



Welcome to your
INDIA-EUROPE-AFRICA HUB IN PROVENCE

**INVEST IN
PROVENCE**





Emerging Valley 2019, a hub for innovations and collaborations between Europe and Africa. It takes place in Aix-en-Provence.



A LAND OF OPPORTUNITIES FOR INDIAN COMPANIES AND TALENT

Provence and India enjoy a long history of trade, friendship, and exchange. Cooperation dates to the 17th century when Marseille was the European gateway for the Indian textile industry and today it is as vibrant as ever with initiatives such as the 2021 talks between Provence Promotion, the Marseille-based Africalink network, and Indian business leaders to develop Africa-India projects. **The privileged India-Provence relationship offers enormous advantages and diverse opportunities to Indian entrepreneurs seeking to invest in the Provence area.**



Provence is home to the world's biggest scientific project with 35 countries cooperating on the €20-billion ITER experiment to prove the viability of unlimited green fusion energy.

STRATEGIC ASSETS TO ATTRACT INDIAN TECH

Aix-Marseille features renowned sectors of excellence such as maritime trade, which is symbolized by the presence of global shipping leader CMA CGM and the Port of Marseille Fos. Meanwhile, the energy sector is expanding with the participation of Indian companies and **ArcelorMittal has invested more than €2 billion in the territory** as part of its programme to decarbonize

industry. In addition, Provence is home to ITER, the €20-billion scientific cooperation project to prove the viability of clean, unlimited fusion energy.

India is a key member of ITER and Indian industrial giants like Larsen & Toubro are providing essential manufacturing support.



The Indian Ambassador in France during the inauguration of the Indian group expansion in Arles, Electrosteel's expansion in Arles. The production and logistics facilities are benefitting from the proximity to the Port of Marseille Fos and its exposure to Africa.

WELCOMING INDIAN INVESTMENT

There has been an acceleration in Indian investments in Provence, including a landmark event in 2018 when the Indian IT giant Infosys opened offices in Marseille. **As Mr. Jawed Ashraf, India's ambassador to France, stated while visiting Marseille in 2021, "Provence is now the perfect place to be connected to the European and African markets."** Many other Indian companies have chosen Provence. For example, **Electrosteel has expanded its production and logistics facilities** in Arles to benefit from the territory's connections to Africa, while the medical diagnostics company **GeneStore opened its French headquarters in the Marseille area** because of the thriving medical sector.



Euroméditerranée, the business district of Marseille.

BREXIT, A CATALYST FOR INDIA-EU OPERATIONS

In the wake of Brexit, France and Provence offer Indian investors a highly competitive alternative business location that enjoys easy access to European markets and is close to the African market. **Cyrille Hahang, the Managing Director of Electrosteel in Europe, noted, "To be connected to the world, and more particularly to Africa, Marseille emerged as the best solution because of its great opening to the world by the sea."**

OPPORTUNITIES FOR YOUNG INDIAN TALENT IN THE SOUTH OF FRANCE

> **Aix-Marseille University** is a Top 5 university in France. Along with 10 000 international students, the university has educational agreements with more than 350 schools worldwide, including four Indian universities.

> **Kedge Business School** is the largest business school in France and its Global Executive MBA program ranks among the world's Top 25. It is also the French leader for connections to India with 11 partnership agreements with Indian schools.

STRENGTHENING EUROPE-MIDDLE EAST-AFRICA TRADE

Aix-Marseille-Provence is central to the African and Mediterranean markets and new investments are enhancing its leadership position:

> **The Africalink hub** serves entrepreneurs in African markets, while Afri.vc supports start-ups in Nigeria, Kenya, the Ivory Coast, etc.

> **The ANIMA Investment Network** helps entrepreneurs in Morocco, Senegal, and Tunisia.

> **The MEDports Association** unites 23 port authorities representing 70% of Mediterranean maritime traffic.

AN ATTRACTIVE GREEN DIGITAL HUB: A PERFECT BASE FOR INDIAN COMPANIES

> **15 SUBSEA CABLES** directly connected to the business district and home to Euroméditerranée, the largest urban redevelopment project in Southern Europe.

> **4.5 BILLION INTERNET USERS** connected through Aix-Marseille-Provence.

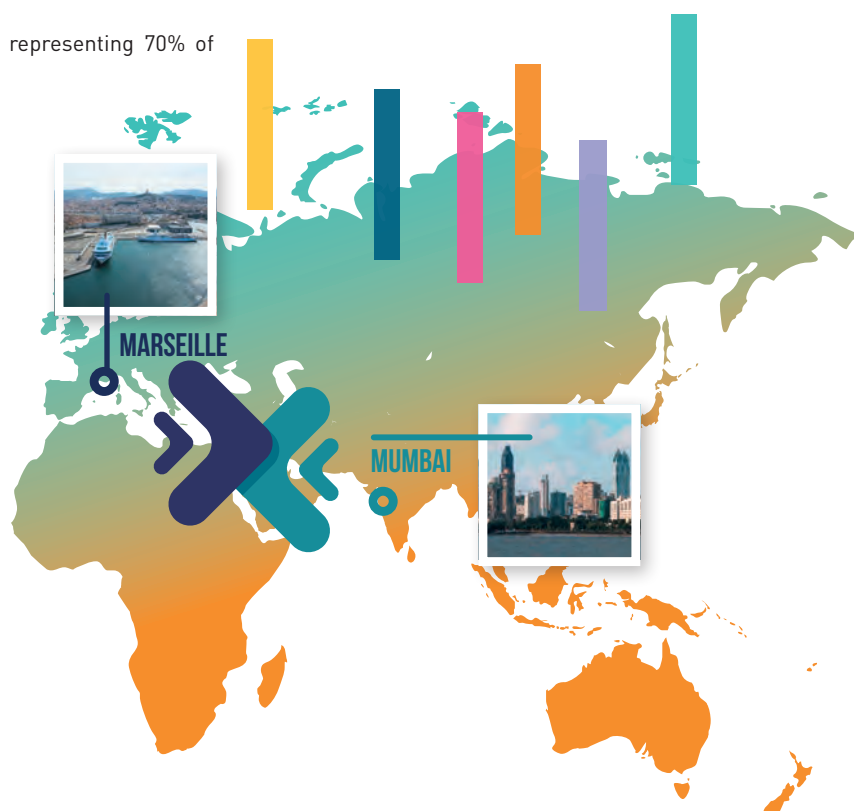
> **7 LARGEST BANDWIDTH** concentration in the world.

> **#1 LATENCY LEVELS** to Asia and Africa.

> **BILLIONS OF EUROS** in upcoming investments.

> **WORLD LEADER** in Smart Port technology.

> **MARSEILLE PROVENCE AIRPORT** is committed to achieving net-zero emissions carbon by 2030.





Between 2019 and 2021, the total import-export volume by sea between India and the Port of Marseille Fos increased by 19%, with imports notably growing by 46%.

THE PORT OF MARSEILLE FOS



The Port of Marseille Fos is the gateway to southern Europe. Its two basins establish the port as a Mediterranean leader for goods and passengers while its dynamic industrial and logistics platforms facilitate large intercontinental flows. As a pioneer in Smart Port technology, it is a global data hub and is adopting sustainable port technology with initiatives such as green shore power and LNG bunkering. These ambitious projects strengthen the Port of Marseille Fos and enhance its global influence.

marseille-port.fr

PROVENCE PROMOTION



As the leading economic development agency for the Aix-Marseille-Provence Metropolis and the Pays d'Arles area, Provence Promotion has been providing free and confidential support to companies seeking to invest in Provence for more than 20 years. Services include identifying suitable real estate or office space, assistance securing loans or financial incentives, helping with human resources mobility and local recruitment, and much more. All of Provence Promotion's services are offered in association with the territory's major institutional and economic stakeholders.

investinprovence.com

Matthieu VIS

Head of International and Strategy

+33 (0)6 85 90 60 02

m.vis@provence-promotion.fr

Christophe PEREZ

Director - Foreign Direct Investment

+33 (0)6 26 31 20 65

c.perez@provence-promotion.fr

EUROMÉDITERRANÉE



For the past 20 years, the Euroméditerranée Urban Development Agency has been designing, developing, and building the sustainable Mediterranean city of the future, right in the heart of the Aix-Marseille-Provence Metropolis. Boasting over 37 000 private-sector and 6500 public-sector jobs, the Euroméditerranée project has led to more than 5300 businesses setting up in the area. As France's third largest business district, it is propelled by seven main business sectors: real estate/construction, green growth, banking and insurance, health, logistics/international trade, the digital industry, and tourism.

euromediterranee.fr

INDIAN INVESTMENTS

> **ELECTROSTEEL EUROPE SA:** a pioneer in the production of ductile iron pipes.

> **ARCELORMITTAL MÉDITERRANÉE:** the world's leading steel and mining company.

> **FRESNEL FOODS:** international supplier of fresh produces.

> **INFOSYS:** global leader in next-generation digital services and consulting.

> **UDYEN JAIN & ASSOCIATES:** full-service, multi-advisory, and chartered accountant firm.

> **UPL LTD:** global leader in sustainable agricultural solutions.

