



## PRESS RELEASE

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**Provence Promotion, which brings together the Marseille Provence Chamber of Commerce and Industry and the Aix-Marseille-Provence Metropolis and whose objective is to attract talent and entrepreneurs to create lasting employment in Provence, has just published its 2018 annual figures.**

**In all, 75 companies decided to invest in the Aix-Marseille-Provence Metropolis generating nearly 1,800 jobs and saving another 239. As part of its Board of Directors Meeting, Provence Promotion took the opportunity to reassert its goals and strategies for bolstering these good results in 2019.**

Thanks to its prospecting activities and to the collective effort of the local players, 2018 saw many successes with 75 new companies setting-up their activities in the Aix-Marseille-Provence Metropolis and the Arles Region. These new installations generated nearly 1,800 jobs. It's a significant growth as there were 60 projects in 2016 (1,240 jobs) and 68 in 2017 (1,488). For 2019, the agency's objective is to surpass 80 finalized projects which is equivalent to a one third progression over 4 years.

For the 4th consecutive year, Provence Promotion asserts itself as the most international agency among those operating in a major French metropolis, with nearly half of the new installations being foreign companies. Foreign projects make up 43% of the jobs created over the past three years headed by North America (United States and Canada) and followed by the United Kingdom, Spain and Germany.

These investments are carried out in 6 areas of activity: the digital economy; the environment and eco-industries; maritime shipping and logistics; the art of living; aeronautical and naval mechanics; health and well-being.

Some examples are the €80M invested by Biocoop, the €17M invested by the MIF or the €7M invested by ID Logistics to set-up its headquarters and create 150 jobs. The project leading to the greatest number of new positions is without a doubt that of the Canadian company specialized in CGI services with 180 projected jobs. These positive 2018 results are made possible by a proactive approach and by the increase in external prospecting activities as well as in the number of prospects visiting the territory.

Among the most innovative projects supported by Provence Promotion one can mention Bovlabs, Networkie and of course, the Occitane Group's Obratori startup studio which recently integrated the Cité de l'Innovation et des Savoirs Aix-Marseille.

In 2018, Provence Promotion accompanied nearly 170 new projects or 33% more than in 2017. Thanks to the [“Start in Provence”](#) program, 68 projects driven by high potential French and foreign startups received support compared to 32 in 2017, with 17 being finalized compared to 11 in 2017.

In 2019, Provence Promotion will concentrate on two new areas. The first with respect to reach and image with a new influence program bringing together all of the public and private partners. The second with respect to prospecting to attract the central functions of headquarters located in Paris or

in large international capitals by relying on a Headquarters cluster that will be structured around Aix-Marseille.

Lastly, 2019 will see the realization of a plant in Fos-sur-Mer by Quenchen, the Chinese leader in silica production.

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