

TEAM UP WITH US FOR A SMOOTH SET-UP

Team Côte d'Azur assists you in:

- Connecting to the business ecosystem
- Finding the best site for your business
- Recruiting your teams
- Accessing public incentives
- Channeling your communication



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A joint initiative



DÉPARTEMENT
DES ALPES-MARITIMES

MÉTROPOLE
NICE CÔTE D'AZUR



CCINICE CÔTE D'AZUR



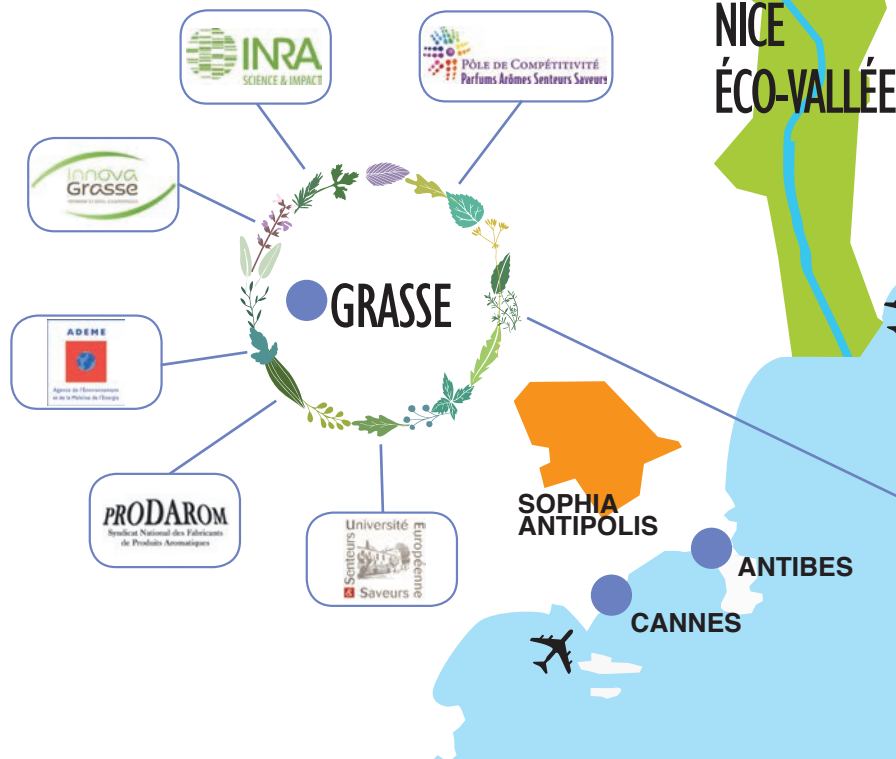
CÔTE D'AZUR: THE WORLD CAPITAL OF AROMA, FRAGRANCE & COSMETICS

GRASSE, CANNES, NICE, ECO-VALLÉE, SOPHIA ANTIPOLIS



WELCOME TO THE WORLD CAPITAL OF AROMA, FRAGRANCES & COSMETICS

Over the past 4 decades, the Côte d'Azur has become a world renowned hub for high tech industries. This economic development is due to a strong regional policy and optimal life style and working conditions.



3 PRINCIPAL BODIES DRIVING THE COSMETICS, FLAVORS AND FRAGRANCES SECTOR:

- NATURAL FLAVORS & FRAGRANCES
- THE FLAVOR & FRAGRANCE INDUSTRY
- ENVIRONMENT & AGROSCIENCES



BE A PART OF A TRADITION THAT DATES BACK TO THE 16TH CENTURY

For over **300 years**, Grasse, France, has been known as the perfume capital of the world. Tracing its origins to the **16th century**, when perfumes were used to mask the smell of leather present in gloves, purses and other household items. The Côte d'Azur region boasted sweet-smelling plants Jasmine and May Roses. Other fruits and plants were soon being imported and cultivated in the region.

By the **19th century** there were more than 60 companies in Grasse dedicated to perfume production, from growing the plants, to the production of the actual perfumes.

By **1940** five thousand tons of flowers and plants were being harvested annually. Grasse is home to several leaders in the perfume industry such as Robertet and Fragonard.



BENEFIT FROM A POWERFUL & DEDICATED ECOSYSTEM

The flavour and fragrance industry is **built on a solid foundation in Grasse, the world's perfume capital**.

This sector covers activities dedicated to the manufacture of:

- Perfumes and cleansers,
- Maintenance products, soaps, and detergents,
- Dyes and pigments,
- Organic and inorganic base products,
- Flavoring and perfumed compositions,
- Finished and semi-finished products.



ACCESS PREMIUM OFFICE SPACE AT AN AFFORDABLE PRICE

FRAGRANCE INDUSTRY

GRASSE HIGH-TECH
PERFUMERY HUB ACHIEVES
70% EXPORTS



**55% OF FRENCH
AROMATIC PRODUCTION
8% OF WORLDWIDE
TURNOVER
GENERATED IN GRASSE.**

70 COMPANIES 730 MILLION € IN TURNOVER 3,800 DIRECT JOBS AND NEARLY 13,000 INDIRECT JOBS

COSMETICS INDUSTRY (PACA)



**200 COMPANIES
55% OF NATIONAL
COSMETICS AND
PERFUMES PRODUCTION
OVER 500 JOBS**

MEDICINAL AND AROMATIC PLANTS SECTOR



(PACA and southern
Haute Provence region)
70 COMPANIES, 800 JOBS



PÔLE DE COMPÉTITIVITÉ
Parfums Arômes Senteurs Saveurs

The aim of the **PASS Cluster** is to develop the international competitiveness of the sectors of fragrances, flavors, cosmetics and agri-aromatic products in the Côte d'Azur.

- **155** members companies, laboratories and training bodies, representing 9,600 employees,
- **3** platforms and 84 approved R&D projects worth 130 million € including nearly 21 million € of public funding,
- **9** accredited training courses, and the creation of a new food safety training option (Master Polytech),

Projects at all innovation stages: incremental innovation, major scientific breakthroughs, fundamental research, training.



TAKE BENEFIT OF TRAINING INSTITUTIONS, HIGHER EDUCATION AND PUBLIC R&D UNITS

- **ERINI**, a shared technology platform for analytical chemistry,
- **The Innovagrasse business incubator**, which can accommodate up to **30** entrepreneurs,
- The new, **8-hectare Aromagrasse technology park**, which accommodates the sector's businesses. For 15 years, Grasse has invited the decision-makers from the cosmetics and perfume industry to the international pioneering event, Centifolia,
- **FOQUAL**, a Professional Masters Program in fine chemistry, (training, analysis, quality) which complements the region's specialist university and professional courses (The European University of Flavors and Scents, Sophia AgroBioTech, ASFO Grasse, etc.),
- **PRODAROM**, the national union of aromatic product manufacturers.



START-UP SMOOTHLY WITH SOFT-LANDING SOLUTIONS

Côte d'Azur offers a great choice of incubators, business centers and accelerators:

- **Innovagrasse #incubator @ Grasse**
- **Paca Est Incubator #incubator @ Sophia Antipolis @ Nice**
- **Initiative Terre d'Azur #facilitator @ Grasse**
- **Réseau Entreprendre #facilitator @ Nice**
- **Aromagrasse #businesscenter @ Grasse**



INTERACT WITH GLOBAL LEADERS IN AN AREA THAT INNOVATE SINCE THE 16TH CENTURY



Today, world leaders in luxury, **Chanel**, **Dior** and **Louis Vuitton**, are all present in Grasse for the production of their perfumes. Chanel has maintained rose and jasmine fields in Grasse for centuries. Dior bought and renovated the Château de la Colle Noire and talks about acquiring its own rose fields to surround the castle. Louis Vuitton is opening with Dior a new center of perfume production "Les Fontaines Parfumées", in the heart of Grasse, whose laboratory includes two of the top "noses" in the industry.

OECD



Unfavorable

Source: Business France / a simulation by Tai Firm (Deloitte Touche Tohmatsu Limited 2011)



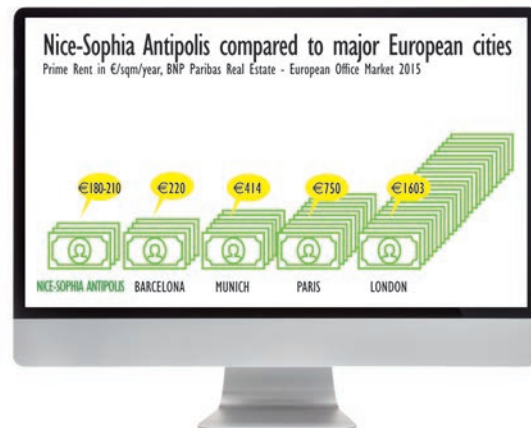
€307M IN PUBLIC SUBSIDIES HAVE BEEN
THROUGH THE SCS CLUSTER TO 191
AMOUNTING FOR €1300M OF R&D EXPENSES.

OF YOUR R&D EXPENSES
UP TO €100M*
WITH FRANCE'S

*** AND AN ADDITIONAL 5% FOR
ALL EXPENSES ABOVE €100M**

+ ACCESS PREMIUM OFFICE SPACE AT AN AFFORDABLE PRICE

Côte d'Azur offers premium offices with some of the most competitive rental prices in Europe, 4 times cheaper than Paris.



+ ENJOY EASY FOREIGN INTERACTIONS

With over 5 million
foreign tourists,
100,000 foreign
residents.

113 foreign companies, 21 international schools, and dozens of international media outlets.

Côte d'Azur promotes
a truly multi-cultural
environment.





TAKE ADVANTAGE OF A STRATEGIC LOCATION AT THE CENTER OF THE EMEA REGION

offering exceptional air access to the entire European and Mediterranean market with complementary skills based around life sciences

FLIGHTS/DAY: LONDON: 32

NYC: 2

AMSTERDAM: 9

STOCKHOLM: 3

MONTREAL: 3 FLIGHTS/WEEK



"When we wanted to create our company, Feelgreen, we knew that we needed to hire people highly qualified in chemistry and electronics. We also needed to be close to cutting-edge medical research, and subcontractors working in the fields of electronics, mechanics, plastic production and silkscreen printing. These needs led us to the Côte d'Azur."

Christophe Bianchi
CEO FEELGREEN



ENJOY A UNIQUE LIFESTYLE



With 300 days of sun a year, 120 km of coastline, 15 ski resorts, and over 6,000 cultural and sport events a year, Côte d'Azur offers your employees and family members much more than a workplace.



CHOOSE CÔTE D'AZUR: The place to be for companies that want it all!