

In conjunction with its 2019 results, Provence Promotion determined that 80% of the companies that had chosen to bring their business to the region last year were moving forward with their plans.

Against the backdrop of the health and economic crisis, Provence Promotion interviewed the companies which had decided in 2019 to launch business activities in the region: **nearly all of them confirmed that they were proceeding with their investment** (*more than 80%, French and foreign companies combined*). For the subset of foreign firms, **66% are sticking with their projects**, a figure which matches the national indicator measured by the EY barometer at the end of May.

For 6% of French and foreign new arrivals, implementation is underway, while another 6% have suspended and/or canceled their plans. In terms of employment, more than 70% of the projects are in line with their projections and sticking to their medium-term job creation objectives. Some 6% have lowered the projected number of jobs created and 24% have not yet decided.

Furthermore, thanks to the various prospecting efforts of its team, Provence Promotion recorded an uptick in results in 2019. The number of new companies settling in Bouches-du-Rhône **was 80, for a total of 1,935 direct, high-value added jobs** with a pronounced ripple effect on many subcontractors. The annual flow of new business outposts has grown by over 30% in the last four years. These investments cover the region's six sectors of excellence – *digital economy, environment/eco-manufacturing, lifestyle, health and wellness, maritime/logistics and mechanics/aeronautics/shipyards*.

For example, the English cruise line ***Croisières Maritime & Voyages***, which recently opened its French headquarters at Quais de la Joliette in Marseilles, intends to continue growing its business as planned with its 15 recent hires. ***Magellan Aerospace***, a Canadian aeronautics group, confirmed its takeover of the SII plant in Marignane and its 80 employees.

Several companies that received assistance from Provence Promotion in 2019 are having a noticeable positive impact on the region. Such is the case for ***CEVA, which joined the CMA CGM Group***, whose choice to establish its worldwide headquarters (200 jobs) in Marseille to serve as an air and ground logistics decision center proved especially strategic for the procurement of masks through the airport during the COVID-19 crisis. With its solution, ***Qarnot Computing***, a Parisian start-up now in Aix-en-Provence (10 employees), will help buildings lower their carbon footprint while enhancing connectivity for private users as teleworking becomes more commonplace. Finally, in 2019 Provence Promotion helped draw nine new medical enterprises to the region. These include ***Ipsomedic*** (R&D center with plans to hire 10 employees), which was founded by a scientist from Brussels and will boost France's medicine production capacity with innovations that enable time savings and lower the costs of developing and manufacturing active ingredients.

In addition, we see that there are more and more French companies from outside the region that are choosing to invest in new operations in Bouches du Rhône. Over a four-year period, there was 50% growth in investments by French companies, whereas we observed an increase of 17% in investments from foreign concerns. Aix-Marseille-Provence and Pays d'Arles are showing that they can meet the investment needs of French companies in France, as in the case of the Parisian company ***Click & Boat***, whose European booking center (about 20 multinational sales advisers)



recently moved to Marseille with the ambition to become the Airbnb of boat rentals and the French leader in that market.

"These positive results will encourage Provence Promotion to persevere and to expand its activities in the post-COVID phase, when national and international competition will be fierce. Clearly, it is up to Provence, which has a strong case to make, to seize the opportunities as they arise," noted Jean-Luc Chauvin, president of the agency.

Provence Promotion is the agency tasked with attracting talented workers, entrepreneurs and investors to create lasting jobs in Provence. The agency is backed jointly by the Aix-Marseille-Provence Metropolitan Area and the Aix-Marseille-Provence CCI, alongside the Bouches du Rhône Departmental Government, Région SUD, the CCI and intercommunal structures of Pays d'Arles and around 20 members, who are private and public economic stakeholders. The agency is currently directed by Jean-Luc Chauvin, who is also President of the Aix-Marseille-Provence CCI. His Vice President is Béatrice Aliphart, Deputy Municipal Adviser for Manufacturing.

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