

ATTRACTING INVESTMENT TO THE FRENCH RIVIERA

2020 ANNUAL REPORT



INVEST
IN CÔTE
D'AZUR

Succeed in Côte d'Azur

A word from Team Côte d'Azur supporters



The year 2020 has been marked by an unprecedented health and economic crisis. The closure of international borders and the lack of any exposure over the following months inhibited foreign investment. The 'Métropole Nice Côte d'Azur' was nevertheless able to make the most of the situation with the arrival of fifteen new companies in the region. I would like to thank the Team Côte d'Azur staff. These results confirm the economic strategy we have been pursuing for over 10 years now. Our geographic advantage and natural attractions are clear to all. Between land and mountain, we offer exceptional living environment to visitors as well as businesses wishing to set up in the area. The 'Operation of National Interest' (OIN) Nice Eco-Vallée is developing rapidly and is attracting increasing numbers of new companies thanks to the growth of the Nice Méridia urban technology park and the international Grand Arénas business district. Despite the health crisis, recognition of the Métropole on an international scale and our proactive investment policy position us favourably in comparison to other regions. I therefore remain confident about 2021 and reaffirm my full confidence in Team Côte d'Azur's business development activities, as well as those of our future economic and tourism development agency.

CHRISTIAN ESTROSI

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



The attractiveness of the French Riviera has not diminished during the unprecedented health and economic crisis with new outward investments that have been made which this year understandably came mainly from France and Europe. The crisis has accelerated the need for monitoring and support of established companies. This is one of the main focal points of the agency's strengthened collaboration with CCI Nice Côte d'Azur in order to help with the integration of businesses into the region and to enable them to develop, for example, through the French Recovery Plan measures which the CCI implements and promotes locally.

CCI Nice Côte d'Azur is a local player and contributor which works towards promoting the French Riviera's economy. It supports growth-generating projects and the development of the Alpes-Maritimes' sectors, particularly those of artificial intelligence, health, tourism and Bluetech (yachting, smart port, etc.). It relies on Team Côte d'Azur to carry out targeted business development to enrich the local ecosystem with key areas of expertise.

Now more than ever, the 'let's work together' attitude of the various Team Côte d'Azur members is essential for the attractiveness of the French Riviera.

JEAN-PIERRE SAVARINO

President of the 'CCI Nice Côte d'Azur'



The 'Communauté d'Agglomération de Sophia Antipolis' put all its trust in our region's strengths to support the economic key players who faced an unprecedented situation in 2020. We have seen the health/biotech sector hold up well with sustained activity, the means of

production redirected to combat the crisis and investments on the horizon to support production equipment. In addition, the digital sector has demonstrated resilience, particularly in the areas of cyber security and AI. Beyond government support, confidence is about sustained investment in transport, research and innovation infrastructure and in growth-generating projects. Despite the uncertain situation, our confidence in the trust placed in the region has paid off. Sophia Antipolis has seen a slight increase in the number of jobs this year thanks to skilled companies attracted from outside the region setting up in the technology park. Thanks to its flexibility, determination and continuous support of key players within the local ecosystem, Team Côte d'Azur will once again have contributed to the exceptional resilience of Sophia Antipolis - Europe's leading technology park, which for over 50 years has successfully positioned itself within the sectors of the future.

JEAN LEONETTI

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



During difficult times, the value of people and organisations is most often measured by their resilience, ability to adapt and bounce back.

2020, an 'annus horribilis' (horrible year), if ever, at the start of this millennium, could have been a year of waiting, stagnancy and a year-long hibernation period for Team Côte d'Azur - as it could have been for many other organisations. This was not the case.

The association, which embodies the French Riviera's desire to 'work together', has been able to bounce back, adapt and turn the crisis into an opportunity, making 2020 an annus mutati (year of change) from which it will emerge much stronger.

For example, the fact that we have been 'grounded' has allowed our team to give more time than in previous years to deepening and strengthening our model for monitoring FDI (foreign direct investment) in the region. Time which could not be devoted to our sales strategy could be given over to our 'after-sales service' (in part also fulfilling a hope I had expressed). I am convinced that this approach can only contribute to international companies, who we have convinced to choose the French Riviera, putting down lasting roots in this 'launching pad' for France and even Europe.



2020 was a year like no other. The pandemic changed our lives, disrupted the world economy and grounded planes. We chose to carry out a comprehensive review in order to develop an operating

model best suited this unexpected situation.

It was in this context that Team Côte d'Azur carried out a business intelligence review, linked to the regional economic strategy, to contribute to the reach of the region's main sectors and prepare the way for future investors looking to set up in the French Riviera.

Our working methods have been tried and tested, but they have been able to adapt - demonstrating the flexibility of our organisation once again. Phygital has really taken hold in 2021! The reality is that we are now all connected. A number of events will remain virtual, as will appointments and meetings.

Team Côte d'Azur's operating model (business model, roadmap) has also benefited from an in-depth review, and the digitalisation of monitoring and business development activities has been considerably strengthened. While nothing will ever replace in-person contact, the fact remains that the agency now has the human and technological resources which, in the years to come, will enable it to make the most of its business development activities for which the model may not yet exist, but which we already know will no longer necessarily involve major international events.

The past year has also enabled us to establish the structure of future relations and synergies as regards activities with the future economic and tourism development agency set up by the 'Métropole Nice Côte d'Azur', as well as with our regional partner, 'risingSUD'.

Even though 2020 has been a difficult and challenging time, it has not been a 'wasted year' for Team Côte d'Azur. I can only applaud this and congratulate a team which has remained so energetic and full of determination!

PHILIPPE PRADAL

President of Team Côte d'Azur

The accelerated digital transformation has given rise to new aspirations, including the fact that it is possible to combine quality of life with work goals, especially in a region like the French Riviera, which has a plethora of attractive advantages*.

Despite the health crisis, we have seen **44 decisions** to invest which has resulted in the creation of **717 jobs over 3 years**.

These include crossover businesses, schools, etc. which are once again enriching our region with new skills.

PHILIPPE SERVETTI

Managing Director of Team Côte d'Azur

*See our 2020 communication campaign 'Reinvent your (Business Life) on the French Riviera'.



Team Côte d'Azur - our core purpose

Team Côte d'Azur is trusted by its partners and is established at the heart of the local business ecosystem in the French Riviera. It is an agency dedicated to attracting foreign investment (FDI). It encourages businesses to set up in the area by supporting the integration of new skills and as a result enabling the creation of jobs in the region's ecosystem. On behalf of local

authorities and the French Riviera's economic partners, it strengthens regional cohesion through its activities both in France and abroad. We act as 'facilitators' who drive investment projects on to success. Entrepreneurs and investors - if you are setting up on the French Riviera, we will offer you tailor-made services to support your business projects, including:

- providing you with connections to the business ecosystem
 - finding out which financial provision is most suitable for you
 - identifying real estate solutions
 - supporting you in recruiting the experts you need
- Confidential and free services.

OUR VALUES:
COMMITMENT
FLEXIBILITY
EXCELLENCE



The 2020 crisis - an opportunity to adapt and succeed with our sustainable transformation!

The continuity plan and the changes which were implemented were a valuable feature of activities in 2020! It was a chance for Team Côte d'Azur to re-examine its purpose and vision.

Companies have undergone deep changes in their organisation and investment decisions. Team Côte d'Azur was able to immediately adapt to this new global situation thanks to monitoring and close local relationships. In particular, the period allowed the agency:

- to reaffirm its key principles of operation and its key challenges.

- to carry out an in-depth review of its operating model.
- to carry out a foresight analysis on the impact of the crisis on established companies over the last three years with a view to redefining what we can offer to them and adapting to the needs of future investors.
- to conduct in-depth business intelligence analysis in order to optimise future business development by analysing and forecasting key sectors, technology industry segments, geographic markets and the profile of our targets (start-ups, talents, large industrial groups).

- to work on expanding our locations through cooperation with all our partners.
- to increase our in-person and digital approaches to business and to our prospecting activities in general with the direct effect of increasing the number of business meetings and converting them into projects classified as 'currently active'.



Goals for 2021!

The Team Côte d'Azur agency has emerged all the stronger from the crisis and has reaffirmed its role as a key player and expert in attracting investment from outside the region.

Significant digital transformation has taken place to enhance its business development and win new leads. The digitalisation of marketing activities and customer relations processes have improved our ability to attract new business and increase the number of business meetings. The implementation of new proposals for investors (created together with our partners and representatives) will allow us to offer efficient services to our prospective customers and clients.

The updating of pitches to attract business, the handover to local bodies and the aftercare of FDI already present in the French

Riviera form, amongst others, part of these supports. In 2021, we will strengthen our collaboration with Business France and risingSUD by developing targeted operations and pooling our respective networks and expertise in international hubs and markets. It is through working in project mode and using our networks that we will attract skilled people across fields of excellence such as:

- Digital industries
- Cleantech
- Healthtech
- Services

The health crisis and the relationship with work have led us to refocus our business development efforts in the French market.

France, and Paris in particular, represent a natural breeding ground for French-funded or foreign-funded companies

in the fields of IT, services, Fintech, Traveltech, Healthtech and luxury, etc. We will be very vigilant and proactive about the implementation of decisions made in 2020, including the relocation of decision-making centres, the creation of shared services and R&D centres, etc.

We have all the assets we need to convince decision-makers and investors, such as:

- an incentive regional policy in terms of the supply of services and offices,
- the possibility for future companies to arrive on 'ready to work' sites (offices, facilities, skilled people).

Finally, in 2021, our activities will be characterised by supporting growth-generating projects for the region, such as Bluetech and Fintech businesses, and major property development projects.

FDI trends and business decisions

FDI will continue to suffer in 2021. The United Nations Conference on Trade and Development (UNCTAD) stated in June 2020 that it expects the volume of FDI to fall by 5 to 10% in 2021. Investments will depend heavily on recovery after Covid-19.

A more positive scenario, especially for business, would be for vaccinations to become widespread, although many workers in the industry are at the bottom in terms of priority on vaccination lists. If this is the case, the number of FDI projects could level out in 2021.

In terms of capital investment and employment, the global pandemic is likely to exacerbate an already developing trend for smaller projects.

New directions for FDI

The pandemic has given businesses a chance to reassess their strategies and there has been a refocusing by companies to integrate sustainable development, and environmental, social and governance objectives into their investment plans.

It is expected that companies will want to reduce their office space. At the same time, this may play into the hands of tier 2 and tier 3 cities. Companies will be looking to relocate to alternative cities and regions which will not only offer lower costs, but also less congestion so that they can attract the best talent.

One of the main points of discussion in 2020 has been the impact of Covid-19 on the need for companies (i.e. manufacturers) to reduce their supply chain risk. In 2021, we should begin to see companies looking to relocate close to production sites in order to reduce this risk.

Countries which recover fastest from Covid-19 are likely to experience an increase in FDI flow. Although it is unlikely that the main recipients of FDI will change, we may see a reorganisation. For example, China experienced a recovery in FDI flows in 2020 linked to its management of the pandemic and its growth in GDP.

The recovery will be different depending on the sector

The impact of Covid-19 has been felt in all sectors of FDI. However, it is expected that some sectors will recover faster than others. Software and IT (including AI, cyber security, Fintech, gaming, machine learning and SaaS), life sciences (biotechnology, e-health and medtech) and renewable energy are the three sectors to watch in terms of recovery and fast growth.

In contrast, FDI in tourism (hotels and leisure) may continue to experience difficulties.

Brexit will have a negative impact on FDI in the UK but will benefit its competitors

There will be a negative impact on the inward flow of British FDI. We have already seen businesses relocate their activities to other parts of Europe in sectors linked to finance in particular. The greatest winners appear to be Amsterdam, Dublin, Frankfurt and Luxembourg. Other industries will also be affected, with the scale of the impact linked to the recent exit agreement between the UK and the EU.

Our 2020 survey of companies located by Team Côte d'Azur between 2017 and 2020 - assessed in terms of aftercare and analysis

Survey objectives and methodology

Through this survey, we followed up with French and foreign companies located on the French Riviera between 2017 and 2019 and compared intentions and decisions on investment and employment plans.

Following the impact of the Covid-19 pandemic, we expanded our panel of respondents to include companies located in 2020.

Methodology

We targeted the managers and directors of 105 businesses located on the French Riviera between 2017 and April 2020. 84 businesses took part in the survey. Of the 84 companies which responded (response rate = 80%), we can identify the following

distribution of responses:

- 78 responses about the creation of jobs by the new settled companies out of a total of 98 between 2017 and 2019 (response rate = 79.6%)

- 62 responses about real estate out of a total of 98 new settled companies between 2017 and 2019 (response rate = 63.3%)

- 76 responses about the impact of Covid-19 on the investment and recruitment plans of new settled companies between 2017 and April 2020 out of a total of 105 (response rate = 72.4%)

Sampling: email invitations, telephone interviews. Data collection: survey conducted from 31 March to 30 April.

The survey was conducted at the

start of the Covid-19 crisis.

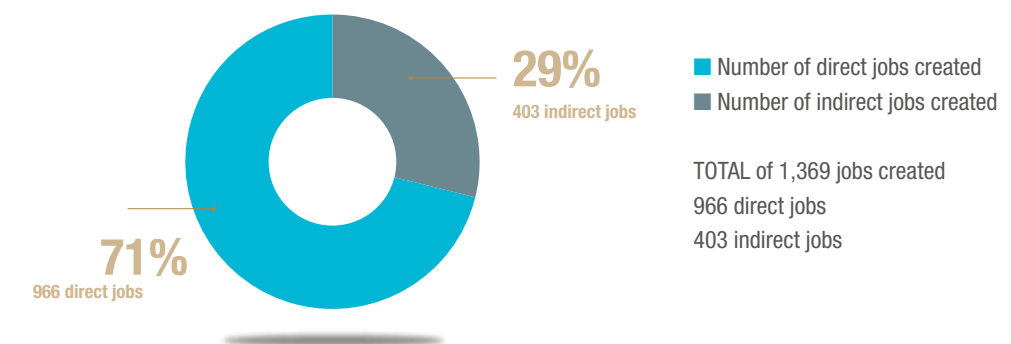
Mindful of the primary concerns of respondents, Team Côte d'Azur therefore wished to minimize the burden of completing the questionnaire for its respondents.

As a result, we opted for blank or non-mandatory field entries for questions related to Covid-19 (qualitative survey) as well as for the subject area dealing with real estate and finance.

Overall results

JOB CREATION BETWEEN 2017 AND 2019 - 78 RESPONSES OUT OF 84 RESPONDENTS

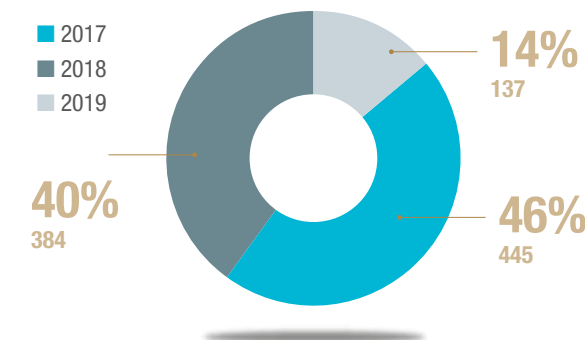
Distribution of direct and indirect job creation between 2017 and 2019



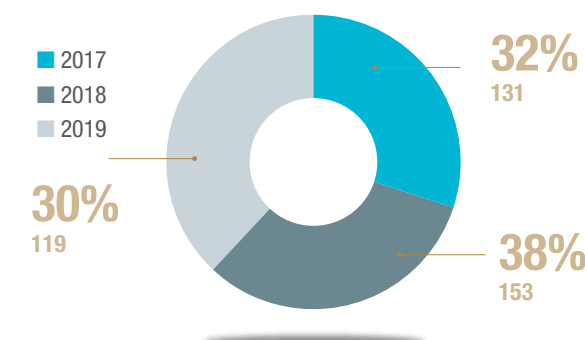
Job creation

BY YEAR OF LOCATION

Distribution of direct jobs created



Distribution of indirect jobs created



Achievement rate of direct job creation declared over 3 years



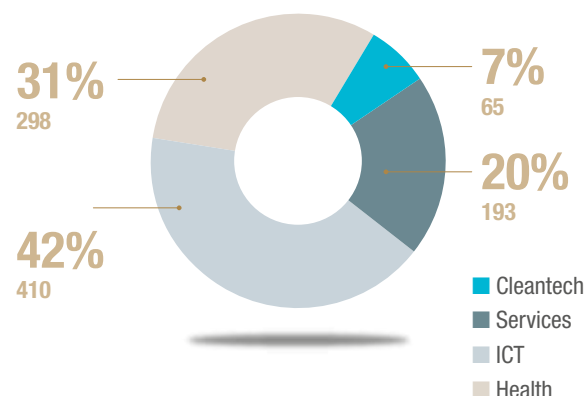
TOTAL 1369 jobs created
966 direct jobs
403 indirect jobs



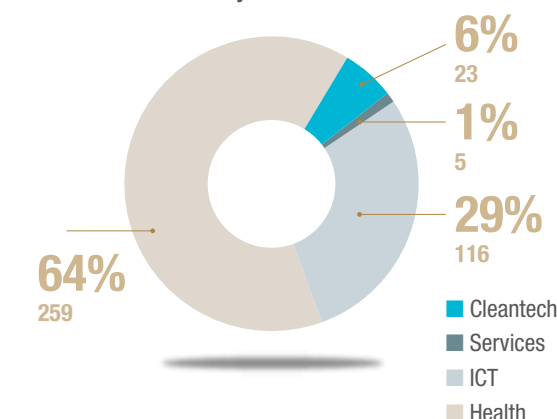
Job creation

BY AREA OF ACTIVITY

Distribution of direct jobs created



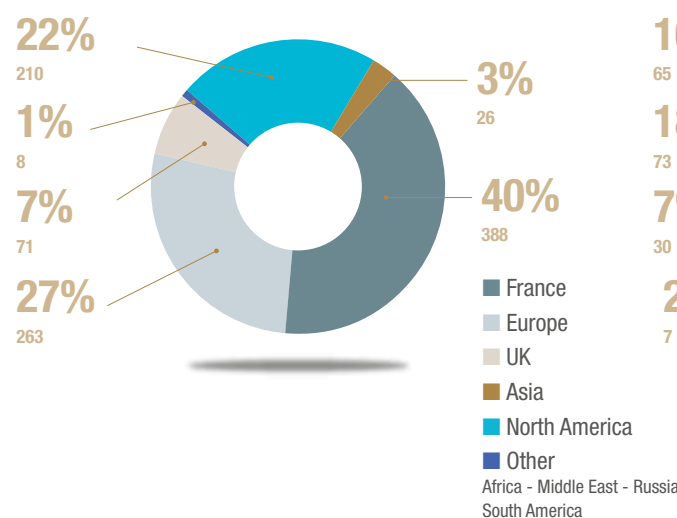
Distribution of indirect jobs created



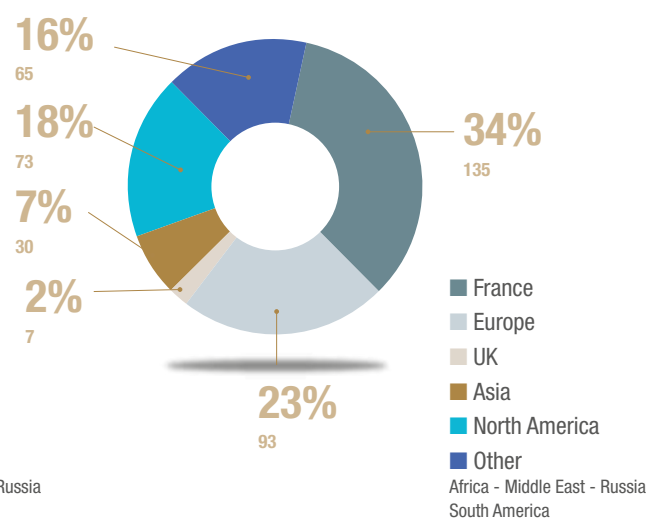
Job creation

BY SOURCE OF CAPITAL

Distribution of direct jobs created



Distribution of indirect jobs created

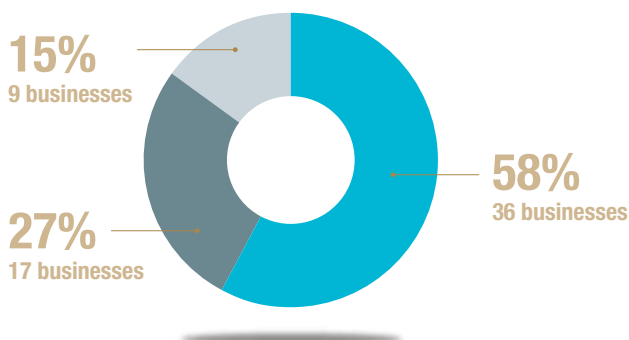


Real estate

OVERVIEW OF THE DISTRIBUTION OF OCCUPIED SPACE IN M2 BETWEEN 2017 AND 2019

62 RESPONSES OUT OF 84 RESPONDENTS

Distribution of occupied space in m²



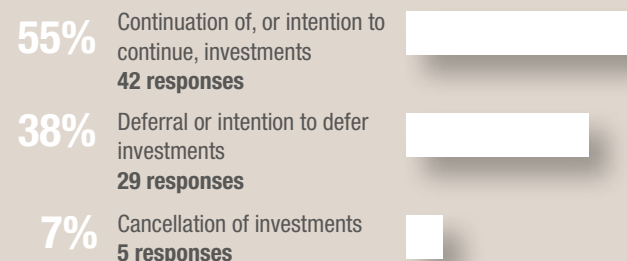
■ Less than 100 m²
■ Between 100 and 1000 m²
■ Over 1000 m²

Total area occupied by businesses located between 2017 and 2019 which responded to the survey.

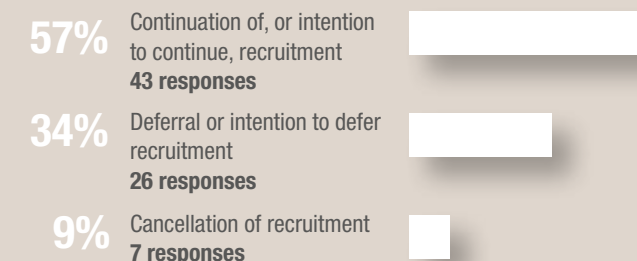
= 36 859 m²

Impact of Covid-19 on decision-making (survey conducted in April 2020)

Impact of Covid-19 on investment policies



Impact of Covid-19 on recruitment policies



Impact of Covid-19 on businesses

QUALITATIVE SURVEY

Within the context of a qualitative survey, out of a total of 76 respondents (out of 84), 64 expressed concerns about measures implemented during the Covid-19 crisis and their

specific needs related to this subject using an empty input field. Here, we have highlighted the major trends seen in common responses.



■ **3 BUSINESSES** closed down, two of which were directly linked to the impact of the Covid-19 crisis and the remaining one for logistical reasons.

Local initiatives linked to the Covid-19 health crisis

COMPANIES WHICH PROVIDED OUTSTANDING SOLUTIONS

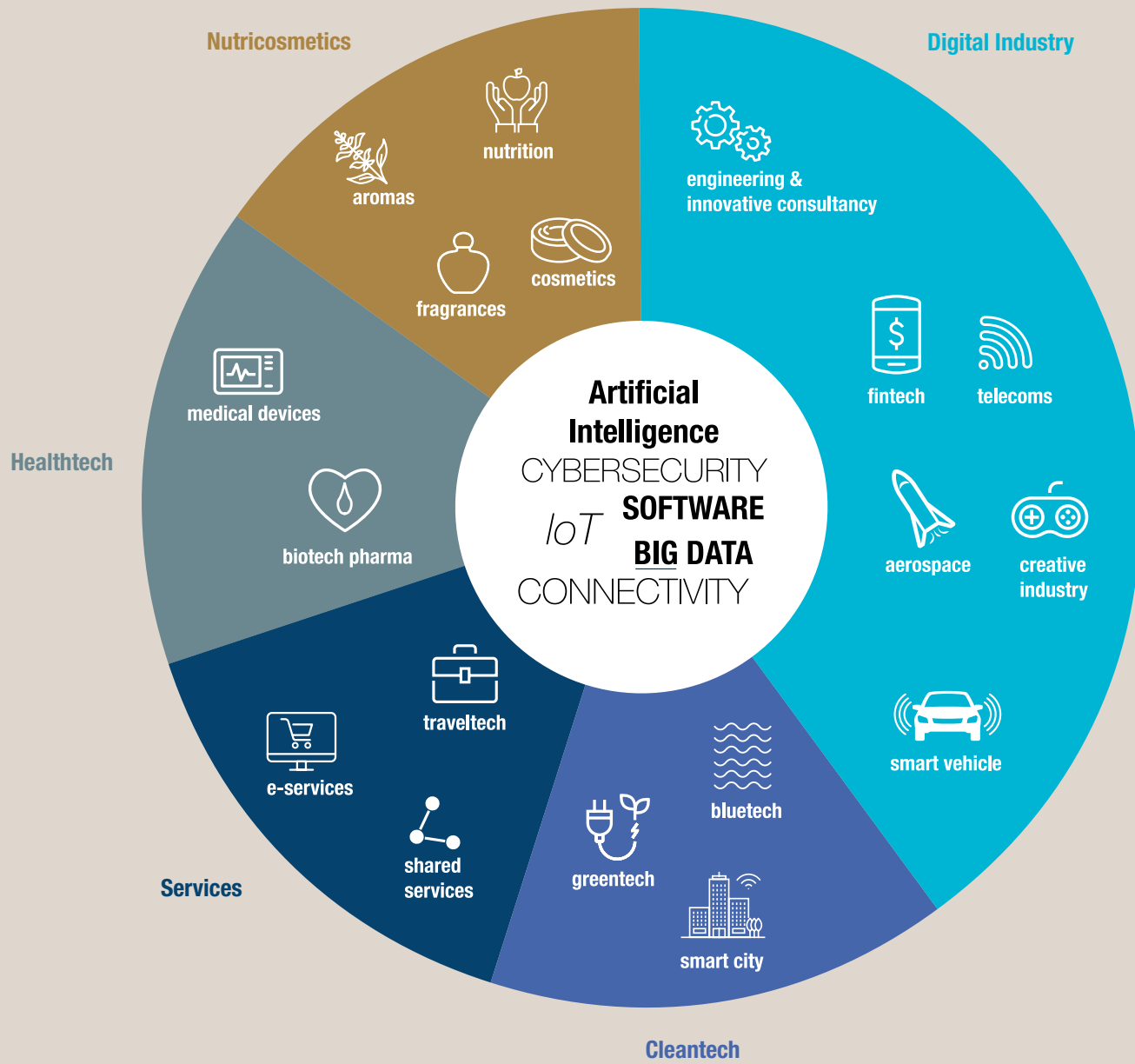
EXAKIS NELITE – Management and distribution platform for healthcare materials (masks, gel, tests, etc.)
exakis-nelite.com

AIINTENSE – Tele-expertise platform in neurology for the management of patients contaminated with COVID-19
neurocovid.fr

COMPANIES WHICH INDIRECTLY PROVIDED OUTSTANDING SOLUTIONS

EXPOLIS – Software and packages for organising virtual trade fairs
expopolis.com

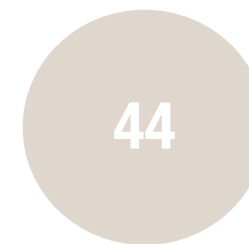
An innovative and attractive region -
skills, key sectors and technological innovation
on the French Riviera



In 2020, Team Côte d'Azur supported 44 investment
decisions in the Alpes-Maritimes which created 717 jobs
over 3 years

INVESTMENT DECISIONS, PARTICULARLY THOSE RESULTING FROM BUSINESS FRANCE AND risingSUD
BUSINESS INTELLIGENCE

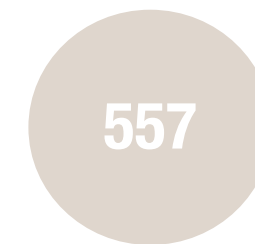
Overview



investment decisions
by 2020



jobs generated
in 3 years by 2020



qualified business meetings
made since January 2020

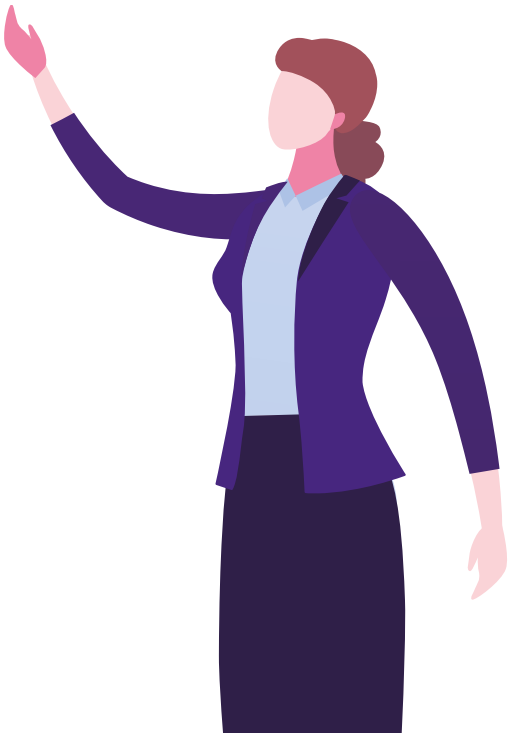
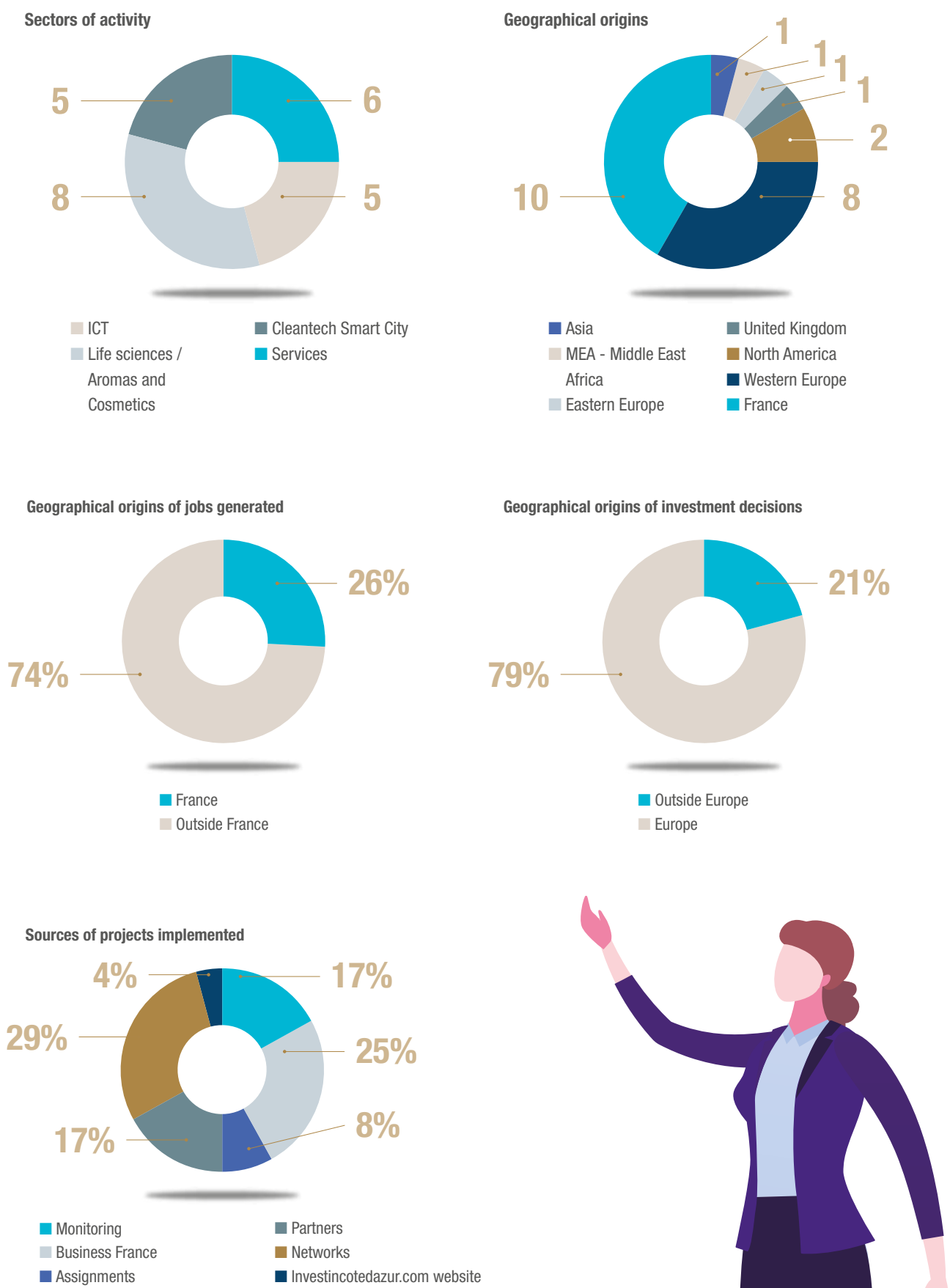


qualified projects since
January 2020

24 businesses chose the French Riviera in 2020: projects supported by Team Côte d’Azur

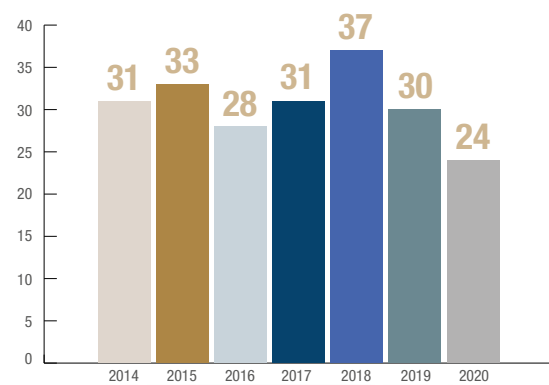
BUSINESS	AREA OF ACTIVITY	TYPE OF PROJECT	NATURE OF PROJECT	SOURCE OF CAPITAL
AQUALUNG LA SPIROTECHNIQUE	Energy, recycling, and other outsourced services + Smart Grids	Development / expansion	Policy centre	United Kingdom
ARKOSE	Real estate, hotel trade, tourism and restaurants	Development	Retail	France
CONCEPTEETH	Medical devices, diagnostics, e-health, bio-IT	Relocation	Policy centre	France
ENERLAB	Perfume, cosmetics, nutrition	Relocation	Policy centre	France
EXAKIS NELITE	Software and IT services	Development	Services for businesses / Services for individuals	France
EZUS	Software and IT services	Relocation	Policy centre	France
HI-COM	Consulting, engineering and operational services for companies	Development	French subsidiary	China
LE WAGON - ÉCOLE	Software and IT services	Development	Policy centre	France
MIPROM IMMOBILIER	Real estate, hotel trade, tourism and restaurants	Development	French subsidiary	France
MONKEYDOC	Medical devices, diagnostics, e-health, bio-IT	Relocation	Policy centre	France
ORISKANY / GAP LABORATORIES	Financial, banking and insurance services	Development / expansion	Services for businesses / Services for individuals	Luxembourg
OSANTYS (GROUPE KANTYS)	Medicines, applied biotechnology	Development	R&D, Engineering, Design	France
PARFUM DIRECT	Perfume, cosmetics, nutrition	Relocation	Policy centre	Monaco
PERSONAL STRENGTH CORPORATION DBA	Well-being	Development	Services for businesses / Services for individuals	United States
PHARMACOLOG	Medical devices, diagnostics, e-health, bio-IT	Development	French subsidiary	Sweden
REGIONDO	Other service activities	Development	French subsidiary	Germany
SEMCO	Energy, recycling, and other outsourced services + Smart Grids	Relocation	Production / Implementation	Monaco
SIEMENS BUILDING TECHNOLOGIES	Energy, recycling, and other outsourced services + Smart Grids	Expansion	R&D, Engineering,	Germany
SMARTBOT PARKING	Energy, recycling, and other outsourced services + Smart Grids	Development	Policy centre	Russia
SOUTH AFRICAN YACHTIES	Other service activities	Development	French subsidiary	South Africa
TAG N TRACK	Medical devices, diagnostics, e-health, bio-IT	Development	R&D, Engineering, Design	United States
VERRECCHIA IMMOBILIER MÉDITERRANÉE	Real estate, hotel trade, tourism and restaurants	Development	French subsidiary	France
VIDEOWORKS	Energy, recycling, and other outsourced services + Smart Grids	Development	French subsidiary	Italy
WUHAN ROBOTECH	Smart objects, equipment, industries and services	Development	R&D, Engineering, Design	China

Key figures for projects supported by Team Côte d’Azur



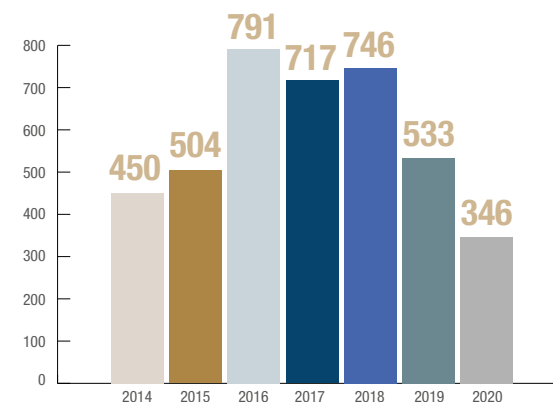
Key figures (continued)

Chart of the number of supported settled businesses



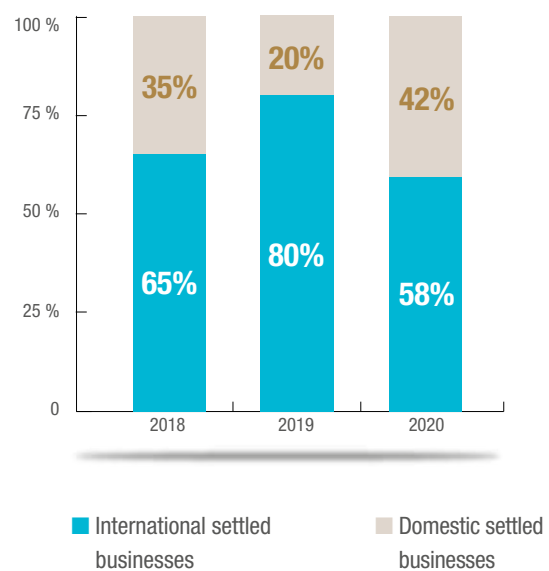
Number of settled businesses supported between 2014 to 2020

Chart of the number of jobs generated/sustained



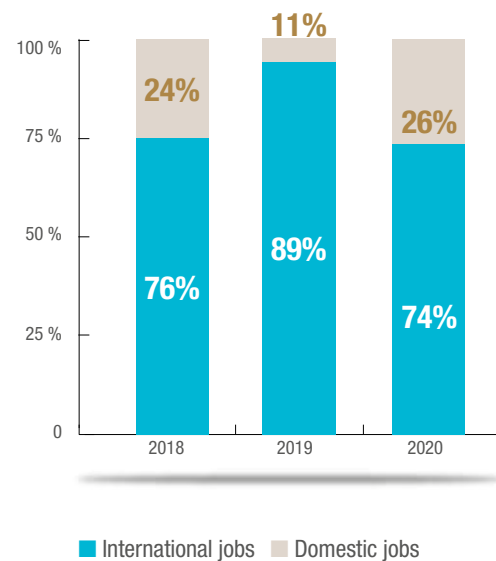
Number of jobs generated/sustained between 2014 to 2020

Changes in the share of settled international businesses over 3 years



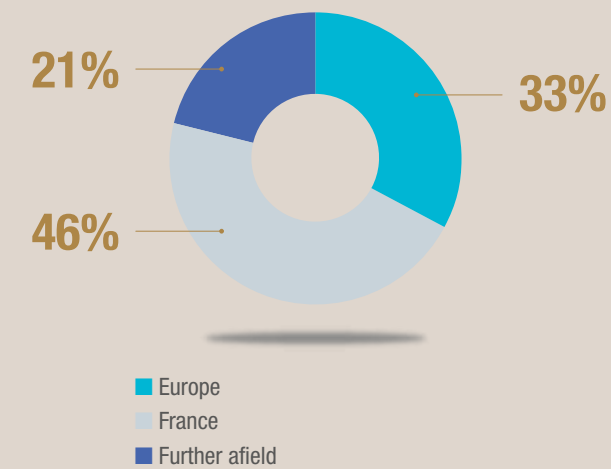
■ International settled businesses ■ Domestic settled businesses

Changes in the share of jobs from international businesses over 3 years

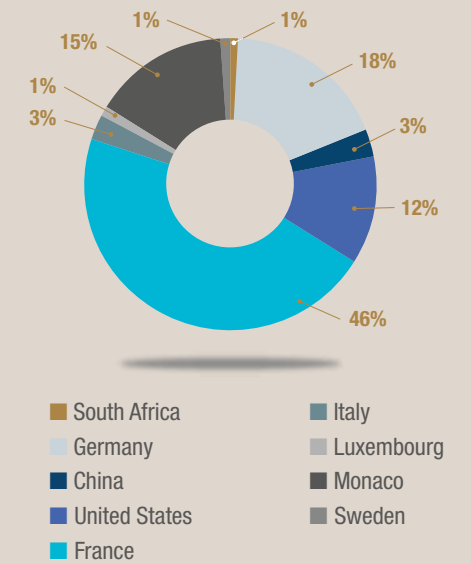


■ International jobs ■ Domestic jobs

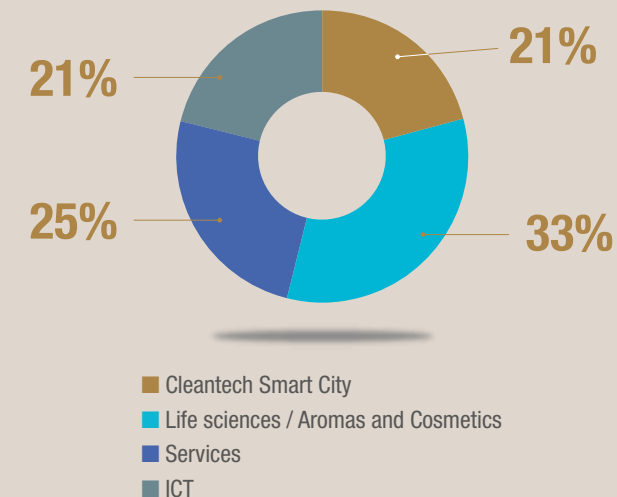
Overall geographical origins of settled businesses



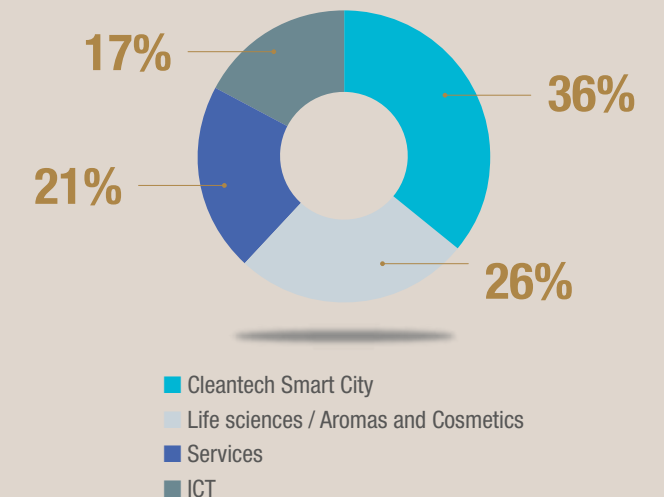
Geographical origins of jobs generated



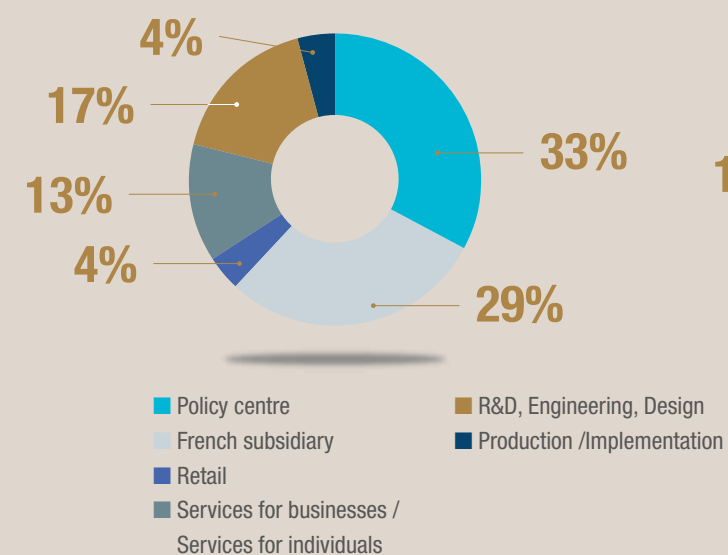
Distribution by sector of settled businesses



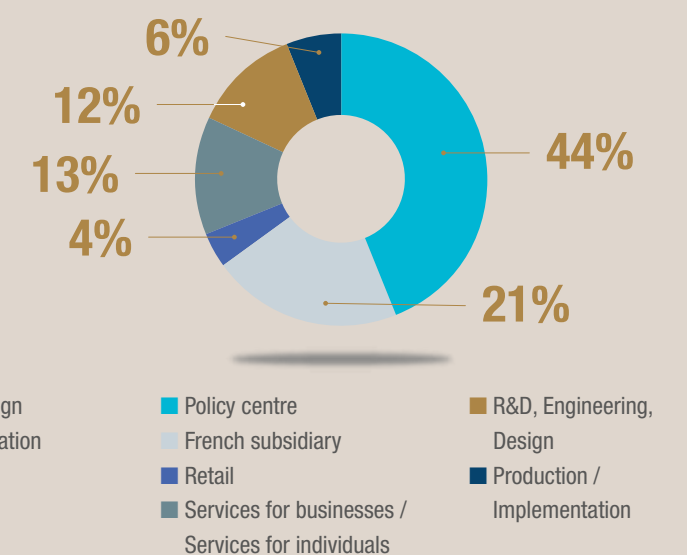
Distribution by sector of jobs generated



Settled businesses by type



Type of settled business in terms of jobs generated



Key figures Results expanded

20

investment
decisions

368

jobs created
or maintained

65%

of investment decisions
from abroad

35%

of investment decisions
from France

BUSINESS	AREA OF ACTIVITY	TYPE OF PROJECT	NATURE OF PROJECT	SOURCE OF CAPITAL
ACRI ST	Consulting, engineering and operational services for companies	Expansion	R&D, Engineering, Design	France
ACTION	Business and distribution	Development	Retail	The Netherlands
AMX Support GmbH	Transport, Storage	Development	Services for businesses / Services for individuals	Austria
AVISTO	Software and IT services	Expansion	R&D, Engineering, Design	France
BOSCH ELECTRONICS	Car manufacturer and supplier	Expansion	R&D, Engineering, Design	Germany
CODASIP	Electronic components	Development	R&D, Engineering, Design	Czech Republic
ÉCOLE 42	Other service activities	Development	Services for businesses / Services for individuals	France
EXPERIS EXECUTIVE	Consulting, engineering and operational services for companies	Expansion	Services for businesses	United States
FED FINANCE	Consulting, engineering and operational services for companies	Development	Services for businesses / Services for individuals	France
GENERALI	Financial, banking and insurance services	Investment	Services for businesses / Services for individuals	Italy
IBM France LAB	Software and IT services	Expansion	R&D, Engineering, Design	United States
KERBOAT SERVICES	Consulting, engineering and operational services for companies	Development	Services for businesses / Services for individuals	France
K-WAY	Textiles, industrial textiles, clothing and accessories	Development	Retail	Italy
MEDINFO INTERNATIONAL HEMOSERVICE	Software and IT services	Expansion	Policy centre	Italy
NAUTICHANDLER	Energy, recycling, and other outsourced services	Development	Retail	Spain
Okko Hôtels	Hotel trade, tourism and restaurants	Development	Retail	France
SMOOD	Smart objects, equipment, industries and services	Expansion	R&D, Engineering, Design	Switzerland
SOA PEOPLE	Software and IT services	Takeover	Services for businesses / Services for individuals	Belgium
URBAN OUTFITTERS	Retail and distribution	Development	Retail	United Kingdom
WORKING SPACE FACTORY	Consulting, engineering and operational services for companies	Development	Services for businesses / Services for individuals	France

Success stories 2020

TESTIMONIALS



Area of activity: Services
SEMPACK
Nice

SEMPACK CHOOSES THE FRENCH RIVIERA TO DEVELOP ITS ECO-FRIENDLY PACKAGING

“The Nice EcoVallée is a logical choice as an eco-responsible project in a region which furthers sustainable development is an additional asset which we can promote to our clients (...). Team Côte d’Azur’s energy, the interest they took in our project, their understanding of our expectations and the tailored response to our requirements greatly facilitated the implementation process and allowed me to focus on the challenges of developing Sempack.”

WENAËL REGNIER
FOUNDER AND MANAGER OF SEMPACK,
CEO OF SEMCO S.A.M.



Area of activity: Real estate
VERRECCHIA
Nice

VERRECCHIA, A SPECIALIST IN THE CONSTRUCTION OF CUT STONE BUILDINGS, ESTABLISHES ITS PRESENCE IN THE MEDITERRANEAN WITH THE OPENING OF AN OFFICE IN NICE

“Verrecchia, a leader in real estate development in solid and load-bearing stone, has long been keen to establish itself on the French Riviera. This has been achieved with its subsidiary VERRECCHIA MÉDITERRANÉE which already has projects on the market. We have been delighted to be able to rely on the help of Team Côte d’Azur in ensuring our success in setting up in the area.”

CYRIL MONCELET
MEDITERRANEAN BRANCH MANAGER



Areas of activity: Traveltech and Leisuretech
REGIONDO
Nice

REGIONDO, AN INNOVATIVE PROVIDER OF TRAVELTECH AND LEISURETECH, SETS UP ON THE FRENCH RIVIERA

“The creation of our office in Nice should enable us to engage better with the French market (...) The teams in Nice ensure the roll-out of our services at a national level, as well as the follow-up and training of our clients. Team Côte d’Azur provided us with comprehensive support to facilitate us setting up in the area. Throughout the pandemic, we have remained informed of all the support schemes available for tourism businesses and regarding support for their digital transformation in particular.”

CÉDRIC LOPEZ
MANAGER REGIONDO IN FRANCE



Area of activity: Education
LE WAGON
Nice

TECH IS ACCESSIBLE TO ALL WITH A NEW CODING SCHOOL ON THE FRENCH RIVIERA

“Le Wagon, an international coding school specialising in short courses on data science and web development, has opened its new site in Nice. With 43 sites in 25 countries and over 10,000 students trained across the world since 2014, Le Wagon is the international leader in short bootcamp-style courses. The school will start its first data science course in Nice at the end of the first semester in 2021.”

MATHIEU BONFILS
CO-FOUNDER AND CEO



Area of activity: Traveltech
EZUS
Le Cannet

EZUS JOINS THE TRAVELTECH BUSINESS ECOSYSTEM ON THE FRENCH RIVIERA

“Having a presence in the Provence-Alpes-Côte d’Azur region also means being part of a leading tourism market in Europe and the world, as well as being part of a successful and innovative technological cluster linked to the travel industry. We have been very impressed by the range of solutions and extent of support offered by Team Côte d’Azur. We were able to benefit from genuine support by obtaining the information we needed and by being put in touch with key players in the French Riviera’s ecosystem. We received sound advice in terms of human resources and in the choice of our premises.

CHARLES GOMBERT
FOUNDER OF EZUS

Team Côte d'Azur in action

DEVELOPMENT ACTIVITIES AND INITIATIVES IN 2020



ICT



ECO-TECHNOLOGY



SMART CITY



REAL ESTATE



FINTECH



MOBILITY/
AUTOMOTIVE



HEALTH



MULTI-SECTOR

CANADA

- Regional Provence-Alpes-Côte d'Azur Multi-sector Initiative
- Collision (Toronto)
- Startupfest (Montreal)
- Movin'On (Montreal)

UNITED STATES

- Summer Summit (San Francisco)
- Cleantech Interactive "Innovating for resilience" (San Francisco)
- BIO International Convention (San Diego)
- Enrich "Tech Race vs COVID-19" (Californie)
- Plug & Play Smart Cities (Californie)
- Joules Accelerator - "Net zero Journey" (Caroline du Nord)
- Consumer Electronic Show (Las Vegas)

PORTUGAL

- The Future Cities (Braga)
- Web Summit (Lisbon)

SPAIN

- Smart City Expo World Congress (Barcelone)

UNITED KINGDOM

- Futurebuild (London)
- Fintech - AI Mobility (London)

NORDIC COUNTRIES

- A Smart & Clean Ocean (Oslo)
- Slush (Helsinki)

LUXEMBOURG

- ICT Spring Europe

GERMANY

- E-World Energy & Water
- Digital Business Speed-Dating
- The Business Booster
- Electronica
- Digital Health prospective actions
- Digital Fintech-Mobility AI prospective actions

JAPAN

- Semicon Japan
- Bio Japan (Tokyo)

UNITED ARAB EMIRATES

- Smarter Mobility Europe (Dubai)
- Smarter Mobility World (Dubai)

ISRAËL

- Ecomotion annual Investors Event (Tel Aviv)
- Ecomotion 2020 Mobility Innovation (Tel Aviv)

ITALY

- Blue Economy Summit (Gênes)

PROVINCES

- Medfit (Strasbourg)
- Healthtech (Bordeaux)

PARIS AND ÎLE-DE-FRANCE

- France Biotech Health
- Hello Tomorrow Global Summit
- Ecotech Energy Meeting
- European Mobility Expo
- Bim World
- Autonomy Digital
- AI For Health
- AI Paris Corp
- Global Industry

- National Forum of Eco-Enterprises
- The Next Mobility & Energy Online Summit
- Economic Morning
- Mipim PropTech Paris
- Day of talks
- French-German E-Health
- Panorama France Healthtech
- Big Data Corp Paris
- Paris Fintech Forum

FRENCH RIVIERA - PACA

- Ipem (Cannes)
- Ageing Fit (Nice)
- Ever (Monaco)
- DSC 2020 Europe (Antibes)
- EuroMaritime (Marseille)
- European Forum for Energy Smart Mobility (Marseille)
- The Smart City In Mediterranean territories (Aix-en-Provence)

KEY FIGURES

58 development and
promotion INITIATIVES
completed
41 DIGITALLY
17 IN-PERSON

Actions undertaken by Team Côte d'Azur in the areas of expertise present on the French Riviera

IT - DIGITAL AREA OF EXPERTISE

KEY FIGURES

7

initiatives carried out

2020 remains a year dominated by investor uncertainty, but one where changes in funding have taken place which will have a lasting impact on the location strategies of external investors.

In the Digital IT sector, Team Côte d'Azur has deployed remote actions by relying heavily on two drivers which are strong assets of the French Riviera and which will become essential to the attractiveness of the region in the future - namely the talents and expertise of local ecosystems.

The close network that the French Riviera region has created between industry, research and academia has played a major role in its success.

Important business intelligence work carried out by Team Côte d'Azur at the start of the year has made it possible to better

5

decisions to settle

segment and adapt the business development strategy in the Digital IT sector:

■ **Software, Cybersecurity and Smart Vehicles were identified as 'priority' sectors** with high potential and for which the region has significant advantages. These areas were heavily researched in 2020 and will be developed in 2021.

■ **The digital and software sector** is proving to be less affected by the Covid-19 health crisis than expected, with a drop in turnover estimated at 4.6% in 2020. A growth of 1% is expected during 2021, but this recovery remains limited and depends on how the health crisis evolves.

The situation varies from one occupation to another: software companies are doing better and are expected to grow by 0.3% compared to 2019, while DSCs

49

new investment projects identified

(digital services companies) are showing a drop in turnover of 4.2%.

The SMACS (Social-Mobility-Analytics-Cloud) remain the market drivers, with net growth estimated at €900 million in 2020 - a growth of 6.4% compared to 2019. The cloud remains the leader, with a market of €6.7 billion and growth of 12.2% compared to 2019. Digital services, online security and home entertainment are the greatest winners of this crisis, with reported sales growth of 50% to 80% according to the market for the first half of 2020.



■ **Cyber security** represents a market of \$180 billion (forecast of \$200 billion in 2021 - statista.com). The cybersecurity market, particularly in the areas of internet security, ID and AI, is expected to strengthen in 2021.

■ **Vehicle connectivity** is central to the transformation of the automotive sector, with a market of \$100 billion today which is expected to grow to \$500 billion by 2035 (AT Kearney), with half of the operators coming from the automotive sector and half from new entrants in applications and associated active safety services and systems (CAP GEMINI 2019).

Self-driving vehicles are expected to account for 52% of the global fleet by 2024. The success of this sector will rest on 2 key points which are also our region's strengths: **the use of an ecosystem of services and investment in software skills.**

Since 2015, investment has been growing strongly, both in M&A and R&D, and strategic partnerships dedicated to the various connected vehicle markets are multiplying (microprocessors, self-driving vehicles and ADAS, car-sharing, cloud platforms, etc.). Each of the twelve market segments which make up the smart vehicle segment is growing, with top lines estimated at between €20 and €40 billion each year.

The Covid-19 pandemic and the general uncertainty which we are experiencing are disrupting the programme of innovation of manufacturers and equipment suppliers by pushing them to re-prioritise their developments. Tech companies, on the other hand, have emerged strengthened and have significant investment resources at their disposal which will further increase their presence on the market.

Actions undertaken by Team Côte d’Azur in the areas of expertise present on the French Riviera



Mobile telecommunications represent a mature sector with lower growth potential. However, the region has much to offer this sector. Team Côte d’Azur will be seizing any opportunities which arise in the sector in 2021.

The 5G market is expected to contribute more than \$13 trillion to the overall industry turnover worldwide by 2035, but stakeholders are expected to experience a low turnover. Our region is not one of the European clusters in this particular area.

The post-pandemic outlook is of an increase of 3% in 2021. The gradual roll-out of 5G should sustain the growth of the sector in the long-term.

AI applications in mobility and Fintech (positioning resulting from our Brexit-oriented strategy since 2018) are **placed as ‘challenging’** sectors with strong potential in

our planned activities but for which the region does not have significant assets. These are areas to be strengthened in our planned activities for 2021.

The AI market has entered a phase of active growth in both the B2C and B2B segments. Indeed, most forecasts agree on an explosion of the AI market in the coming years and its profound impact on our communities. Tractica reports that AI is expected to generate nearly €89.8 billion by 2025, up from just €4.8 billion in 2017. This corresponds to an average annual rate of increase of almost 45%.

Key technology present in the Nice Côte d’Azur region include: *Autonomous Systems, Machine Learning, Deep Learning, Neural Networks, Image/Vision, Language Recognition, Robotics with applications in health and mobility (including self-driving vehicles/ Smart Cities)*

Fintechs are emerging as a growing but consolidating market with a drop in funds raised in 2019 and the emergence of new growth segments following the payments segment. **France has many strengths to enable it to become an international Fintech hub:** a strong culture of finance, venture capital which is now available, a unique structure for dialogue and support for professionals in the sector, and strong skills in data science.

We will have a variable impact depending on the key players in 2021. Uncertainty prevails: robo-advisors and other Fintech which generate revenue from transactions seem to be under threat. On the other hand, companies positioned in financial security or cyber security in finance could do well.

CLEANTECH AREA OF EXPERTISE

KEY FIGURES



business development actions carried out



decisions to settle



new investment projects identified



Our participation in the international delegation of economic development agencies at the EWorld trade fair (in the presence of the Mayor of Essen).

The first initiatives for 2020 took place in-person (**E-World Essen, FutureBuild London**) before everyone experienced, as in all sectors, a tsunami of cancelled events and engagements.

In a subsequent step, the events were quickly rescheduled in a digital format. The main reason for this resilience and flexibility is that the Cleantech trade fairs are usually medium-sized events compared to those of other areas of expertise. This even led some organisers to increase the number of webinars in order to continue to support the sector and maintain a

high level of exposure for start-ups seeking investors and expansion. This also explains the exceptionally high number of initiatives made by Team Côte d’Azur in this area in 2020.

We have observed a slight slowdown in the flow of qualified projects and leads and, as a result, a clear decrease in the scale of projects in terms of projected hiring, which indicates greatly reduced risk-taking by investors.

Given the situation and the increased ease of access to

events thanks to the new digital format, Team Côte d’Azur broadened its development initiatives to include the Bluetech segments, in line with the development of this sector in our region (see below).

2020 was marked by the emergence of investment projects in the ‘Sustainable Mobility’ segments in line with the region’s development project around ‘Smart Mobility’. This was seen in particular in rapidly developing ‘Hydrogen’ technology and the ‘Bluetech’ segments.

In addition to the major ‘Green Tech’ and ‘Smart City’ segments, Team Côte d’Azur will be extending its business development efforts in 2021 to the new Bluetech segments.

Actions undertaken
by Team Côte d'Azur
in the areas of expertise
present on the French
Riviera

SERVICES AREA OF EXPERTISE

KEY FIGURES



business development
actions carried out

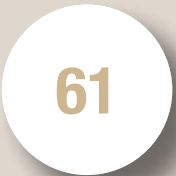
In 2020, we grouped the activities of the 'services' and 'multi-segment' sectors under this heading in order to gain a better understanding of the activities carried out as a whole. We saw physical events in these segments change into a digital



decisions to settle

format, with an extension of the opening period or this even being changed into a long-term subscription.

A record number of projects in the services segments were qualified in 2020.



new investment
projects identified

Despite the crisis caused by the Covid-19 pandemic, projects in the field of tourism services and in 'Traveltech' in particular were not adversely affected in 2020.

Given the current and continuing situation, we anticipate an increase in investment projects in the area of e-Services and Traveltech in particular in 2021.



HEALTHTECH AREA OF EXPERTISE

KEY FIGURES



business development
actions carried out

The year 2020 was certainly an unusual year for businesses involved in health. According to an internal survey of our established companies, the Covid pandemic was a significant growth driver for some. In contrast, for others it meant that their activity ceased. However, France still remains very attractive for businesses from abroad thanks to the creation of funds for ground-breaking innovations in AI/medical diagnostics. France is now second only to the UK market in terms of funding raised for healthcare.

The recovery plan for the health sector involves an investment of over €25 billion over the next 10 years. This is an important driver in our business development strategy.



decisions to settle

Team Côte d'Azur took part in 11 events, 4 of which were in person. It is worth noting that making an online appointment is more complex than in person. This can be explained by the fact that business leaders are inundated with requests and are therefore more selective. In conjunction with stakeholders in the ecosystem, Team Côte d'Azur was able to support the set-up of 2 American companies within the framework of 'Opération Californie':

■ **Tag N track** allows products such as drugs/biological samples to be tracked using RFID technology. It targets companies specialising in cell therapy where traceability is paramount.

■ **Personal Strength corporation** which has a project for a wellness centre for people with neurological problems such as Alzheimer's and Parkinson's.



new investment
projects identified

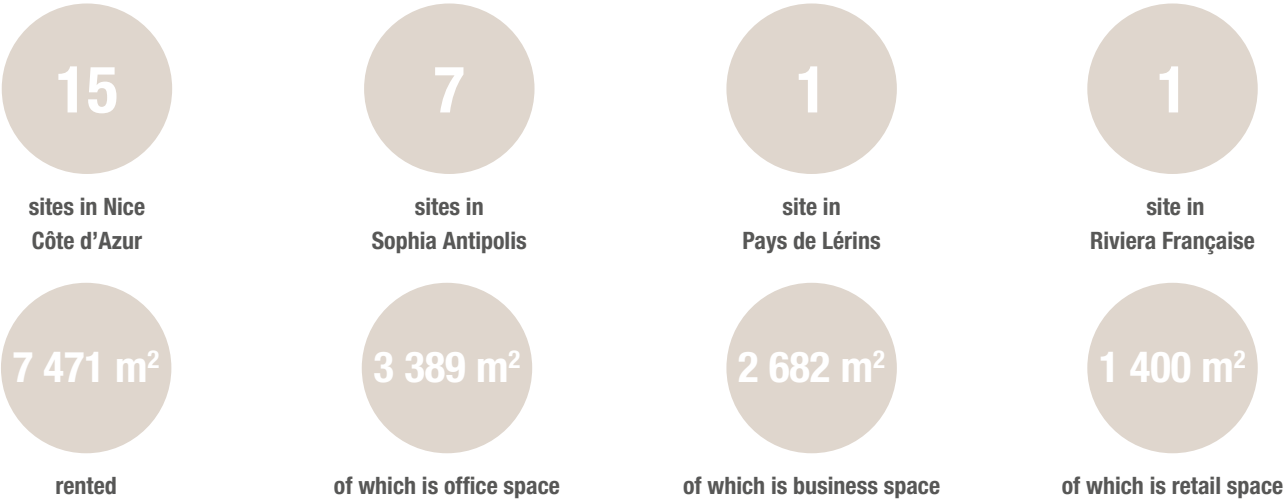
Team Côte d'Azur took part in the **Bio convention** online. As a result, it was able to meet with 13 companies and qualify 2 projects to set up in the region. This year, for the first time, Team Côte d'Azur was able to take part in the **Hello Tomorrow Global Summit** event. This event welcomes over 3,500 visitors from around the world working in the area of **Deeptech**. This event resulted in 6 meetings and the identification of 2 investment projects.



Actions undertaken by Team Côte d'Azur in the areas of expertise present on the French Riviera

BUSINESS REAL ESTATE AREA OF EXPERTISE

KEY FIGURES



The property sector is an essential part of Team Côte d'Azur's promotional activity and is a major driver of economic development.

Within the context of close collaboration with public and private stakeholders in the region, the agency supports developers, investors and users to identify solutions adapted to their needs and/or their strategies.

Even though the major commercial property fairs, such as MIPIM and SIMI, could not take place because of the pandemic, Team Côte d'Azur maintained links digitally with all stakeholders in the property chain

to promote business real estate initiatives such as Nice Côte d'Azur and Sophia Antipolis. The agency was also able to take part in the **Propel By MIPIM** trade fair in September 2020.

As is the case every year, Team Côte d'Azur conducted the 'Immobilier d'Entreprise Côte d'Azur' business survey which consolidates data about the office and business property market.

Property engineering is one of the services offered by Team Côte d'Azur to help businesses in their setting-up process. In 2020, Team Côte d'Azur was involved in the following real estate transactions of the year: Regiondo, Arkose, Exakis Nélite, Osantys, Parfum Direct, Semco...



Structuring initiatives involving Bluetech

The French Riviera is ranked in the world's top 10 and is one of the most popular destinations in the world for tourists. It is ranked 3rd globally as regards its facilities for yachts and cruise ships thanks to its world-class infrastructure - the region boasts Nice harbour and Vauban harbour in Antibes, which is the top marina in Europe.

Based on this positioning local and regional institutions are taking action to structure a 'Bluetech' ecosystem focused on innovation in the French Riviera.

In line with the 'Opération d'Intérêt Régional' as outlined by 'Région Sud PACA' and led by local agency risingSUD under the banner of 'Économie de la Mer', the 'Métropole Nice Côte d'Azur'

carried out a mapping study of the key players in this sector of regional excellence with the aim of putting forward structuring suggestions. The Nice Côte d'Azur Chamber of Commerce & Industry is in charge of the ambitious '**Vauban 21**' project whose investment programme is worth €135 million over 25 years and whose key areas of focus are:

- The French Riviera as a benchmark in the Mediterranean for ports of the 3rd millennium.
- The French Riviera as a place for experimenting with new business technology.
- The French Riviera as a place which is open to international companies in the 'Bluetech' sector.

As a result, this places the focus on a technology park dedicated to the yachting value chain, with a site

and reception areas for companies in the ports of Vauban and Gallice.

The '**Gallice 21**' project, with investment totalling €16 million over 15 years, will make it possible to offer a real fab lab of innovation, with accommodation available for key players in the 'Bluetech' sector from 2021.

In 2020, Team Côte d'Azur launched a campaign to promote these structuring activities at the **EuroMaritime** trade fair in Marseille, the **Blue Economy Summit** in Genoa, the '**A Smart & Clean Ocean**' French-Norwegian e-forum and in Canada in order to promote them to foreign investors.

Promotion

1

new website

+10%

increase in followers
on social networks

+25%

increase in visitors coming
from the Paris region since
the launch of the new website

+52,8%

increase in visitors from
France since the launch
of the new website



We are noticing an increasing number of visitors from France who are looking to relocate and leave Paris in a large number of cases. This can be explained by the Covid-19 pandemic and the ensuing lockdowns. Within the context of this unusual crisis, **we have reviewed our strategy so that our aims are carried out in the most suitable way and as closely as possible.** We have passed on information from our supporters to inform our audiences about the basic health and economic issues to be aware of and have regularly supplied information to enable the planning of any future steps. This information has been useful, regulatory and supportive.

Our communications have been extended to all our media, including **our website (creation of a dedicated Covid-19 page), social networks and newsletters.** Through these channels, we have highlighted the successes achieved by institutions and local economic players in response to the crisis, underlining their innovation, creativity and ability to adapt.

As part of the strategy adopted and in line with new uses resulting from the Covid-19 pandemic, the agency's promotional work has included putting a new website online which makes it easier to make appointments with prospective

clients and to register with the platform.

The aim of this platform is to create a link between companies already settled in the region and those looking to settle, to be a reference point highlighting the vibrancy of the local ecosystem and to enable contact between future settlers and Team Côte d'Azur for their business projects. **We have been more proactive with our posts on social networks** and mailings (with the number of the week video, sharing interviews with companies who have settled in the region, etc.) in order to give greater visibility to our activities and our aims during this unusual year.

The Team Côte d'Azur agency in 2020

A team which supports businesses investing in the French Riviera



PHILIPPE PRADAL
President Team Côte d'Azur



PHILIPPE SERVETTI
CEO Team Côte d'Azur



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We craft your future.



INVEST IN CÔTE D'AZUR

Succeed in Côte d'Azur

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