MÉTROPOLE
NICE CÔTE D’AZUR
WHY CHOOSE BETWEEN BUSINESS AND QUALITY OF LIFE?

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“Métropole Attractive” application available on Google Play and AppStore.
For several years now, Métropole Nice Côte d’Azur has been committed to a far-ranging economic transformation that is turning it into a benchmark for sustainable smart cities. Through development of major infrastructure projects (the Allianz Riviera stadium, Promenade du Paillon and the new West-East tramway line), implementation of the Éco-Vallée, which is creating a new and varied real-estate offer for incoming companies, setup of a European Business and Innovation Center (a business nursery accommodating and supporting innovative young companies) and structuring of our training offer, we have taken the necessary steps to strengthen our attractiveness and foster creation, location and development of enterprises.

Today, this fresh momentum is being expressed in concrete terms, and the partnerships concluded with such leading industrial concerns as IBM, Cisco, EDF, GDF-Suez, Orange and Bosch, the development of high-potential SMEs and the many startups seeing the light of day all go to confirm that Nice Côte d’Azur has become a center of innovation, excellence and entrepreneurship.

An outstanding territory set between sea and mountain and connected to over 110 destinations worldwide, and which has built an enviable reputation on its remarkable landscapes, the mildness of its climate and the promise of an incomparable quality of life, Nice Côte d’Azur is also a destination that opens its arms to entrepreneurs.

We extend our warmest thanks, then, to the companies that have already placed their trust in us, and bid welcome to all of you who envisage joining us.

Christian Estrosi
Member of Parliament for the Alpes-Maritimes
Mayor of Nice
President of Métropole Nice Côte d’Azur
10 reasons to invest in Métropole Nice Côte d’Azur

1. Near an international airport serving 110 destinations
2. A territory with an international reputation
3. A new and varied real-estate offer for companies at competitive prices
4. A sustainable mobility policy
5. Implementation of an “interconnected smart city” strategy
6. An attractive skills cluster for talents from throughout the world
7. A one stop shop dedicated to companies and a policy of support for investors
8. The guarantee provided by an Operation of National Interest:
   - sure return on investments
9. Incomparable quality of life
10. A varied housing offer

Nice Côte d’Azur’s Eco-Vallee symbolizes the future of the Mediterranean. A spacious area devoted to innovation, creation and dreams and which spotlights sustainable development and “clean technologies” – values that our company holds dear and which were a major factor in our decision to locate there.

Jean-Pascal Tricoire
CEO, Schneider Electric

Nice Côte d’Azur is a highly dynamic Metropolis with true vision and acknowledged experience in adoption of innovative technologies – thanks to which, the City of Nice won the “Smarter Cities Challenge” and enabled us to develop the foundations for a smart transport system together – a system that is sure to make the region a benchmark for mobility.

Alain Benichou
CEO, IBM France

Cisco stands alongside Nice Côte d’Azur with enthusiasm and determination. Eco-Vallee provides the region with a historic opportunity. We believe that the combination of investment in digital technologies and the environment will have a significant impact on growth and employment.

Robert Vassoyan
CEO, Cisco France
Major projects in France’s 1st Metropolis

- Côte d’Azur Technopolis
- La Baronne, agrifood and horticultural center
- Mercantour’s Stations
- Saint-Martin-du-Var Ecodistrict Multimodal transport hub
- Carros / Le Broc Economic activity zone
- Exhibition Park
- Nice Méridia, urban technopolis
- Polygone Riviera shopping mall
- La Villette New living quarter
- Sports complex
- Cap 3000 shopping mall
- Nice One, Allianz Riviera shopping mall
- Nice Saint-Isidore Ecodistrict
Nice Côte d’Azur in figures

- France’s 2nd international airport
- 11.6 million passengers
- 110 direct destinations to 35 countries
- 61% of international traffic
- 20 flights a day to London and 34 to Paris
- 1 flight a day to New York, Dubai and Moscow
- Europe’s 3rd airport for business aviation

- France’s 2nd congress destination
- France’s 2nd tourist destination
- 49 municipalities
- 540,000 inhabitants
- 160 nationalities
- 212,000 jobs
- 58,300 companies
- 1,775 foreign-invested enterprises
- 38,600 students
- 13 international schools
Nice Côte d’Azur, an innovative metropolis

- 1st city in Europe to make use of NFC mobile contactless technology, with a range of service on offer (transport, shops, culture and heritage)
- Nice, the only French city to win the IBM Smarter Cities Challenge
- 2 of France’s most innovative smart-grid demonstrators: Nice Grid by ERDF and Reflexe by VEOLIA
- 1st city in Europe to introduce a Smart Parking system
- World first for implementation of a “virtual town hall”, in partnership with CISCO
- Host city for the “Innovative City Convention”
- Partnership with CISCO on the internet of things (IoT) applied to urban management in the context of the 1st connected boulevard
- 245 million euros in public and private investments on the EcoCity program, with the active partnership of private-sector companies including BOSCH, IBM, CISCO, THALES, EDF, ERDF, GDF-SUEZ and VEOLIA
- 7 competitive clusters: Solutions Communicantes Sécurisées, Risques, Eurobiomed, Capénergies, Mer PACA, Parfums Arômes Senteurs Saveurs and Pégase
- Strategy for introduction of sensor networks
- Signature of a R&D partnership with IBM on setup of a data and urban hypervision warehouse
- Nice 4th in Juniper’s Global Smart City 2015 rankings
A new and varied land and office-space offer for all activity sectors

Éco-Vallée
The Public Development Agency (EPA) is responsible for the Éco-Vallée, a project that provides a unique opportunity for companies to locate in an area designed for a mix of functions and uses on an unprecedented scale.
- 2.5 billion euros in public and private investments between 2011 and 2025
- 10,000 hectares
- 450 hectares available for development
- 3,000,000 sqm of building land capacity
- 50,000 new jobs
- 2 major development projects:
  > Grand Arénas
  An international business district in immediate proximity to Nice Côte d’Azur International Airport, Grand Arénas is the new location for decision-makers in the services sector.
  - 49 hectares
  - 750,000 sqm of building land capacity
  - 2,000 housing units
  - A 65,000 sqm exhibition park
  - Nice Airport multimodal transport hub
  > Nice Méridia
  Nice Méridia Urban Technopolis is a development dedicated to technological research and training activities, set to act in synergy with the skills prevalent at Sophia Antipolis.
  - 24 hectares for the 1st operational sector
  - 347,000 sqm of building land capacity
  - 2,500 housing units

Carros Industrial Activity Zone
- 550 companies and 9000 jobs
- Densification of the zone underway

Vallon du Roguez
A new 19,000 sqm eco-exemplary business park dedicated to SMEs.

Comparison of business real-estate prices
(average rent €/sqm/year, excluding tax and charges)

![Comparison Chart](attachment://chart.png)

Source: BNP Paribas Real Estate - Main office markets in Europe - Feb. 2013
A varied housing offer for the working population

Proactive in regulating prices (social housing rentals and purchase of social housing units at controlled prices) and in ensuring the quality of the new offer designed for the working population

- Signature of a public/private partnership charter with 15 social lessors and 22 real-estate developers with a view to better regulation of social real-estate market prices (since October 2012)

- Development of a reasonably priced “own home” housing offer, up to 30% lower than market averages.
A sustainable mobility policy

- An initial tramway line carrying 85,000 passengers a day
- 70 million bus travelers a year
- A highly advantageous €1 fare policy
- “Autobleue”: 1st large-scale 100% electric car-sharing service to be launched in France: 66 stations and 200 vehicles
- “Vélobleu”: 175 stations, 1,750 bikes and 125 km of cycle paths
- Extension of the present tramway
- Creation of a new West-East tramway line service the airport and Nice city center
- 4 major multimodal transport hubs, including the Nice/Airport hub (TGV, airport, TER, tramway, bus station and car parks)
- 20 park-and-ride facilities
A breeding-ground for skills

A pool of expertise in continuous expansion
- 3rd highest concentration of management personnel in France
- 38,600 university students on the Côte d’Azur
- Highest number of international schools in France after Paris
- An attractive region for young international talents
- 7 competitive clusters
- Sophia-Antipolis, Europe’s leading technological park

Nice Sophia Antipolis University
- 47 research laboratories
- 230 national diplomas in 11 different fields
- More than 1000 research contracts signed with the private sector over the last 3 years
- 19.5% foreign students (11.6% at national level)

Polytech Sophia, the university’s school of engineering
- 6 Master’s degrees and 7 diplomas in engineering
- 5 branches: Electronics, Computer Science, Applied Mathematics, Biological Engineering and Water Engineering
- Agreements with almost 200 universities in 25 countries

Mediterranean Institute for Risk, Environment and Sustainable Development (IMREDD)
A model of close cooperation between university and companies, the IMREDD first opened its doors in January 2012.
- A center for research, training, innovation and partnership, created on the initiative of Nice Côte d’Azur and Nice Sophia Antipolis University
- 5 focuses: Environmental risks, Health/Environment, Renewable energies, Sustainable smart cities, and Protection of cultivated ecosystems
- 1 project incubator designed to develop collaboration between university laboratories and companies

Skema Business School
- 6,200 students
- 20,000 diplomas
- 35% international students
- 138 permanent teachers

Edhec Business School
- EDHEC RISK INSTITUTE, leading international center for research on finance
- 3rd institution worldwide for Master’s degrees in Management
- 1/3 international students
- 169 partner universities
- 24,000 graduates in 116 countries
A services offer dedicated to creation, location and development of companies

Assistance with location and finding premises
Real-estate professionals on hand to come up with suitable land and real-estate solutions

Assistance with recruitment
“Task force” specializing in recruitment and training

Assistance with employee mobility
Personalized support to facilitate getting employees settled in

Financial engineering
- Regional Development Grant (PAT - Prime à l’Aménagement du Territoire)
- Research Tax Credit
- Aid to reindustrialization
- The Provence-Alpes Côte d’Azur region’s “Ariane” scheme
- “Nice Côte d’Azur Passport”: financial support policy
- Seed capital fund

European Business and Innovation Center (CEEI), Nice Côte d’Azur
- €10 million in investments
- 4,000 sqm dedicated to startups
- Made-to-measure support services
Allianz Riviera

Allianz Riviera is an exemplary model of sustainable development. A 35,000 seat multi-purpose stadium hosting major international sports and cultural events, it incorporates a 29,000 sqm shopping center and the National Sports Museum.

The Promenade de Paillon

Nice, which has long been famous for its Promenade des Anglais, is now just as famous for its Promenade du Paillon. While the first runs alongside the Bay of Angels, the second, a river of lush vegetation, crosses the city to meet the azure waters of the Mediterranean – a 12 hectares green lung taking walkers on a magical journey through a world of trees and plants from all 5 continents.

Domaine du Mercantour

Just 1½ hours from Nice, Domaine du Mercantour opens the gateway to the great wide open, with a whole range of activities on offer summer and winter alike, including alpine and cross-country skiing, mountain-biking, hiking, pony trekking and climbing.

Incomparable quality of life

- 300 days of sunshine a year
- 7 skiing resorts in the Alpes-Maritimes, totaling over 350 km of slopes
- 120 km of coastline and 40 km of beaches
- 8 ports
- Mercantour National Park
- France’s 2nd tourist destination
- Nice, the French city with the most museums and galleries after Paris
- An active events policy: international top-name concerts (including Coldplay, Scorpions, Elton John and Madonna), Nice Jazz Festival, Nice Carnival, and more besides...
- Major sporting events, including Nice International Marathon, Iron Man, European Masters Games, and Euro 2016
- Local gastronomy with a well-earned reputation
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