

Marseille, 6 May 2024

Provence Promotion's 2023 results show Aix-Marseille-Provence is one of the most attractive territories in France for business and investment

- In 2023, Provence Promotion, the economic development agency for the Aix-Marseille-Provence Metropolis and the Chamber of Commerce and Industry Aix-Marseille-Provence, helped 71 companies complete their investment projects. As a result, 1924 jobs will be created over a three-year period in the Bouches-du-Rhône department, which includes the cities of Marseille, Aix-en-Provence, and Arles.
- Provence Promotion has facilitated record levels of international investment in Aix-Marseille-Provence with 55% of projects coming from outside France. This is an increase of 11% for the territory over 2022 and a contrast to the national trend that saw a 5% drop in international investment, demonstrating once again that Aix-Marseille-Provence and the Pays d'Arles offers a warm welcome to global investors.

In 2023, Provence Promotion made significant progress in attracting Foreign Direct Investment (FDI) as the agency helping to bring 39 international investment projects to fruition. The international projects represent more than half of all investments (39 out of 71) and almost half of all job creation (940 out of 1900). These results confirm the territory's position as a destination of choice for investors from around the world. Among the international projects, 14 are from Africa, 10 are from European countries, 7 are from the United States, 5 are from Asia, and 3 are from the Middle East. The remaining 32 are projects from French companies outside the Aix-Marseille-Provence and Pays d'Arles territory.

77% of projects involve new companies or new facilities

A total of 55 new establishments or greenfield investments were registered, representing 77% of all projects. These projects broke down into the opening of 41 subsidiaries by international companies and the creation of 14 new companies. These figures testify the vibrant economy and diverse opportunities in Aix-Marseille-Provence as the portion of international investment in the territory was well above the national average of 36%. Among Aix-Marseille-Provence's key areas of economic activity, the most dynamic sectors for attracting investment were the digital economy (29 projects for 740 jobs) and the industrial-port economy (22 projects for 828 jobs).



Start-ups, SMEs, and global leaders are investing in Aix-Marseille-Provence

C-Inertia, a French company, has opened a plant in Éguilles north of Aix-en-Provence to produce next-generation wheels for the automotive sector. This will be the first mass production facility in France for composite-material wheels and will contribute to the country's quest for greater economic sovereignty.

Sumitomo, which is one of Japan's oldest companies having recently celebrated its 400th anniversary, is investing in its subsidiary Sumika Polymer Compounds located in St-Martin-de-Crau near Arles. An international leader in raw materials for the automotive industry, the company is building a facility to produce composites from recycled parts in partnership with the R&D departments of major manufacturers.

D-Carbonize, an innovative Belgian digital start-up specializing in impact measurement and decarbonization strategies, chose the ZEBOX start-up accelerator in Marseille to develop its "Carbon Cockpit" solution that helps companies achieve carbon neutrality targets. The company, which was identified by the Provence Promotion team at the Smart City trade show in Barcelona in 2022, was founded in 2021 by Grégoire Talbot and Frédéric John and it plans to create 15 jobs within three years.

Intelcia, a major player in outsourcing, is continuing to expand its L'Estaque site in Marseille with the support of Provence Promotion. The Moroccan company is announcing a new customer service department and a new wave of recruitment, which will increase its workforce to 500. Based on 2024 growth trends, the company is expected to create 150 more jobs over the next three years.

About Provence Promotion

Provence Promotion's team of 23 experts offers three main areas of support services: business information and networking for local ecosystems, location consultants for business set-ups, and communications and marketing support. Since 1998, the agency has been the preferred point of contact for companies seeking to invest in Provence. Funded mainly by the Aix-Marseille-Provence Metropolis and the Chamber of Commerce and Industry Aix-Marseille-Provence, Provence Promotion represents the key stakeholders in the territory's economy and coordinates an influence program that brings together local authorities, professional organizations, economic developers, major international companies, and academic institutions to help attract investment and raise Aix-Marseille-Provence's profile around the world.



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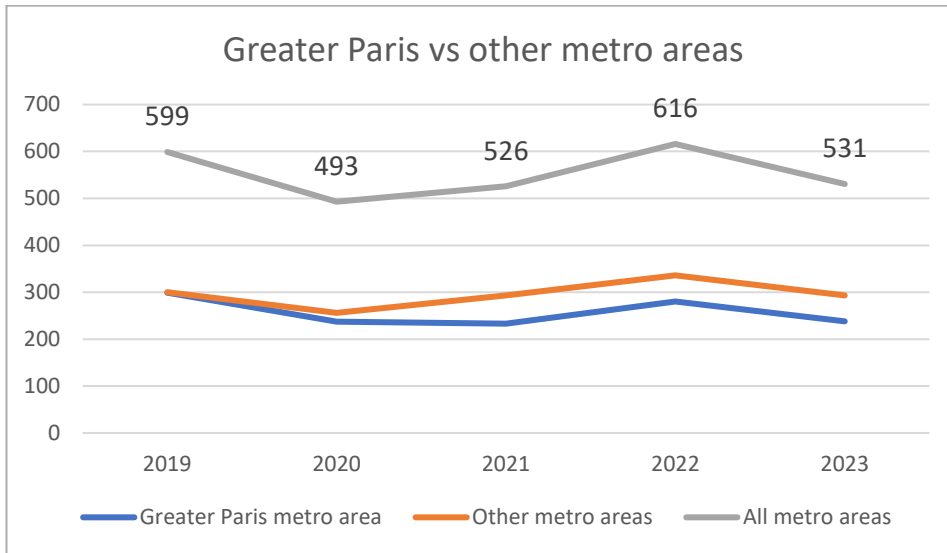
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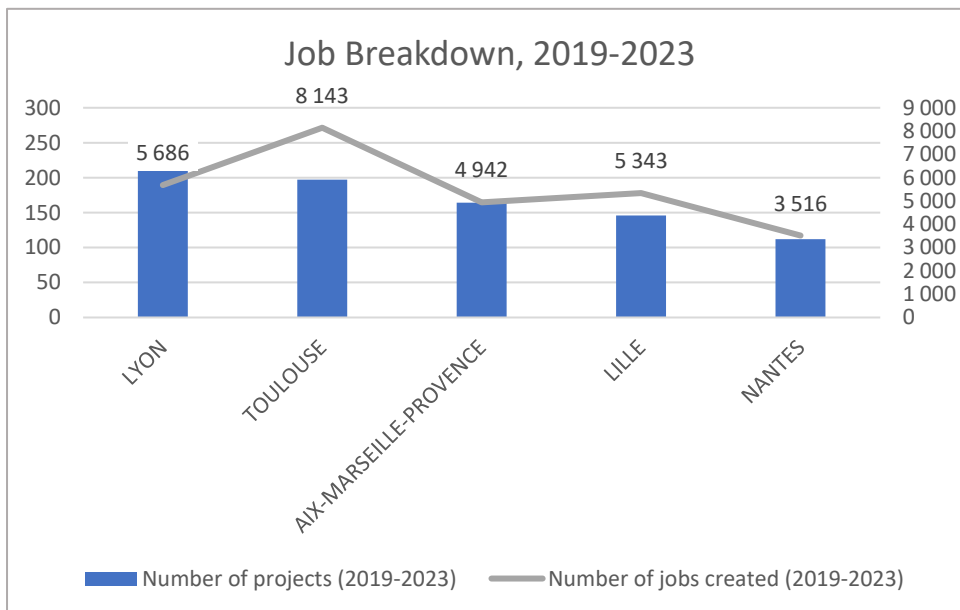
Analysis of EY's review of international investment in French metro areas

Graphic 1: FDI in the Greater Paris area versus other French metro areas



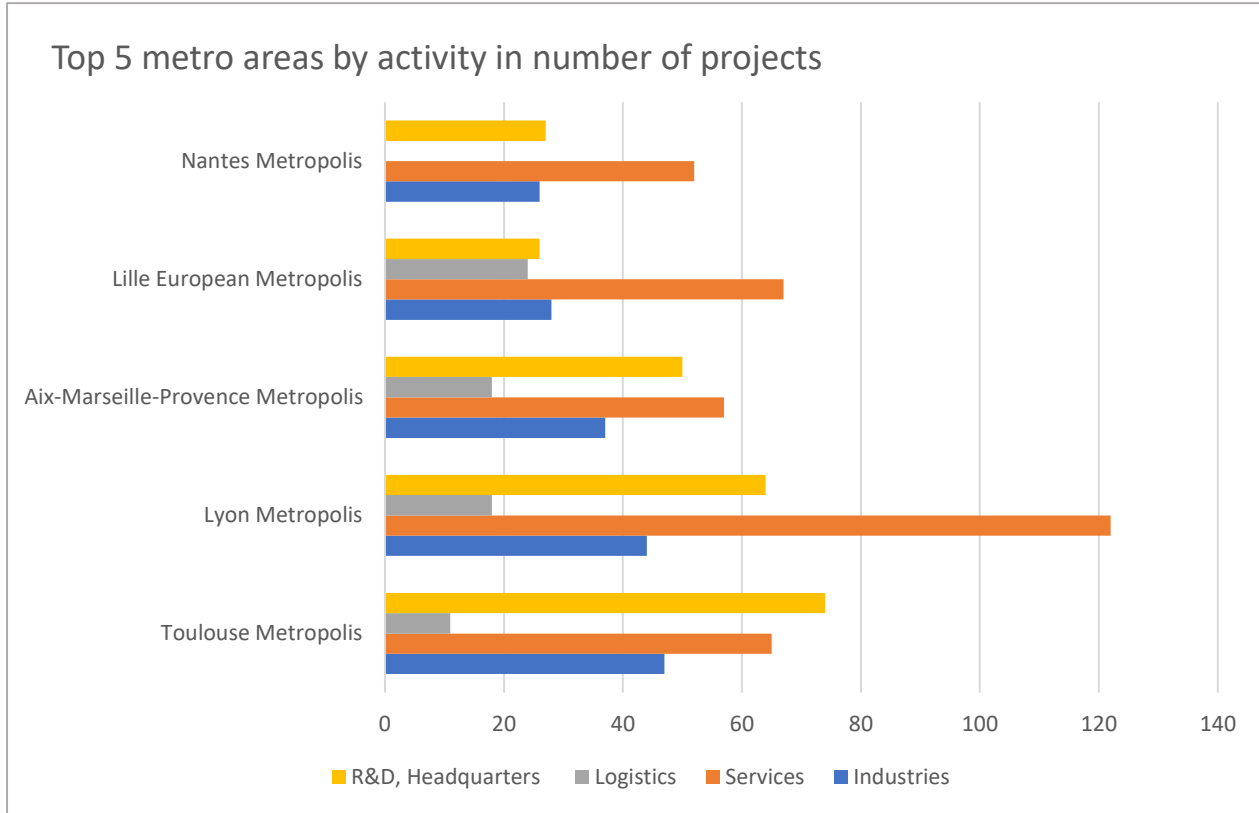
For the 2019–2023 period, the level of FDI remained relatively stable. The distribution favors regional metro areas outside of the Greater Paris area.

Graphic 2: Job breakdown, 2019–2023



For the 2019–2023 period, the Aix-Marseille-Provence Metropolis ranked 3rd in France terms of FDI & associated job creation.

Graphic 3: investment by sector, 2019-2023



For 2019-2023 period, Aix-Marseille-Provence had an ideal balance between the different investments in the territory.