

SUD REGION
PROVENCE-ALPES-CÔTE D'AZUR
ONE COP AHEAD

**SMART CITY: INVENTING
THE CITY OF TOMORROW
FOR A COMPETITIVE AND
SUSTAINABLE SMART
REGION**

AIX-EN-PROVENCE

SOPHIA ANTIPOLIS

MARSEILLE

NICE

TOULON

“It’s my goal to make the Sud Provence-Alpes-Côte d’Azur Region a showcase for innovation and industry and a benchmark for connected smart regions thanks to new digital technologies. Together with all the players from the territory’s smart technology sector, we are building the #1 Smart Region in Europe.”

Renaud MUSELIER
President of the
Provence-Alpes-Côte d’Azur Region

KEY FIGURES



3 300
Companies



43
Dedicated research laboratories



28 000
Direct jobs



+ 1 500
Public-sector researchers



#2
Region in France for patents



5
Dedicated clusters

SUCCESS STORIES

“We launched operations in Marseille at the request of our clients. The city is open to world and it is the best location for data traffic between Europe, Africa, and Asia.”

INTERXION, *European Data Center Leader*

“Coming to Sophia-Antipolis was more than a business opportunity, it was an ideal solution. We are able to benefit from the local ecosystem and the region’s broader Smart City program. Renault Software Labs plans to develop synergies with the EURECOM graduate school and digital science research center, the French Institute for Research in Computer Science and Automation, and the University of Nice Sophia Antipolis. In terms of start-ups, we’ve already met with a handful of new companies.”

RENAULT SOFTWARE LABS
Connected Vehicle Technology

A DYNAMIC ECOSYSTEM FOSTERING MARKET OPPORTUNITIES AND SUSTAINABLE INNOVATION FOR THE URBAN ENVIRONMENT

Leading global companies:

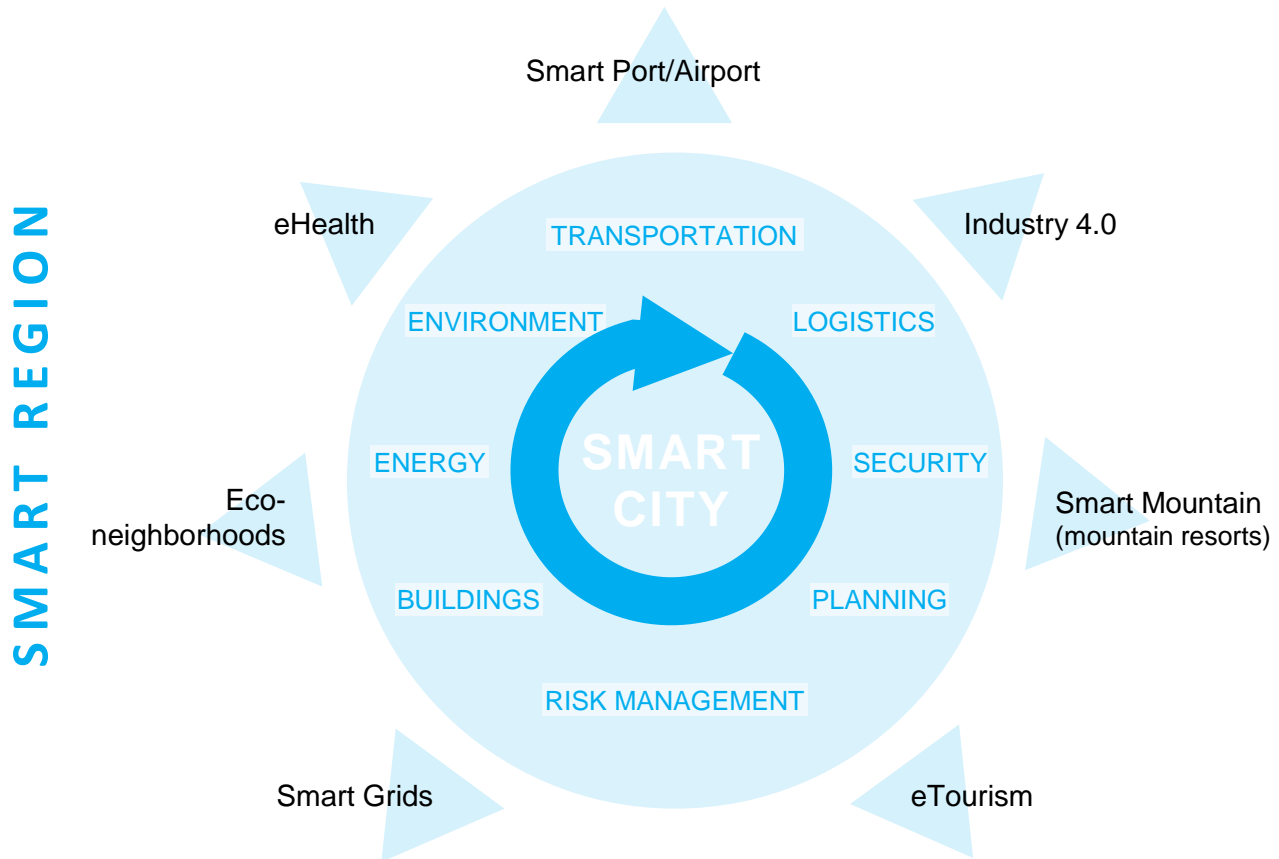
Amadeus, Amazon, CMA CGM, IBM, Jaguar Network, Orange, Renault, Schneider Electric, Thales Alenia Space, Maersk, Veolia, Vinci, Vulog, ...

Main international standards organizations:

- ETSI - European Telecommunications Standards Institute
- W3C - World Wide Web Consortium



FROM THE SMART CITY TO THE SMART REGION IN SUD PROVENCE-ALPES-CÔTE D'AZUR REGION



INNOVATION & DEMONSTRATION SITES

- ▶ **thecamp** innovation campus, *Aix-en-Provence*
- ▶ **La Coque** digital showroom, *Marseille*
- ▶ **Smartseille** eco-neighborhood, *Marseille*
- ▶ **Nice Méridia** eco-neighborhood, *Nice*
- ▶ **Maison du Numérique et de l'Innovation**, *Toulon*
- ▶ **Accélérateur By TVT Innovation**, *Toulon*
- ▶ **IMREDD** research institute, *Nice*
- ▶ **City of Energies** and **ITER**, *Cadarache*
- ▶ **Smart Port**, *Marseille-Fos*
- ▶ Dynamic network of **incubators**, **co-working spaces**, and **Fab Labs**

6 GOOD REASONS TO INVEST

1st SMART REGION IN EUROPE

- An organized symbiosis between **Smart Locations** such as City, Village, Mountain, Port, or Airport...
 - And **Smart Domains** such as Grids, Transportation, or Tourism
 - Cities committed to running pilot projects and demonstration sites for Smart technology
- Locate your company to the European stronghold for Smart City technology

2 STRUCTURED ECOSYSTEM

- Subsidies and support to successfully establish your company
 - Made-to-measure property and **real estate solutions** for all types of projects (company relocation, demonstration facility, R&D center, start-up...)
 - **International clusters** with renowned expertise
- Ensure your investment is successful

3 SKILLS AND EXPERTISE

- #1 region in France for **attracting skilled employees**
 - Aix-Marseille University, the #1 university in France
 - Dedicated education and training programs (#2 French region for PhDs)
 - Human resources **support to facilitate your move**
- Attract the talent to grow your business

4 STRATEGIC LOCATION

- Two major national Smart City programs: **Éco-Vallée Plaine du Var and Marseille Euroméditerranée**
 - Access to a market of **800 million people** between Europe, Africa, and the Middle East
 - A hub for key logistics networks (air, rail, road, sea, river, data transmission)
- Develop your company

5 WORLD-CLASS INFRASTRUCTURE

- **DataSud**: regional platform for public and private data banks with open and smart data
 - **Marseille: an international hub** for data transmission cables
 - **Massive public investment** in digital technology resources
- Boost your company in a fertile business environment

6 CUSTOMIZED SUPPORT

- **Support programs** for Smart City companies: competitiveness, R&D, promotion, market access
 - **Shared resources** to facilitate all project stages, from R&D to market entry
- Accelerate your transition to the Smart City Economy



risingsUD

The Economic Development Agency for the Sud Provence-Alpes-Côte d'Azur region

Arnaud BLAIN
International Project Manager
+33 (0)6 98 09 08 96
ablain@risingsud.fr
www.risingsud.fr

