



PAYS DE LA LOIRE

KEY FIGURES

3.7
million
inhabitants

1.5
million of salaried
and non-salaried jobs

133,000
local companies

A GDP of €
107
billion

5th
agricultural region
(in agricultural
added value)

7th
French region for
total surface area

2nd
French region for employment in
industry (% of total employment).
6th French region for the number
of jobs in industry

8th
region in terms of both population
and produced wealth

- Ranked 1st French region for **quality of life**
- A territory of **engagement and trust** (+19% **new craft businesses** openings between January 2013 and July 2016)
- An exemplary culture of partnership
- The lowest unemployment rate in France

HUMAN AND DEMOGRAPHIC POTENTIAL

2040 forecasts:

4,400,000
inhabitants (+26%)

- +30 000 people every year
- 3rd **youngest** region in France
(25% of less than 20 y.o. people)
- High school graduation rates
exceed the national average





PAYS DE LA LOIRE IN FRANCE



5th agricultural region (in agricultural added value)

Renowned vineyards:
ANJOU & MUSCADET

1st

ranked French region in
button mushrooms cultivation

2nd

region for the share of agricultural
holdings having received the Red Label

3rd

ranked region for
ornamental horticulture

2nd

for cattle breeding

2nd

agribusiness region in terms
of number of salaried jobs

3rd

region for organic farming
in terms of its share of
surface area used

2nd

for milk production

2^e

for sea fishing

6th French region in terms of the total number of industrial jobs total

1st

region in naval construction
(salaried employment)

1st

region for shipbuilding

1st

French trading market
for lumber

2nd

region for furnishing in terms
of salaried employment

1st

European economic hub
for making kids clothing

2nd

region in manufacturing
of metal products in terms
of the number of salaried
employment

1st

Leader in the field of
lifting and handling
equipment

5th

region for ICT

4th French region chosen by French people for tourism

1st French region for horse race

1st sports region in France





BUSINESS CLUSTERS: CHALLENGES AND EFFICIENCY

9 labelled centres of excellence

ATLANPOLE BIOTHÉRAPIES

Innovation along the entire bio-medicine value chain



ELASTOPÔLE

Innovation in rubber and polymer industries



EMC2

Innovation in the field of materials processing



ID4CAR

Innovation in the field of vehicles



IMAGES ET RÉSEAUX

Innovation in the fields of digital technologies and imaging



MER BRETAGNE ATLANTIQUE

Tackling, through innovation, the new challenges of sustainability and security



s2E2

Innovations in the fields of electricity and smart grids for better energy management



VALORIAL

Innovation in food and food-packaging industries



VÉGÉPOLYS

Production (through conception and cultivation practices) of environmentally and health friendly specialised plants



13 regional clusters of companies

ADN OUEST

Valuing digital technologies and related occupations



ATLANBOIS

Promoting the Pays de la Loire's wood industry

ATLANSUN

Bringing together economic stakeholders (manufacturers, research laboratories and suppliers) involved in the fields of photovoltaics and thermal electricity



CAP ALIMENT

Acting together for food innovation



CDM

(Committee of Metallurgy Development). Identifying and getting ready to conquer new markets



CLARTÉ

Virtual reality applications and business services



DESIGN'IN

Design innovation in Pays de la Loire



GÉRONTOPÔLE

Preparing companies for the conquest of new markets in the field of active ageing



NÉOPOLIA

Gaining new markets by making combined offers



NOVABUILD

Gathering and strengthening Pays de la Loire's building industry stakeholders to enable them to carry out their transition toward eco-construction



NOVACHILD

Action and innovation for child welfare



PROXINNOV

Uniting companies in the development of their robotic automation projects



WE NETWORK

Bringing together stakeholders of the Pays de la Loire's electronics industry





LOIRE-ATLANTIQUE

AN ATTRACTIVE DEPARTMENT AROUND NANTES ST-NAZAIRE, EUROPEAN METROPOLIS



+380,000

inhabitants expected by 2040

An important ecosystem of businesses with

+52,500

officially registered companies

1.3

million inhabitants

36% of the Pays de la Loire population

574,000

working people in Loire-Atlantique



A major infrastructure hub

- 1st airport in Western France
- 1st harbour of the Atlantic coast
- Connected to the main national railway lines
- Located on the French route of estuaries (going from Dunkirk to Hendaye)

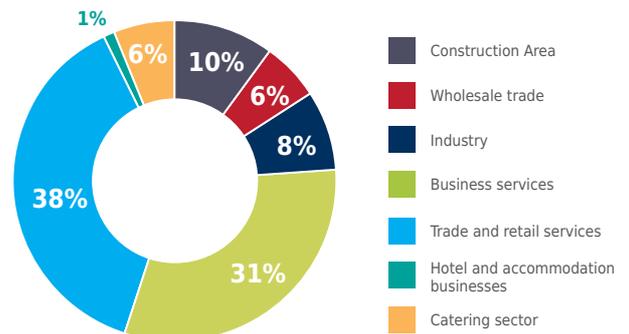


An attractive territory given the sheer number of projects/investments to come:

- "Grand Ouest" Airport
- Improvement of Nantes train station
- New teaching hospital in Nantes
- Two offshore windfarms
- Relocation of the 2nd biggest wholesale market in France



Répartition des établissements par grands secteurs



Tourism: a major economic sector, a rich heritage

- **The coastline:** La Baule, Presqu'île Guérandaise, Côte de Jade
- **The natural and cultural heritage:** Castles, natural parks, marshes and salt water marshes, vineyards...
- **The events:** la Folle Journée, Estuaire, les spectacles Royal de Luxe, les Escales...
- **The places:** Escale Atlantique, les Machines de l'Île, le Lieu Unique...



Competitive facilities and networks:

- Renowned and labelled centres of excellence (labelled centres of excellence)
- High-level facilities: Cyclotron Arronax, Technocampus, Cancéropôle du Grand Ouest
- Large-scale projects: IRT Jules Verne (new materials), PRI (Regional Platforms of Innovation)
- Active networks (ADN'Ouest, NAPF, Club environnement, la vigne numérique, EntrepeNantes...)
- Prestigious schools: AUDENCIA, Centrale Nantes, Mines de Nantes, ONIRIS, ICAM, École de Design Nantes Atlantique...



New perspectives with new industries

- Creative and cultural industries: facilities supporting creativity (Île de Nantes - The District of creativity)
- Digital industry: French Tech label, Nantes has the most important growth in digital employment in France
- Health and biotechnologies: Nantes' teaching hospital is ranked 2nd nationally in terms of transplants
- Renewable Marine Energies (RMEs): 1st French industrial centre for RMEs, 5000 students involved in this field



MAINE-ET-LOIRE

A FLOURISHING ECONOMY

Angers

22th French department
in terms of population growth
(5,000 additional people per year)

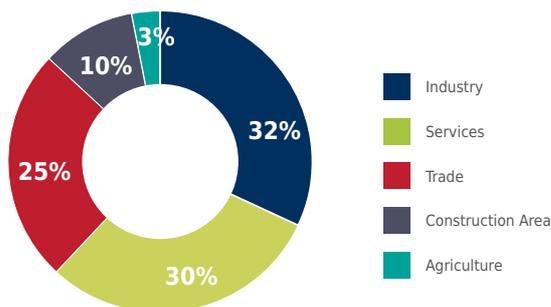
2nd
most populated department
in Pays de la Loire

806,000
inhabitants

+28,000
companies

Anjou at the heart of Pays de la Loire

Distribution of companies by sector



Diversity of economic activities:

- Agriculture,
- Industrial sectors,
- Tertiary sector.

The industrial sector employs close to 51,000 people. Market activities represent close to 28,000 business and more than 161,000 jobs.

Fields of excellence

VEGETALS

Végépolys, France's biggest and globally oriented cluster for specialised plants.

Some examples of companies: BRIANT, MINIER, VILMORIN...

AGRI-FOOD INDUSTRY

Some examples of companies: BIOFOURNIL, COINTREAU, BRIOCHES PASQUIER, CHARAL, BONDUELLE, VEUVE AMIOT...

RUBBER AND PLASTICS INDUSTRIES

1st ranked department in Western France

Some examples of companies: NICOLL, CARPENTER, MICHELIN, PAULSTRA...

FASHION

Nova Child is a cluster of companies working on child welfare.

Some examples of companies: GROUPE ZANNIER (ONE STEP, JEAN BOURGET, IKKS, CATIMINI), VUITTON, ERAM, GBB, BOPY, LONGCHAMP...

ELECTRONICS & IT

Loire Electronics Applications Valley (LEAV).

Some examples of companies: BODET, GROUPE ELOANE, ANJOU ELECTRONIQUE, BULL, THALÈS COMMUNICATION...

BANK, INSURANCE, PENSION PROVISIONS

Some examples of companies: AXA, GROUPAMA, MALAKOFF MÉDÉRIC, CNP ASSURANCES, CAISSE DES DÉPÔTS ET CONSIGNATIONS, EUROP ASSISTANCE...

METALS - AUTOMOBILE MECHANICS

Some examples of companies: SCANIA, VALÉO, FOUNDATION BRAKE FRANCE, PCM TECHNOLOGIES, MANITOU, THYSSEN ASCENSEURS, BUCHER VASLIN...

TOURISM

Loire Valley is listed on the World Heritage List of UNESCO.

Main sights: TERRA BOTANICA, CHÂTEAU D'ANGERS, BIOPARC DE DOUÉ-LA-FONTAINE, ABBAYE ROYALE DE FONTEVRAUD, PARC ORIENTAL DE MAULÉVRIER...



MAYENNE

A LAND OF TRADITIONAL KNOW-HOW

Laval

307,000 inhabitants

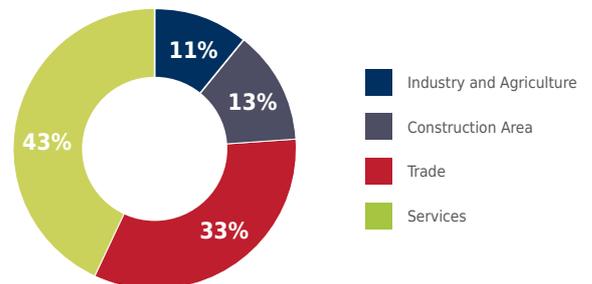
- 1h10 away from Paris by train
- High-quality transport infrastructures
- A specific way of life and a preserved land
- The lowest unemployment rate in France

+10,120 businesses

39% industrial jobs

- Diversified and geographically well-spread industries
- Home to companies renowned for their products (brands: PRÉSIDENT, LES FROMAGES VIEUX PANÉ, BABYBEL, CHAUSSÉE AUX MOINES, LES TOILES DE MAYENNE, LES VÉHICULES GRUAU OU LES CAMPINGS-CAR RAPIDO).

Distribution of companies by sector



Fields of excellence

FOOD INDUSTRY

Mayenne's 1st industrial sector
3rd French department for beef meat production
5th French department for milk and pork productions

Some examples of companies: LACTALIS;
1ST EUROPEAN COMPAGNIE OF FOOD'S INDUSTRY (PRÉSIDENT, CHAUSSÉE AUX MOINES), BONGRAIN (LE VIEUX PANÉ), BEL (BABYBEL), VAUBERNIER, SOCOA, VOLAILLES REMI RAMON, MONBANA...

CAR MANUFACTURING AND SUBCONTRACTING

Supplier of major French and European automobile manufacturers.
Some examples of companies: VALÉO THERMIQUE MOTEUR, MANN+HUMMEL, RAPIDO, GRUAU, LEJOINT FRANÇAIS, TENNECO AUTOMOTIVE...

CLOTHING, TEXTILE AND LEATHER PRODUCTS

Some examples of companies: LONGCHAMP (MAROQUINERIE), FONLUPT, ATELIERS STYL COUTURE, SIDMA (ROBES ET CHEMISIERS POUR DIOR, CHANEL, HERMES...), TOILES DE MAYENNE, MAILLE CREATION, TDV INDUSTRIE, TISSUS D'AVESNIERES

PRINTING AND PUBLISHING

Some examples of companies: MPO, IMAYE GRAPHIC, IMPRIMERIE JOUVE, FLOCH, MP3 PLV, PUBLI DÉCOR...

ELECTRONICS AND ELECTRONIC COMPONENTS

Some examples of companies: COFIDUR, THALES, SELHA, CIMEL, ELEKTO, TME...

METALLURGY AND METALS PROCESSING

Some examples of companies: DIRICKX, ROSSIGNOL (ARMOIRES TOILETTES, POUBELLES), SEB-MOULINEX, SALMSON, PROMOTAL...

PLASTICS INDUSTRIES AND COMPOSITE MATERIALS

Some examples of companies: PLASTIMA, SPO, EUROPLASTIQUES, MAINE PLASTIQUES, SOTIRA...

OTHER INDUSTRIAL LEADERS

SÉCHÉ ENVIRONNEMENT : N°3 FRENCH COMPANY IN WASTE COLLECTION AND TREATMENT - CORDERIE LANCELIN (ROPES FOR SAILING, AERONAUTICS) - NAUTIRAID : N°1 IN FOLDABLE KAYAKS - ÉLEVAGE JANVIER - GYS - GLAXO SMITHKLINE, SERAP INDUSTRIE, TRANSPORTS BREGER, TRANSPORTS BOUVIER, CEVA SANTÉ ANIMALE...

Companies, laboratories, research centres and higher education schools work together in 3 competitive centres

IDforCar, EMC2 (Ensembles Mécaniques Composites Complexes), Images et Réseaux





SARTHE QUALITY OF LIFE AND ECONOMIC PERFORMANCE

Le Mans

584,000
inhabitants

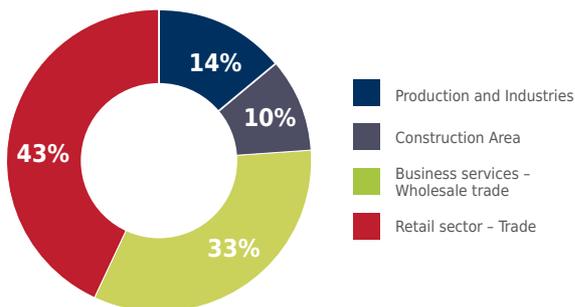
+17,000
companies

A hub of railway lines and highways

A wide-range of economic activities

Distribution of companies by sector

Source : RCS 01/01/2016



A WIDE-RANGE OF ECONOMIC ACTIVITIES

- Advanced breeding and farming activities
- Local and long-established food and automotive industries
- A significant number of industrial sub-contractors
- The number of service companies has been growing for 30 years
- A well above the average commercial density

A land of industry

AUTOMOBILE

Sarthe's flagship industry
Original equipment manufacturer
Numerous subcontractors
Some examples of companies: RENAULT, CLAAS TRACTOR, GKN DRIVELINE, NTN TRANSMISSION EUROPE, VALEO, HUTCHINSON...

ELECTRONICS AND ELECTRICITY PRODUCTION

Some examples of companies: LEGRAND, SOURIAU...

FOOD INDUSTRY

Specialised value chains in meat and milk productions
Some examples of companies: LDC, SOCOA, FROMAGERIE BEL, CHARAL, YOPLAIT, GROUPE BAHIER...

CARDBOARD AND PAPER PRODUCTION, PRINTING

Printing of Harry Potter books
Some examples of companies: ARJOWIGGINS, ALLARD EMBALLAGES, BRODARD ET TAUPIN...

A land of services

INSURANCE & CALL CENTRES

Some examples of companies: MMA ASSURANCES, MONDIAL ASSISTANCE, B2S...

RESEARCH & DEVELOPMENT

Development, software testing for healthcare professionals...





La Roche-sur-Yon

VENDÉE A STRONG IDENTITY, AN ENTREPRENEURIAL SPIRIT



+181,878

inhabitants

expected by 2020 (+28%)

1^{er}

French department

in terms of campground capacities

Les Sables d'Olonne,

4th

French Fish
auctions in value

**French leader in
aluminium carpentry**



A balanced demographic distribution

662,122

inhabitants in 2014

+23,000

companies

90%

**of micro-sized enterprises
(<10 employees)**



Fields of excellence

FOOD INDUSTRY

A crucial economic sector with 30% of total salaried employment

Some examples of companies: SODEBO, FLEURY MICHON, LA BOULANGÈRE, BARILLA, MIE CÂLINE, DOUX...

NAVAL / RECREATIONAL BOATING

One of the flagship industries of Vendée including globally recognised shipbuilders

Some examples of companies: JEANNEAU, BENETEAU, NAVALU, OCEA...

TOURISM

A major economic activity

Littoral: Les Sables d'Olonne, St-Gilles-Croix-de-Vie, St-Jean-de-Monts

Littoral heritage: Marais poitevin, Noirmoutier, L'Île d'Yeu

Events: Le Grand Parc du Puy du Fou (voted the world's best park), Vendée Globe (a major sailing competition)

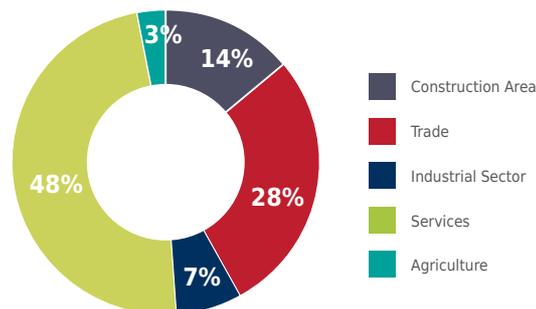
OTHER LEADERS

Mechanics: DEFONTAINE, BOUY...

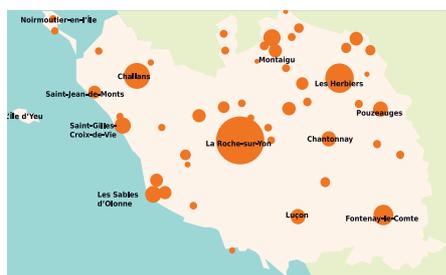
Electronics: TRONICO, SCHEIBER, ..

Furnishing: GAUTIER,

Distribution of companies by sector



7 major employment hubs



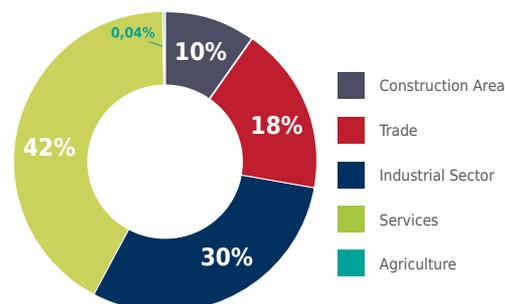
30%

of industrial jobs

**A positive evolution
of salaried employment**

+3%

between 2009 and 2015





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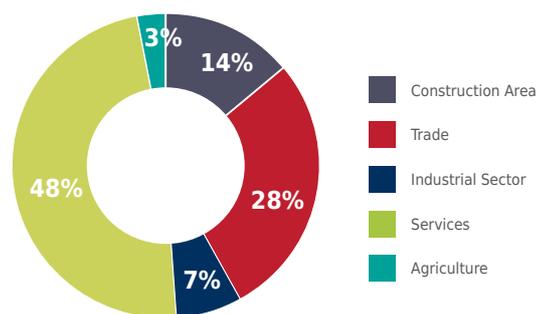
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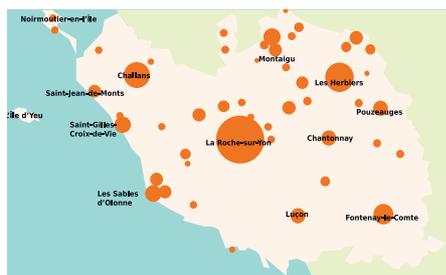
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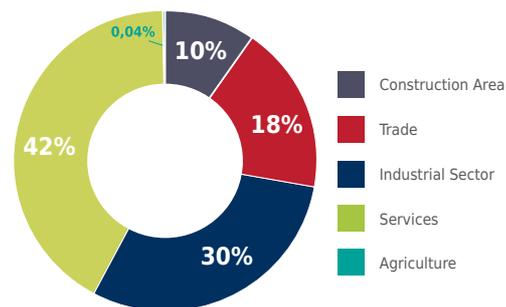


7 major employment hubs



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Source : CCI de Vendée - CCI INFO ECO