



Report on Attracted Investments in 2010 in the Alpes Maritimes: The Côte d'Azur is ahead in the software, microelectronics and eco-technology sectors

Nice, 3rd March 2011 – Eric Ciotti, MP for the Alpes Maritimes and President of the 06-Conseil Général, Bernard Kleynhoff, President of the Nice Côte d'Azur CCI and Jean-Pierre Mascarelli, CEO of Team Côte d'Azur present the 2010 report on investment decisions taken by businesses in the county of Alpes Maritimes.

The Alpes Maritimes were awarded 27 new investment decisions and 3 business extensions, for a total of 30 successful projects for Team Côte d'Azur in 2010

These new set-ups and business extensions represent EUR 96m in private investment scheduled over the next three years. The investment will generate 621 direct jobs of high added value inducing an impetus in employment for subcontractors and the tertiary sector. The 3 business extension investment decisions represent EUR 29m of investment for 113 jobs. To obtain such results, Team Côte d'Azur detected 281 projects monitored in 2010. The 2010 agency results lay in the same range as those of 2009 when 28 investment decisions were recorded for EUR 116m and 625 jobs. The share of foreign investment is 53%, confirming the international nature of the French Riviera.

Team Côte d'Azur more specifically targeted software, microelectronics and eco-technologies in 2010.

This strategy proved to be successful.

>> The Software and Microelectronic Sectors take the Lead

Software, with 23% of investment decisions and 28% of jobs, and microelectronics, with 20% of investment decisions and 18% of jobs, provide a contribution founded on a leading regional position in France.

Software: The Alpes Maritimes are among the only counties in France which did not experience a drop in software companies between 2008 and 2009 (Source: Unedic-November 2010). The number of software firms even rose by +3% over this period. In 2010, investors in this sector were the French firms **AKIO SOFTWARE**, **MOBIBASE**, **SOJA Solutions** and **UAC**, Thai firm, **SAFECOM** and British firms **WAVE** and **TAGES-SOLIDSHIELD**;

Microelectronics: the Alpes Maritimes, between 2005 and 2009, received 15% of France's investment in the foreign microelectronics sector (source: AFII – Agence Française pour les Investissements Internationaux), relying on the leading microelectronic design community in Europe (2,500 design engineers). This asset is the basis for decisions taken in 2010 by **ARM** (British), **ACCENT** (Italian), **MAXIM** (American), **MAYA TECHNOLOGIES** and **RIVIERA WAVES** (French) and a French-Swiss microelectronic designer.

>> The Eco-technology Sector

The Eco-technology sector, whose impact is visible as of 2009, contributes up to 19% of jobs generated by investments decided in 2010, against 4% in 2009. This increase is reflected by investment by the Californian firm **LUMETA** (solar frames), **ECOWAY** (Italian - carbon finance), **MERMAID ENERGY** (Danish - solar panel engineering) and the French Riviera firm, **TOURNAIRE Solaire Energie**, in partnership with the Spanish firm, **HELIOS** (production of solar modules).

Other Sectors

>> **The Health segment** represented 11% of jobs generated by the investment of 4 companies: the French firm, **CAP IMPLANT**, reinforcing the ophthalmological cluster along the Riviera, the British firm, **OXFORD PHARMASSIST** and French Riviera firms, **IFSI** and **VIRBAC** (Centre Leishmanose).

>> **Various Services sectors** contribute 22% of generated employment, with 9 investors: the German firms **ARWE** (services provided to car rental agencies) and **B.COM** (BtoB IT distributor), the French firms **CAPITAL 2 SOLUTIONS** (Recruitment Counselling), **B2LOG** (Logistics e-commerce) and **MIDI CAPITAL** (Capital-risk), the American firms **MCI** (Events organisation) and **LACHEY DESIGN** (Consultancy), the Swedish firms **SBK MOVING** (Transport) and **SMOKE FREE SYSTEMS** (Anti-smoking equipment).

Team Côte d'Azur's 2011 Action Plan in 4 Major Focuses:

1 – Team Côte d'Azur wagers on highlighting the upcoming opening of the STIC Campus at Sophia Antipolis conducted by the 06-Conseil Général, to draw nearer the industrials in the sector.

2 – The agency will more specifically target industries dealing with energy efficiency and eco-construction, using the Eco-Vallée as a traffic-builder for the entire county.

3 – Team Côte d'Azur will seek investors for conducting initial real-estate programmes for bio-tech businesses in the county to boost prospecting in this market segment.

4 – The agency, along with the CCI, will promote the Riviera's penetration into the market of E-Business HQ to draw Marketing/Management/Purchasing services linked to the explosion of Internet shopping, highlighting the advance Nice has as the leading European city for "no contact" services.

The Mechanics of Investment Decision-making

What was the support most requested from Team Côte d'Azur by investment decision-makers in 2010?

Mobilising the Riviera ecosystem specific to each investor is at the top of the efforts requested from the agency: seeking partners (laboratories or businesses)...

Next in line, in equal parts: **negotiating investment aid** with the allowance mechanism, PAT (Prime à l'Aménagement du Territoire) in particular, as well as with the all-new **Aide à la Ré-industrialisation**, and **finding office space and land**.

Finally, Team Côte d'Azur had to implement **Assistance for geographic staff mobility**, for a lesser number of investors.

Team Côte d'Azur is an economy-promoting agency on the French Riviera, created through a Conseil Général des Alpes-Maritimes and Chambre de Commerce et d'Industrie Nice Côte d'Azur initiative. Team Côte d'Azur aims at promoting the Riviera region in international markets and facilitating the start-up of new firms, whether French or foreign on its territory. Team Côte d'Azur places a complete range of services at the investor's disposal for discovering the Riviera, a leading, innovative and international region and ensuring that settling-in their teams is successfully conducted. The Côte d'Azur and the Sophia Antipolis science park are today promoted by Team Côte d'Azur on an international scale as being the leading region for R&D investment of foreign businesses. Eco-Vallée is promoted by the agency as being a new land of welcome for decision-making centres and green industries. Finally, the future business sites of AromaGrasse and Bastide Rouge (Cannes) will, in 2011, respectively fall under action plans for natural-product industries and the multimedia sector. www.investincotedazur.com

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*Team Côte d'Azur is an initiative of the Alpes- Maritimes Conseil Général
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