



**FOSTERING RELATIONS
BETWEEN INDIA AND PROVENCE**

**INVEST IN
PROVENCE**

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From the 16th century onwards, cotton made its appearance in France via the port of Marseille, and the brightly coloured printed cotton fabrics known as *indiennes* became a coveted item.



A LAND OF OPPORTUNITIES FOR INDIAN COMPANIES AND TALENT

Provence and India enjoy a long history of trade, friendship, and exchange. Cooperation dates back to the 16th century when Marseille was the European gateway for the Indian textile industry. Today it is as vibrant as ever with initiatives such as the opening of the first Indian general consulate outside of Paris in Marseille. The privileged India-Provence relationship offers enormous advantages and diverse opportunities for Indian entrepreneurs seeking to invest in the Provence area.



Provence is home to ITER: the world's largest scientific project around nuclear fusion involving 35 countries including India.

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 such as ArcelorMittal recently investing in the territory as part of its programme to decarbonize the 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 former Indian Ambassador to France HE Mr. Jawed Ashraf during the inauguration of the Indian group expansion Electrosteel 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 when the Indian IT giant Infosys opened offices in Marseille. **As Mr. Jawed Ashraf, India's Ambassador to France, stated while visiting Marseille, "Provence is now the perfect place to be connected to the European and African markets."** Many other Indian companies have chosen Provence.

As an 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 3rd largest business district in France

OPPORTUNITIES FOR YOUNG INDIAN TALENT IN THE SOUTH OF FRANCE

> **Aix-Marseille University** is one of France's Top 5 universities. Along with 12 000 international students, the university has educational agreements with more than 350 schools worldwide, including four Indian universities.

> **Kedge Business School** is part of the Top 10 largest business schools in France and its Global Executive MBA program ranks among the world's Top 18. It is also the French leader for connections to India with 11 partnership agreements with Indian schools.

INTERNATIONAL EDUCATION IN AIX-MARSEILLE, A CATALYST FOR INDIA-EU OPERATIONS

As a cosmopolitan port city, Marseille now has an international school complex built in the Euroméditerranée Business district which opened in 2024. It will eventually accommodate 2,200 students. This establishment will be the flagship symbol of an international education offer that is becoming increasingly dense in the Aix-Marseille education sphere.

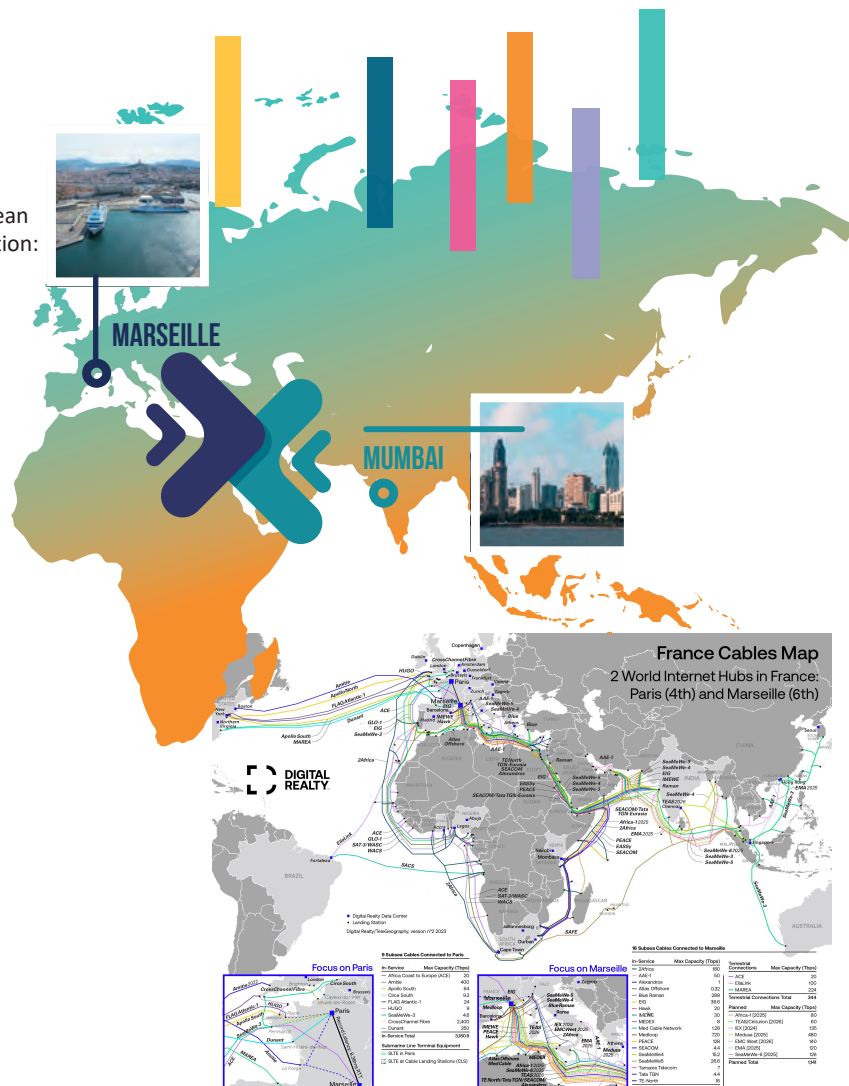
STRENGTHENING EUROPE-MIDDLE EAST-AFRICA TRADE

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

- > **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

- > **18 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.
- > **6th LARGEST CONNECTIVITY HUB** in the world.
- > **#1 LATENCY LEVELS** to Asia and Africa.
- > **BILLIONS OF EUROS** in upcoming investments.
- > **WORLD LEADER** in Smart Port technology.



The port of Marseille Fos, France's primary hub, is strategically positioned for global trade as a gateway to Southern Europe and Africa, and a key partner for creating new freight corridors between Europe, the Mediterranean, and Asia.



PORT OF MARSEILLE FOS



With ample space and infrastructure, it accommodates diverse activities and serves international companies supplying French and European markets.

Marseille Fos includes two harbors: Marseille, a local Mediterranean port, and Fos, a global hub for industry and logistics. Employing nearly 42,600 people, Marseille Fos is a driving force in the regional economy, prioritizing environmental excellence. As a European leader in shore-to-ship power and LNG ship refueling, it promotes sustainable economic growth through responsible and innovative industrial development.

A leader in energy transition, Marseille Fos is a green port connecting to India through a full container service operated by CMA-CGM, Hapag Lloyd, and COSCO, and a ConRo service operated by Messina Line. Major Indian ports linked to Marseille Fos include Mundra and Nhava Sheva, with renowned shipping companies offering weekly transshipment services from various Indian ports.

Annually, Marseille Fos exchanges nearly 1 million tons, including 50,000 containers, with India. In 2008, the port signed a sister agreement with Mumbai port. marseille-port.fr

MARSEILLE PROVENCE AIRPORT



Marseille Provence Airport serves more than 129 direct routes, with 65% of our traffic connecting to international destinations across Europe, the Mediterranean sea and beyond.

With more than 11 million yearly passengers, we rank as France's 2nd largest regional airport and 1st airport for cargo activities, contributing to increasing connectivity for local communities whilst minimizing our impact, as we proudly stand within the world's top 44 airport committed to sustainability with our Level 4 Airport Carbon Accreditation received in 2022.

marseille.aeroport.fr

PROVENCE PROMOTION



As the leading economic development agency for Aix-Marseille-Provence area, with a multicultural team of 21 staff, Provence Promotion has been providing

free and confidential support to companies seeking to invest in Provence for 27 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

CONTACTS

Provence Promotion

Philippe STEFANINI - CEO

+33 (0)6 10 57 91 63

p.stefanini@provence-promotion.fr

Gayané SHAHINYAN - Inward Investment Advisor

+33 (0)6 85 90 60 13 - g.shahinyan@provence-promotion.fr

www.investinprovence.com

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 6,500 public-sector jobs, the Euroméditerranée project has led to more than 5,300 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.
- **IR LEATHERS MANUFACTURERS PRIVATE LTD** (Incredible range): wholesale of hides and skins.
- **TECH MAHINDRA FOUNDATION:** digital services company.