

# Business Case Study

## A TAILOR-MADE STRATEGY FOR A SUCCESSFUL IMPLEMENTATION



Regiondo, founded in 2011, is an innovative player in German travel tech and leisure tech.

Regiondo offers a booking solution for travel and leisure professionals.



***DISCOVER THEIR BACKGROUND!***



TEAM CÔTE D'AZUR

Succeed in Côte d'Azur

# The challenge

## CONNECTING TO DIFFERENT LOCAL ACTORS FOR THE INTEGRATION OF A FRENCH SUBSIDIARY



**Regiondo**, one of Europe's leading companies in terms of the number of clients it serves, wanted to connect with the Côte d'Azur ecosystem to take advantage of the talent the region has to offer:

By relocating the original Paris office, create its first French subsidiary despite the obstacles raised  
Set up a sales team on the ground,  
Contribute to the region's growth in the tourism sector.



**TEAM CÔTE D'AZUR**

Succeed in Côte d'Azur

# Our strategy

## SEARCH FOR A REAL ESTATE SOLUTION ADAPTED TO THE STRUCTURE AND LINK WITH LOCAL DYNAMICS

- Search for premises and present the labor market
- Connecting with local and regional authorities,
- During the COVID crisis: Informing about support available to tourism actors and for digital transformation.



**TEAM CÔTE D'AZUR**

Succeed in Côte d'Azur

# The result

## SETTING UP THE PILOT OFFICE AND SUCCESSFUL INTEGRATION INTO THE CÔTE D'AZUR DYNAMIC!



- Creation of the pilot office and installation of the structure,
- Integration of Régiondo into a highly developed tourism economy,
- Federation with the Côte d'Azur ecosystem, for an exponential growth of the region's tourism sector.



**TEAM CÔTE D'AZUR**

Succeed in Côte d'Azur

# Testimonial

“ Team Côte d'Azur has enabled us to benefit from comprehensive support to facilitate our establishment.

The support of Team Côte d'Azur is an additional factor in the success of our establishment on the Côte d'Azur. ”



**Cédric Lopez,**  
Director France



**TEAM CÔTE D'AZUR**

Succeed in Côte d'Azur



# DO YOU WANT TO SET UP ON THE CÔTE D'AZUR?

DO AS  **REGIONDO**



**DID, GET IN TOUCH  
WITH OUR EXPERTS  
TO BENEFIT FROM  
PERSONALIZED  
SUPPORT!**



[investincotedazur.com](https://investincotedazur.com)

Team Côte d'Azur is an agency dedicated to the  
prospection of French and foreign companies for the  
economic development of the Côte d'Azur.



**TEAM CÔTE D'AZUR**

Succeed in Côte d'Azur

**MÉTROPOLE**  
NICE CÔTE D'AZUR



**CCI NICE**  
CÔTE D'AZUR



COMMUNAUTÉ  
D'AGGLOMÉRATION  
SOPHIA ANTIPOLIS

**RÉGION**  
**SUD**



PROVENCE  
ALPES  
CÔTE D'AZUR