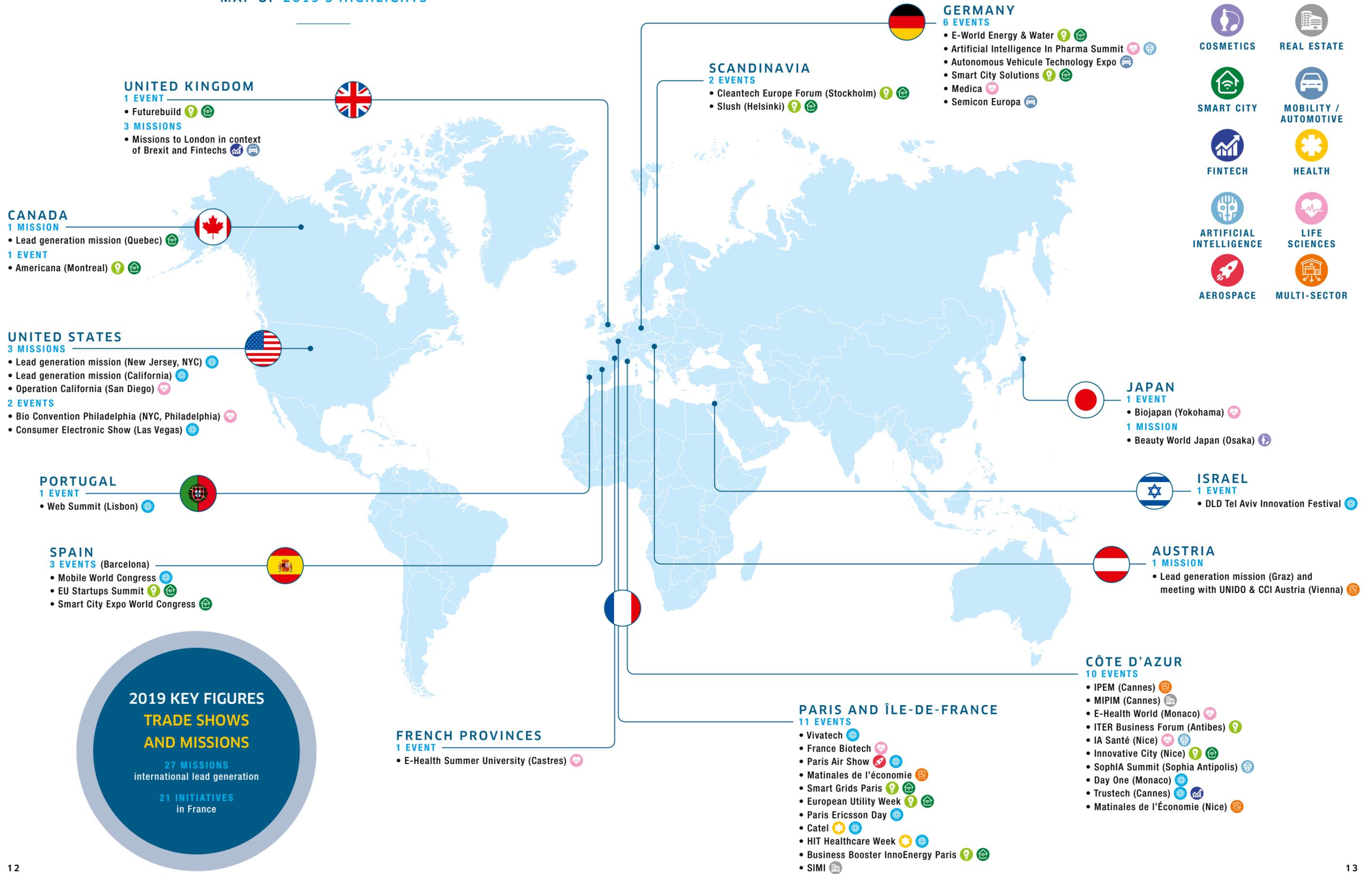
« We would like to thank Team Côte d'Azur for their fantastic support. We have appreciated the responsiveness, efficiency and professionalism of their teams, which was a decisive factor for us in opening an office in France. At each step, we received relevant information on the AI ecosystem (events, seminars, forums, business meetings, legal contacts). »

**SAÏD LAOUI**  
Director France

FIRM NAME	TYOLOGY	INDUSTRY SECTOR	EQUITY
ABAKA	R&D Center	Financial services, banking and insurance	United Kingdom
ACUSTIS	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	France
AIINTENSE	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	France
AUFRA TECH	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	Austria
BODYO	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	United Arab Emirates
BOSCH ELECTRONICS	Extension of R&D Center	Electronic components	Germany
BRICKVEST	R&D Center	Financial services, banking and insurance	United Kingdom
COMMUNIGATE SYSTEMS	R&D center & decision-center	Software and IT services	United States
CONSTELLATION AVOCATS	Office	Consulting, Engineering and Operational Services for firms	France
DESIRE SUSTAINABLE LUXURY GUIDE	R&D center & decision center	Hospitality and tourism	Brazil
EXPOPOLIS	Decision Center	Software and IT services	Belgium
FIVE GUYS ENTERPRISES, LLC	Retail	Retail and distribution	United States
FRANCE SHISHA	R&D center + decision center	Perfumes, cosmetics, nutrition	Tunisia
GOODIX	R&D Center	Electronic components	China
INNOVAS COMMUNICATIONS	R&D center + decision center	Software and IT services	Tunisia
INRC	Decision Center	Other services	France
JUELSTOX	Sales Office	Perfumes, cosmetics, nutrition	Sri Lanka
METROPOLITAN	R&D center & decision center	Other services	Spain
MOREFLO	R&D center + decision center	Electronic components	Sweden
NET DR.	Sales Office	Software and IT services	United States
NEUROVIZUM	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	Russia
NEUTIGERS	R&D Center	e-health software and IT services	United States
NXP SEMICONDUCTORS	Extension of R&D Center	Electronic components	Netherlands
OMONOVO	Decision Center	Medical & diagnostic devices, e-health, Bio-IT	Spain
POSTPROCESS	R&D Center	Machines and mechanical equipment	United States
RASTELLI BEAUTY PRO	Decision Center	Perfumes, cosmetics, nutrition	Brazil
SIKUR	R&D center & decision center	Software and IT services	Brazil
SMOOD	R&D Center	Smart objects, equipment, industries and services	Switzerland
UBITRANSPORT	Sales Office	Smart digital transport systems	France
YNOOV	R&D Center	Medical & diagnostic devices, e-health, Bio-IT	France

# TEAM CÔTE D'AZUR IN ACTION

## MAP OF 2019'S HIGHLIGHTS





## INTERNATIONAL INITIATIVES: UNITED KINGDOM

**IN THE CONTEXT OF BREXIT, LEAD GENERATION ACTIVITIES ARE BEING STEPPED UP. FINTECH FIRMS ARE EMERGING AS A SECTOR WITH HIGH-POTENTIAL FOR THIS REGION.**

In a fast-growing, high-potential European market, Nice-Sophia Antipolis region can make its mark as a strategic ecosystem, particularly in terms of attracting talent in AI (Predictive Analysis) and cybersecurity. The exploratory phase began almost 2 years ago when uncertainties around Brexit were rife. In 2019, Côte d'Azur managed to confirm its strong position for firms in the Fintech and AI sectors, which are directly or indirectly impacted by Brexit



### ATTRACTING UK INVESTMENT 2019 KEY FIGURES

- 3 MISSIONS IN LONDON**  
led by Team Côte d'Azur, including  
**1 CÔTE D'AZUR SEMINAR**  
Focused on the Fintech/AI sectors
- 2 DECISIONS TO SET-UP**  
by British-owned firms  
specializing in Fintech

## TEAM CÔTE D'AZUR IN ACTION

### OVERVIEW OF MAJOR ACHIEVEMENTS IN 2019

#### IN 2019, TEAM CÔTE D'AZUR TOOK PART IN NUMEROUS TRADE FAIRS LEAD GENERATION MISSIONS IN FRANCE AND ABROAD.

The agency attended nearly 48 trade missions and trade fairs in Europe, North America and Asia. It met promising start-ups, high-growth SMEs and major groups looking for new talent pools.

**In its effort to find potential direct investors from among such target firms, Team Côte d'Azur identified 193 new direct investment projects.**

Côte d'Azur region has positioned itself as an alternative location for new investment projects. Team Côte d'Azur is currently providing support to these new projects with a view to the investment decisions being taken between end of 2020 to mid-2021.

In order to be consistent with the regions target sectors, the geographical regions targeted are primarily: North America, Central Europe, Scandinavia, UK and the Paris region. Team Côte d'Azur is continuing to strengthen its sector strategy launched the previous year, by refocusing on end-user markets (Mobility, Driverless Vehicles, E-health, Smart City, FinTech, TravelTech and Security, etc.); AI is increasing in importance and is now a key focus for all target sectors.

#### 2019 WAS MARKED BY HIGH-PROFILE EVENTS

A conference entitled 'High-Tech destination and magnet for talent: Focus on AI, Mobility and FinTech' was organized with Business France in London on 24 September 2019.

After almost 2 years of working on the UK market to seize the opportunities offered by the Brexit, Team Côte d'Azur delivered a strong case for Côte d'Azur cluster and presented our strategy to the British technology ecosystem.

Given our initial strategy (not to focus on Finance or any direct 'Brexit' angle), we chose to prepare a targeted and factual seminar, in partnership with BF London, presenting our region in terms of talent (the primary criterion in choosing our destination), cutting-edge technological sectors and sectors of interest to the British market (AI-Fintech).

This seminar was very successful, resulting in three new direct investments projects being qualified.

#### INNOVATION AT THE HEART OF OUR STRATEGY:

Our region and its AI ecosystem have the capabilities to surf the 4<sup>th</sup> wave of Fintech innovation. After the software (1970-2000), e-payment (2000-2010), then e-banking (2010-2015) waves, the 4<sup>th</sup> wave of growth is now focused on Blockchain via IoT and AI.

**ENCOURAGING RESULTS:** Fintech's enthusiasm for the region is confirmed by the arrival of Abaka and Brickvest and the strong growth of Symphony.

The recent arrival of high-potential companies such as Symphony is a growth indicator for the region which is becoming increasingly competitive in this cutting-edge field. Nice and Sophia Antipolis are convincing as financial centers... They benefit from a favorable and burgeoning socio-economic fabric: high net-worth individuals, Family offices, private banks along with young talent and experienced profiles.

Indeed, this prolific ecosystem is where graduate and professional institutions such as EDHEC, DFCG and the Financial Law University Center rub shoulders with entrepreneurial projects under development, interested investors and international firms such as SAP, ION Trading/Wall Street Systems, TrackInsight, Quantilia, Izicap, IndiceA, Arc Responsible Investment, Oriskany or Active Assets Allocation.

**A OUT OF HOME CAMPAIGN « INVEST IN MÉTROPOLE NICE CÔTE D'AZUR »** run by the Métropole Nice Côte d'Azur at the end of 2019 at Heathrow Airport.



# AMERICAN CONTINENT

## 2019 KEY FIGURES

**IN 2019, TEAM CÔTE D'AZUR CARRIED OUT 8 MISSIONS IN NORTH AMERICA**

Lead generation campaigns conducted at major events in the Health, CleanTech and electronics sectors.

Targeted missions to the West Coast of the United States: San Diego, Greater LA, Silicon Valley and the East Coast (New York City, New Jersey and Philadelphia).

Targeted initiatives in the Clean technologies sector in French-speaking Canada, Montreal.

**8 DECISIONS TO SET-UP/EXTEND COMPANIES**

**IN 2019** came from American companies looking to set up offices in Côte d'Azur to develop their research and development and work by rolling out to the EMEA region.

US investment decisions constitute the 3<sup>rd</sup> largest region from which Team Côte d'Azur picked up leads in in 2019 just after France and Europe.

**40 NEW INVESTMENT PROJECTS WERE IDENTIFIED IN 2019, INCLUDING TEN 'HOT LEADS', MOST OF WHICH ARE FROM THE UNITED STATES, FOLLOWED BY CANADA.**

## LEAD GENERATION ACTIVITIES & ECONOMIC DIPLOMACY FOCUSED ON FOREIGN DIRECT INVESTMENT

**IN 2019, TEAM CÔTE D'AZUR SEALED ITS RELATIONS WITH ITS PARTNERS IN CHARGE OF EUROPEAN EXPORT STRATEGIES.**

The agency's aim is to establish and consolidate strategic relationships in order to generate leads in North American markets through key intermediaries and specifiers.

In Côte d'Azur, the Americans are: the leading foreign employer, the top export destination for our companies and the 3<sup>rd</sup> largest group of tourists.

These trends will be reinforced by opening additional flights to North America and New York City with 2 new airlines operating trans-Atlantic routes in 2019 and 2020.

## CES 2019

**THE CES - CONSUMER ELECTRONIC SHOW - IS THE LEADING CROSS SECTORAL, MULTI-TECHNOLOGY SHOW WHERE NICHE COMPANIES AND WORLD LEADERS EXHIBIT IN THE FOLLOWING SECTORS: ELECTRONICS, AUTOMOTIVE, ARTIFICIAL INTELLIGENCE, SMART HOME, CONNECTED HEALTH.**

With more than 15 meetings held, Team Côte d'Azur carried out a lead generation campaign among American, Canadian, European and Asian decision-makers which were still in the support and negotiation phases at the end of 2019.

In addition to its lead generation efforts, Team Côte d'Azur has stepped up its economic diplomacy efforts focused on foreign direct investment in Las Vegas via its new 'Innovation Center' and in Quebec via 'Quebec International'.

## BIO CONVENTION PHILADELPHIA

**BIO CONVENTION IS THE WORLD'S LEADING PHARMACEUTICAL TRADE SHOW WITH MORE THAN 16,000 VISITORS FROM 37 COUNTRIES.**

Team Côte d'Azur attended the 2019 event as part of a delegation led by the South and Occitania Regional authorities. The regional delegation consisted of 23 companies and 8 institutions. The agency participated in 22 meetings with the Provence Promotion agency and identified 4 direct investment projects for our region.

## OPERATION CALIFORNIA

**IN COORDINATION WITH DIFFERENT STAKEHOLDERS IN THE ECOSYSTEM, TEAM CÔTE D'AZUR PREPARED AND ORGANIZED THE ARRIVAL OF A DELEGATION OF 8 AMERICAN FIRMS FROM ALL SECTORS.**

In particular, Team Côte d'Azur prepared targeted B2B meetings for all delegates. In November, Team Côte d'Azur announced that Princeton University would be setting up a spin-off: Neutigers is developing algorithms to be integrated into tomorrow's low-power chips with numerous applications, particularly in healthcare. The company was attracted by Côte d'Azur's dynamic ecosystem.

## CANADA AND CÔTE D'AZUR: A PARTNERSHIP GAINING MOMENTUM

**ONGOING STRATEGIC RELATIONSHIPS WITH CANADA, INITIATED THREE YEARS AGO, HAVE RESULTED IN SEVERAL BUSINESS DELEGATIONS VISITING IN 2019.**

The Shawinigan DigiHub is setting up a relationship base on the Smart-City theme.

The Gaspésie «ICT» technocenter is defining the framework for enhanced collaboration in 2020 and enjoyed a business tour of Nice and Sophia Antipolis.

The Quebec Rimouski region is exploring Côte d'Azur and working on a partnership with Côte d'Azur business incubators and accelerators.

The group of Quebec accelerators in the Montérégie region signed a cooperation agreement via the Continuums accelerator and CEEI.

The 'Québec International' government agency: a strategic partnership with Team Côte d'Azur dedicated to promoting exchanges between our 2 regions, is currently pending.

**2019 HIGHLIGHTS: 'FRANCOPHONICE', THE NEW ECONOMIC' SUMMIT (JUNE 2019).**

Americana - Canada show, 'CleanTech and Smart City': Team Côte d'Azur presented the innovations and pilot projects of the Smart City Nice Côte d'Azur.

# EUROPE



## ATTRACTING EU INVESTMENT 2019 KEY FIGURES

**15 MISSIONS**  
and trade shows attended in Europe

**58 QUALIFIED PROJECTS**  
from European-owned companies in 2019

**9 INVESTMENT DECISIONS**  
from European firms in 2019

**STRATEGIC FOCUS AREA**  
Automotive in Germany  
and Connected Healthcare,  
Smart City Entertainment in  
the Scandinavian countries



### MOBILE WORLD CONGRESS

The Mobile World Congress is the big annual get-together dedicated to mobility and hardware attended by many manufacturers and telecom operators. This year 5G was on show across all the 9 exhibition halls. With 2,400 exhibitors, 105,000 visitors and 200 countries represented, the MWC has become an unmissable event for those seeking international investors.

Team Côte d'Azur, the Pôle SCS and the Provence Promotion agency jointly organized the French Networking Cocktail reception on the France Stand. More than fifteen leads were identified at the show. Innovas Communication set up its French HQ and part of its R&D operations in Nice with the support of Team Côte d'Azur after this event.

### WEB SUMMIT - LISBON

With more than 70,000 speakers from over 170 different countries, the American magazine Forbes describes WEB Summit as «the best technology conference on the planet.»

Team Côte d'Azur rolled out 2 main initiatives during this event:

- Arranging a 'Learning Expedition' for a CCINCA delegation
- Running a targeted multi-industry lead generation campaign with Métropole Nice Côte d'Azur, which identified 5 business set-up projects to and 2 specifier leads: Startup Chile and NUMA.

The Lisbon Summit is also a great opportunity to establish or strengthen relationships with key specifiers such as Israel Trade Export, New Jersey Trade Investment or the Plug and Play network.

### AUTONOMOUS VEHICLE TECHNOLOGY EXPO

Autonomous Vehicle Technology Expo took place in Stuttgart from 21 to 23 May 2019. through a joint-exhibit on its stand, IMRA Europe gave increased visibility to the 'Smart Vehicle Côte d'Azur' initiative in which Team Côte d'Azur is actively participating.

Europe's leading trade show for cutting-edge technologies for developing driverless vehicles plays host to 90 leading firms specialized in the driverless vehicle sector.

### MEDICA FAIR

The Medica trade show in Düsseldorf is the world's largest medical device trade show with more than 5,500 exhibitors from over 41 countries.

The 2019 event highlighted the exponential growth of innovations in Artificial Intelligence as applied to medical devices. Team Côte d'Azur met with 10 innovative firms including 2 award-winners at the event and identified 4 potential investment projects in our region.

## E-WORLD

E-World is the leading annual international trade fair for: Smart Energy (25,000 visitors from 73 countries). Every year, this exhibition grows both quantitatively and qualitatively. The 2019 theme 'Smart City' was remarkably successful.

Team Côte d'Azur carried out a major lead generation campaign contacting 44 companies with the result of identifying 2 new foreign investment projects and 3 leads.

### SMART CITY EXPO WORLD CONGRESS

This exhibition is becoming increasingly influential in the European market with more than 24,000 visitors, 1,000 exhibitors from 146 countries and more than 400 speakers.

Team Côte d'Azur organized 20 meetings (17 firms, 3 specifiers) and qualified 4 foreign-investment projects as well as 3 leads to follow up.

## SEMICON EUROPE

At this cutting-edge, multi-industry microelectronics trade show, 3 projects were qualified out of 11 initial meetings, therefore underlining Côte d'Azur's technological expertise in semiconductor design.

In the 2020 event, Team Côte d'Azur will participate jointly with the Electronica show with the following added value sectors: Connected Vehicle and Driverless Vehicle.

### SLUSH

Targeting Multi-industry start-ups with 40,000 visitors, 3,500 start-ups, 2,000 investors and 350 research scientists.

Team Côte d'Azur scheduled 18 meetings (16 companies, 2 specifiers) and identified 2 foreign investment projects.

# ASIA



## ATTRACTING INVESTMENT FROM ASIA 2019 KEY FIGURES

**1 MISSION** to Asia  
Team Côte d'Azur visited: BIO JAPAN

**2 INBOUND INVESTMENT DECISIONS**  
from Asian firms in 2019

**6 CHINESE DELEGATIONS**  
hosted by Team Côte d'Azur as a part  
of the 'Marché Côte d'Azur' scheme

**A NEW OPPORTUNITY:**  
direct flights via Air China

**THE HISTORIC RELATIONS BETWEEN ALPES-MARITIMES AND CHINA, STRENGTHENED BY OPERATING A NEW DIRECT FLIGHT TO BEIJING IN 2019, CONFIRM THAT CHINA IS DRAWN TO THE CÔTE D'AZUR'S ECONOMIC MODEL.**

### CHINA: HIGHEST NUMBER OF COUNTRY DELEGATIONS VISITING CÔTE D'AZUR

We are noticing a natural flow of delegations from China, accounting for more than 30% of the delegations hosted by Team Côte d'Azur, closely followed by the USA.

One example is the city of Xiamen, which has signed a partnership agreement with Nice on heritage conservation.

### BIO JAPAN

As part of promoting the regional interest project (OIR) Innovative Therapies, Team Côte d'Azur took part in a joint health sector event in Japan with local players and a delegation of 10 companies acting as ambassadors for the sector's excellence in the region.

Team Côte d'Azur took part in the BIO JAPAN trade show dedicated to innovations in the biotechnology sector which generated 16,300 visitors. The leads generation campaign made 13 individual appointments and identified 4 projects for our region.

# TEAM CÔTE D'AZUR IN ACTION

NATIONAL: PARIS ILE-DE-FRANCE



## ATTRACTING NATIONAL INVESTMENT 2019 KEY FIGURES

**7 MULTI-SECTOR MISSIONS** in the Paris Region, to capture the interest of investors and decision-makers

**7 DECISIONS** to set up businesses in 2019 (FR-owned firms)



## 53<sup>rd</sup> PARIS AIR SHOW WITH THE RÉGION SUD AND THE SAFE CLUSTER

Team Côte d'Azur has been participating in the Paris Air Show (Salon international du Bourget) for several years now, along with the Région Sud regional authority and the SAFE Cluster. This year other than organizing a cocktail reception focused on the Space industry, it arranged 5 individual appointments and qualified one direct investment project.

Team Côte d'Azur produced specific communication materials for the event in order to position our region in the New-Space sector and develop the sector in O6. This document was very well received by the SAFE cluster and our partners.



IN PARTNERSHIP WITH THE ECONOMIC DEVELOPMENT AGENCY OF MÉTROPOLE NICE CÔTE D'AZUR.

With more than 124,000 visitors, VIVATECH is the leading European event for innovation and startups and is on the same level as CES in Las Vegas or the IFA in Berlin. 5G, Artificial Intelligence, women in the digital world and a greener and more responsible technology were at the heart of the debates and innovations unveiled. With 6 appointments and 1 direct investment project identified in 2019, the event is permanently included in our lead generation agenda.



European Utility Week is the 'End to End' event par excellence for the energy industry. The exhibition brings together all the players in the energy and electricity industry.

It enables the different participants to network, generate business opportunities and develop a fully integrated and interconnected energy system for the European market. With 18,000 international professional 'Smart Energy' visitors, the European Utility Week enabled us to hold 15 targeted meetings with potential leads and qualify a project to set up a business in our region.

# TEAM CÔTE D'AZUR IN ACTION

CORPORATE REAL ESTATE

THE REAL ESTATE ASPECT IS AN INTEGRAL PART OF TEAM CÔTE D'AZUR'S DEVELOPMENT ACTIVITIES AND IS A MAJOR ECONOMIC DEVELOPMENT LEVER. BY COLLABORATING CLOSELY WITH PUBLIC AND PRIVATE STAKEHOLDERS IN THE REGION, THE AGENCY CARRIES OUT DETAILED INVESTIGATIONS TO IDENTIFY AND OFFER DEVELOPERS, INVESTORS AND USERS SOLUTIONS TAILORED TO THEIR NEEDS AND/OR STRATEGIES.



## KEY FIGURES REAL ESTATE INVESTMENTS

Team Côte d'Azur's economic footprint

- 12 sites in Nice Côte d'Azur
- 15 sites in Sophia Antipolis
- 2 sites in Pays de Lérins
- 1 site in Pays de Grasse

## 2019 COMMERCIAL REAL ESTATE MARKET OVERVIEW BY CLUB IMMO 06 DRIVEN BY TEAM CÔTE D'AZUR

SINCE 2015, TEAM CÔTE D'AZUR HAS BEEN COORDINATING CÔTE D'AZUR CORPORATE REAL ESTATE CLUB.

This Club brings together public and private real estate players on Côte d'Azur. Based on the Club's work, every year Team Côte d'Azur conducts a survey of Côte d'Azur corporate real estate market which consolidates the figures for office space market.

## REAL ESTATE TRANSACTIONS SUPPORTED BY TEAM CÔTE D'AZUR

Real estate advice and support is one of the services offered by Team Côte d'Azur to facilitate the process of setting up a new business. In 2019, Team Côte d'Azur was particularly involved in some of the year's major real estate transactions: Koroyd, Sikur, Bodyo, Abaka, Brickvest, Innovas Communication, Luxury Desire Guide, Expopolis, Acustis, etc.

## LEAD GENERATION INITIATIVES AN ONGOING PRESENCE AT IMMO SIMI, MIPIM, MAPIC SHOWS...

Team Côte d'Azur continues to be actively involved alongside Nice Côte d'Azur and Sophia Antipolis in the major corporate real estate trade shows such as MIPIM and SIMI.



## THE PARTNERSHIP WITH BUSINESS IMMO HAS BEEN EXTENDED TO CELEBRATE THE 50<sup>th</sup> ANNIVERSARY OF THE SCIENCE PARK

After the special issue on Nice Côte d'Azur in 2017, Business Immo chose to feature Sophia Antipolis in its 2019 Special Territories issue to mark the 50<sup>th</sup> anniversary of Europe's leading science park.

# TEAM CÔTE D'AZUR IN ACTION

## LOCAL FLAGSHIP PROJECTS

### ARTIFICIAL INTELLIGENCE

TEAM CÔTE D'AZUR AT THE HEART OF THE DRIVE TO DEVELOP AND BROADEN THE INFLUENCE OF THE AI ECOSYSTEM IN CÔTE D'AZUR. AI COVERS A SET OF CORE TECHNOLOGIES TO POSITION OUR REGION AS A CENTER FOR INNOVATION AND FOR ROLLING OUT PROJECTS. IT IS USED IN ALMOST ALL OF OUR TARGET SECTORS (HEALTH, SMART CITY, CLEANTECH, MOBILITY, ETC.).

- **Catalytic effect of the 3IA Côte d'Azur certification label in 2019**

With the 3IA label and the forthcoming opening of one of the 4 Interdisciplinary Institutes of Artificial Intelligence on Côte d'Azur, AI is becoming a major component of our ecosystem.

Through its use in health, mobility, fintech, security, blockchain, smart grids, AI is being applied to every sector of excellence driving Côte d'Azur's growth and international reach.

- **Team Côte d'Azur contributed to AI becoming a major investment trend in 2019**

Team Côte d'Azur's lead generation strategy is constantly adapting to respond to emerging innovations. For example, of the 10 firms who have opened businesses in the Health sector, 7 are in the health-related AI field (smart medical devices).

- **Team Côte d'Azur, joint-organizer of the 2<sup>nd</sup> SophIA Summit and AI Week 2019**

SophIA Summit event co-organized by CASA, University Côte d'Azur, Alpes Maritimes local authority, in partnership with Team Côte d'Azur and SCE. The event was successful, attracting more than 500 visitors, 50 international speakers, 60 exhibitors... and marked by the launch of a new event: AI WEEK. Holding this international event locally was an opportunity to promote the destination to industrial and academic players in the AI sector and to support 6 leads identified by Team Côte d'Azur. The event will be repeated in 2020.



### HEALTH & LIFE SCIENCES

TEAM CÔTE D'AZUR HAS SUPPORTED INITIATIVES TO ATTRACT, SUSTAIN AND PROMOTE THE GROWTH OF KEY ACCOUNTS IN THE HEALTHCARE SECTOR.

- **BIOPARC - Meeting of industrial players in Côte d'Azur health sector**

The aim of this club is to strengthen the network of health industry leaders in Côte d'Azur ecosystem, who meet as a select committee, to exchange views on issues of common interest. This meeting was an opportunity to present the new Biopark in Sophia Antipolis, talk with the newly arrived companies and plan new development opportunities.



### CONNECTED VEHICLE/ DRIVERLESS VEHICLE

Two years ago, given its long expertise in the field of connectivity, our region took a strategic decision to enter this sector and become a European hub. The aim is to contribute to the technological and behavioral revolution heralding the future of mobility. Team Côte d'Azur played a driving role in the Smart Vehicle Côte d'Azur initiative and thus in developing the mobility sector in the Southern Region. Today, this ecosystem is highly organized and includes industrial, academic and research organizations supported by CASA and the Métropole Nice Côte d'Azur - which is rolling out 3 areas of initiatives:

- **Get Together Events**

Managing and promoting the ecosystem with a recurring initiative.

- **Foreign direct investment lead generation**

Direct lead generation at trade fairs and an initial recurring event: DSC (Driving Simulation Conference) in Antibes on a biennial basis. In 2020, a project is planned as part of a joint international effort at a major event such as CES Vegas.

- **Collaborative projects**

Many collaborative initiatives and projects will be increasingly developed in 2020 and are expected to experience the fastest growth next year.

# ATTRACTING TALENT

## TEAM CÔTE D'AZUR ORGANIZED MULTIPLIED INITIATIVES IN 2019 TO HELP ATTRACT AND PROMOTE TALENT ON CÔTE D'AZUR.

Team Côte d'Azur plays an important role in attracting new talent through several initiatives and events throughout the year. The talent pool is a key factor to the region to attract economic investment. One of Team Côte d'Azur's aims is also to help companies, who are in the process of setting up businesses, recruit such talent. In collaboration with Région Sud, an HR management team has been set up to help firms hire teams. e.g.: Metropolitan Wellness and Fitness Center.

### OPERATION WELCOME TALENTS AND THE CREATION OF THE WELCOME GUIDE CÔTE D'AZUR WEBSITE

As part of Sophia Antipolis' 50th anniversary celebrations, Team Côte d'Azur has joined forces with the Communauté d'Agglomération Sophia Antipolis and the Sophia Club Entreprises to organize the first after-work 'Welcome Talents'. Nearly 200 people from Amadeus, Thales DMS, Orange, Air France, Tech On Mars, NXPn ARM, Syneos Health France, Engit, Alten and many others took part in the event alongside the major players in Sophia Antipolis. Team Côte d'Azur chose this occasion to present its new 'Welcome Guide Côte d'Azur' website, created together with the University Côte d'Azur.

### WELCOMING DELEGATIONS OF INTERNATIONAL STUDENTS AND COMPANIES

In addition to lead generation activities, Team Côte d'Azur helps to attract new talent through French and foreign delegations that are welcomed throughout the year.

We have made more than a dozen presentations on the economic advantages of Côte d'Azur to groups of MBA students. Some were taken on a visit to the business areas of the Metropolis and Sophia Antipolis. By highlighting the economic dynamism of our region, we are able to sow the idea of settling on Côte d'Azur in the minds of these future entrepreneurs (26 in total).



### IMREDD AUTUMN TERM

The start of the academic year at IMREDD has become an unmissable networking event for local companies, regional stakeholders and IMREDD students. Team Côte d'Azur presented the region's strengths and encouraged the students to settle permanently on Côte d'Azur, which is constantly on the lookout for skilled new talent.

### AMERICAN ACADEMIC INSTITUTIONS WELCOMED IN THE HOPE OF SPOTTING TOMORROW'S ENTREPRENEURS

Two American Universities, the University of Maryland and the John Huntsman School of Business at USU - Utah State University came on exploratory visit to Nice in 2019 to assess Côte d'Azur region and set up permanent summer campuses here.

Finally, in 2019, the UoU - University of Utah, Utah's leading university research cluster decided to set up a permanent summer campus of the Spencer Eccles School of Business on the outskirts of Nice which will play host to around thirty students who will come every summer to take business training courses and work within Côte d'Azur ecosystem in the form of a 'Summer Internship.' A great way for Team Côte d'Azur to internationalize its talent pipeline and spot aspiring entrepreneurs directly at source.

# TEAM CÔTE D'AZUR'S COMMUNICATION CAMPAIGNS



## 50th ANNIVERSARY OF SOPHIA ANTIPOLIS

### TEAM CÔTE D'AZUR, A SPECIAL PARTNER TO SHOWCASING SOPHIA ANTIPOLIS AND CELEBRATE THE 50TH ANNIVERSARY OF EUROPE'S LEADING SCIENCE PARK.

Team Côte d'Azur was closely involved in the PR and operational marketing campaign for the 'Sophia Antipolis' brand and the celebrations to mark the science park's 50th anniversary. The main objective was to boost the image and positioning of Sophia Antipolis in order to increase the overall visibility and reputation of Sophia Antipolis at both the national and international levels. Measures included running targeted media campaigns and organizing many high-profile events around the region. Finally, events which took place for this anniversary throughout the year helped to raise public awareness for the innovation and research work carried out at Sophia Antipolis, particularly in the digital sector.



## OPEN NEW HORIZONS

### IN 2019, MÉTROPOLE NICE CÔTE D'AZUR LAUNCHED A REGIONAL MARKETING CAMPAIGN RESULTING IN LOCAL STAKEHOLDERS APPROVING A NEW IDENTITY.

Team Côte d'Azur, a transversal tool for local authorities, was employed in its unifying role to:

- help the metropolis jointly develop the roadmap for this project
- provide its expertise in attracting investment projects to design the brand: Nice Côte d'Azur, 'Open New Horizons'
- Develop this new brand by programming special lead generation events.



# THE TEAM CÔTE D'AZUR AGENCY IN 2019

A TEAM READY TO ASSIST FIRMS INVESTING ON CÔTE D'AZUR



**PHILIPPE PRADAL**  
President



**PHILIPPE SERVETTI**  
CEO



**KATHLEEN WAEYENS**  
Head of Marketing & Communication



**MÉLANIE DUCLOS**  
Communications Officer



**SOPHIE MUSCAT**  
Finance & Administration Manager



**CHRISTOPHE PEREZ**  
Business Development Manager



**CYRIL DARY**  
Head of CleanTech Projects



**JEAN-FRANÇOIS CHAPPERON**  
Head of IT Projects



**PHILIPPE RUVEL**  
IT & Digital Manager



**MICHÈLE OLTRA**  
Executive Assistant



**VALÉRIE DAVID GOORIS**  
Head of Real Estate & Prospection



**ALEXANDRA MALIALIN**  
Head of Local Networks



**PATRICIA LAY**  
Head of Life Sciences & Cosmetics Projects

## CÔTE D'AZUR MARKET

VERY OPEN TO THE INTERNATIONAL MARKET, OUR REGION IS A HOST FOR MANY EVENTS. IT IS ESSENTIAL TO CAPITALIZE ON LOCAL EVENTS TO PROMOTE THE STRENGTHS OF CÔTE D'AZUR AS A DESTINATION TO CAPTIVE INVESTORS.

In addition to welcoming international delegations throughout the year, Team Côte d'Azur has reinforced its strategy for Côte d'Azur market in 2019 by co-organizing 2 major events for our region:



Jean-Baptiste Lemoyne, State Secretary to the Minister for Europe and Foreign Affairs.

### AGREEMENT WITH FRANCOPHONIA AND JOINT-ORGANISATION OF THE 1<sup>ST</sup> FRANCOPHONICE, 14 AND 15 JUNE 2019, CENTRE UNIVERSITAIRE MÉDITERRANÉEN

Team Côte d'Azur jointly organized the first Francophonice forum with the support of the city of Nice.

### SNPRM NATIONAL CONVENTION (NATIONAL UNION OF RELOCATION AND MOBILITY PROFESSIONALS), 14 AND 15 NOVEMBER 2019, CENTRE UNIVERSITAIRE MÉDITERRANÉEN

Team Côte d'Azur co-sponsor of the SNPRM national convention. Joint effort to collaborate on the tools available to newcomers to a region but also to contribute to promoting the economic advantages of Côte d'Azur.





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CÔTE  
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TEAM CÔTE D'AZUR - 400, Promenade des Anglais BP 3185 - 06204 NICE Cedex 3

Tel.: +33 4 92 17 51 51 - info@teamcotedazur.fr - investincotedazur.com

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COMMUNAUTÉ  
D'AGGLOMÉRATION  
SOPHIA ANTIPOLIS