



THE CÔTE D'AZUR

A STRATEGIC SITE
FOR CORPORATE CENTRAL FUNCTIONS



TEAM
CÔTE
D'AZUR

CREATIVITY FOR BUSINESS

THE CÔTE D'AZUR ECONOMIC DEVELOPMENT AGENCY



8 REASONS TO CHOOSE THE CÔTE D'AZUR

Where in Europe can a company benefit from a thriving international environment that allows it to:

- ➔ Recruit and strengthen its multicultural teams
- ➔ Bring together its decision centers and R&D functions
- ➔ Host its market's top opinion leaders, visiting the area during professional events
- ➔ take day trips to meet with clients, thanks to direct flights throughout Europe
- ➔ enjoy a secure location for its high value added activities

The Côte d'Azur offers all this... and much more!

1 An international METROPOLIS

- Over a million inhabitants
- 12 % of the population is foreign, 57 % of which is of European origin
- Situated at the centre of the Mediterranean arch stretching from Barcelona to Milano.

2 CONNECTED to the entire world

- Nice Côte d'Azur –a gateway to Southern Europe
- 2nd-largest airport in France, with nearly 10 million passengers a year
- Less than 2 hours flight from major European cities
- 55 regular airline companies
- 97 direct flights throughout the world, including nearly 30 round-trip destinations in Europe
- Daily connections between Nice and New York

3 with a steadily rising pool of SKILLED LABOR

- 421,000 jobs – 2nd-largest pool of service sector employment in the Provence Alpes Côte d'Azur region
- 84 % of current jobs concentrated in the service industry, including more than one-third in strategic functions
- 22,000 additional jobs created in the service industry in the past 3 years
- International working population from 70 countries

4 Home to DECISION CENTERS

- 110,000 businesses, including more than 80 % in the service sector
- More than 1,000 banking and financial institutions, representing 10,000 jobs
- Head offices and strategic centers already established: Accenture, Alcatel Alenia Space, Amadeus, Air France, American Express, Arkopharma, Cari, GSF, Koné, Mane, Pro BTP, Virbac

5 A wealth of trained EXPERTISE

- 37,000 students, more than one-third of whom are graduate students
- The University of Nice-Sophia Antipolis, a leading pluri-disciplinary French university with nearly 27,000 students, including 7,000 enrolled in Law, Political Sciences, Economics, Business Administration
- 2 elite business schools with international standing – EDHEC and CERAM – offering:
 - 7 Masters of Science programs
 - 2 MBA or Executive MBA programs
- Campus Sciences Po – Mediterranean Middle East

6 SOPHIA ANTIPOLIS

- The n°1 Technology park in Europe 1,300 companies, 30,000 jobs offering:
 - proximity and easy interaction with key players in Information Technologies and Life Sciences
 - a stimulating environment for investments in R&D with 7 Competitiveness Clusters.



THE CÔTE D'AZUR IS THEIR PLACE OF CHOICE!

7 Côte d'Azur REAL ESTATE PROJECTS

- 1,400,000 sqm of office space already developed
- an average of 60,000 sqm of office space marketed per year over 10 years
- New business districts in Nice: 250,000 sqm of office space to be launched within 10 years

Strong presence of national and international real estate investors:

- 149 million euros, including 87 % international investments, mainly from the US and Germany (Source: Atisreal – 1st half 2006)
- Cargill, Commerzbank, Crédit Suisse, Groupe Monceau, Lone Star, Oppenheim, Participation Foncière (GPD), Saint Martins, Stena, UFG, etc.

8 QUALITY at a highly competitive price

• Competitive costs per job

	Cost per job (euro/year)	salary cost (euro/year)	real estate costs (euro/year)
Toulouse	28,715	26,849	1,899
Nice	28,744	26,768	1,976
Nantes	28,890	26,914	1,976
Marseilles-Aix	29,453	27,038	2,415
Strasbourg	30,329	27,804	2,525
Lille	30,671	28,256	2,415
Lyons	31,372	28,628	2,744
Bordeaux	31,975	30,219	1,756
Paris	39,493	31,809	7,684

Source: Ernst & Young – 2001

• Highly competitive real estate costs:

In terms of office real estate, the Côte d'Azur ranks among the most competitive metropolitan areas with direct connections to international airports in Europe:

Price in € / net of tax / net of charges

Sophia Antipolis	170
Nice	200
Madrid	330
Munich	342
Paris	690
London	1.251

Source: ATIS Real – 4th quarter 2005

KONE FRANCE HQ

"France's second largest elevator manufacturer is going full force on the Côte d'Azur. The French subsidiary of the Finnish group has recently transferred its head office from Asnières to the Arénas business district in Nice. And since early June, there has been one single national call center..."

Nice Matin – June 19, 2006 edition

"Our local staff has know-how in IT, sales, finance and technology that persuades us not to move our main activities in France to Paris or to any other place. Our new ultra-modern building is close to the airport and offers a range services that enhance our business."

Gérard ROUX, CEO, KONE

TEXAS INSTRUMENTS FRANCE HQ

"We require an economic and industrial environment favorable to our activity. If we're here, it's because we have found an excellent environment and world-class research organizations."

Christian TORDO, CEO, Texas Instruments
Annual report "Invest in France" – May 2005

PRO BTP MANAGEMENT CENTER

Pro BTP group has decided to strengthen its presence on the Côte d'Azur and opened a second 3,000 sqm site in Sophia Antipolis in order to accommodate one of the group's four management centers.

Alain MONTAGNE Technical Center – quoted in Nice Matin – November 6, 2006 edition

IADO – STRYKER EUROPEAN CENTER

"We had a good knowledge of the region since we had organized a number of events here.. With the premises at 400 Promenade des Anglais, we found the perfect location for the new Trauma Care Institute's training programs and meetings. We were looking for a site in Europe, situated next to an international airport, with good transportation infrastructures and hotel and residency facilities for our visitors. Nice filled all these conditions!"

Peter ILLIG, Director of the International Association for Dynamic Osteosynthesis – IADO – September 22, 2005

2



1



3

HIGH STANDARDS REAL ESTATE PRODUCTS SOLUTIONS

NEW BUSINESS DISTRICTS IN NICE



Buildings meeting international standards located within an easy distance from the Airport, Promenade des Anglais and Highway A8 at the Arénas site or the Méridia site

1 NICE PLAZA

An optimal concept for the latest generation of offices

NICE PLAZA is being developed by the Lazard Group and will cover 16,000 sqm of prestige offices. NICE PLAZA benefits from all local services as well as from an exceptional address.

Signed by the internationally renowned architect Francis CARDETTE, NICE PLAZA meets the requirements of users wishing to get established in the most up-to-date real estate complexes for the service industry.

Delivery: March 2008. Investor: Commerzbank

3 AZUREA

A real estate complex devoted to Business and Tourism

Managed by Meunier Promotion, AZUREA will be developed in phases over a total area of 25,000 sqm for activities grouped around two poles: "Business" and "Tourism." The Business Pole is comprised of 18,000 sqm of the latest generation in office space. The Tourism Pole offers hotel infrastructures and common facilities including a swimming pool and a Japanese garden in the center of this real estate complex.

Delivery: late 2008

2 NICE MERIDIA

A new generation business district

Managed & the community Nice Côte d'Azur, NICE MERIDIA combines a mixture of functions and urban quality. Spread out over 22 hectares, NICE MERIDIA's ambition is to be an economic and architectural showcase: 200,000 sqm of total floor area to be built, 5,000 jobs expected, 10,000 sqm of new company real estate ready for delivery each year.

The first two phases, offering 45,300 sqm of total floor space, have been entrusted to the COGEDIM-ICADE-CAPRI Partnership:

- **Ilôt Robini:** 4 office buildings:
 - High standards offices: 10,000 sqm
 - Middle market offices: 10,000 sqm
 - Multi-purpose and teaching premises: 8,500 sqm
- **Ilôt Sainte-Marguerite:** 159 dwellings for the actively employed and 40 for students

Delivery: starting in 2009



TEAM
CÔTE
D'AZUR

CREATIVITY FOR BUSINESS

THE CÔTE D'AZUR ECONOMIC DEVELOPMENT AGENCY

TEAM CÔTE D'AZUR
400, Promenade des Anglais
BP 3185
06204 NICE CEDEX 3 - FRANCE
Tel: 33 (0)4 92 17 51 51
info@investincotedazur.com

TEAM CÔTE D'AZUR / PARIS
François RAYMOND
fraymond@cdid.fr

TEAM CÔTE D'AZUR / USA
Yves KRAEMER
ykraemer@aol.com

TEAM CÔTE D'AZUR / ASIA
Gaëli AUSTIN
asia@teamcotedazur.fr

www.investincotedazur.com