

# Marseille

 **EUROMÉDITERRANÉE**

Between Europe and the Mediterranean,  
the future is Marseille



BUSINESS



Founded as an initiative of state and local authorities in 1995, EUROMÉDITERRANÉE is a project of national importance, which seeks to elevate MARSEILLES into the top tier of European cities. **Tasked with delivering** an economic, social and cultural agenda, Euroméditerranée is making a major ongoing **contribution to the attractiveness** and **the success** of the City of Marseilles.



*"Compared to other French regions, our city has many unique advantages: ITER, European Capital of Culture 2013, Campus Plan, port reforms, the Calanques National Park, and of course the Union for the Mediterranean process"*

**GUY TEISSIER**  
MP for the Bouches du Rhône, President of Euroméditerranée

## > Of all French cities, Marseilles has sharpened its competitive edge the most over the past 5 years.



**Marseilles is currently experiencing an economic, social and cultural boom. Selected to be European Capital of Culture in 2013, Marseilles has decided to focus on culture as the impetus for boosting the city's quality of life and economic development.**

In the last 10 years, Euroméditerranée has totally transformed Marseilles with the development of new residential areas on old, industrial brownfield sites along the coast. As a result of this, together with the completion of new retail schemes and the development of the largest, city-centre, business district in southern Europe, Marseilles has much to look forward to in the years ahead.



## > Today the city attracts internationally-mobile companies which consider Marseilles to be one of the main business hubs in the Mediterranean region.

### Euroméditerranée in 2012

#### PLANNED CONSTRUCTION

Offices	500 000 m <sup>2</sup>
Housing	4 000 units
Public facilities	200 000 m <sup>2</sup>
Of which Retail outlets	100 000 m <sup>2</sup>

#### INVESTMENT

Public	€ 531 million
Private	€ 3,5 billion

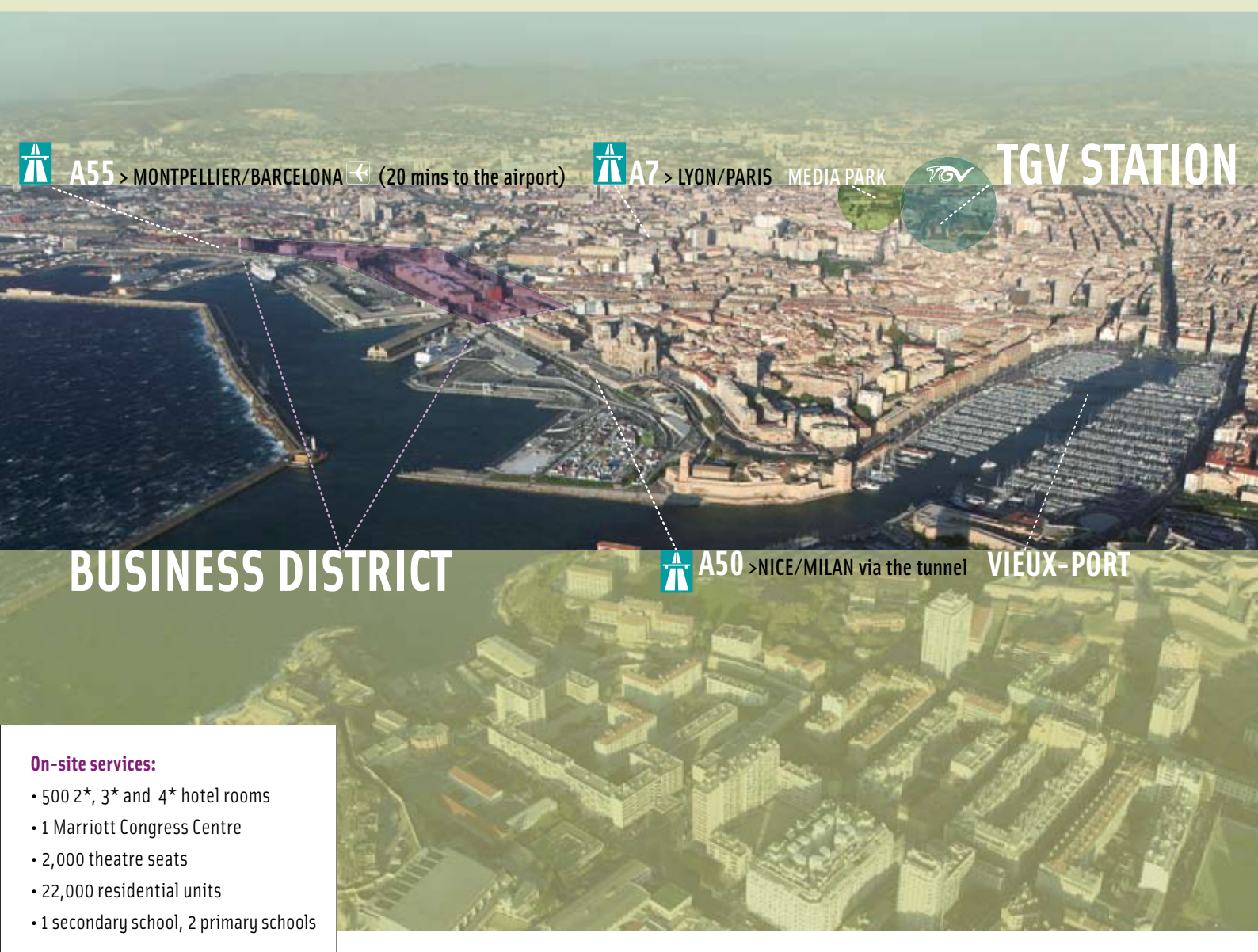
#### OBJECTIVES

Population	+ 10 000
Jobs	+ 15 000





## > Strategic Location



### On-site services:

- 500 2\*, 3\* and 4\* hotel rooms
- 1 Marriott Congress Centre
- 2,000 theatre seats
- 22,000 residential units
- 1 secondary school, 2 primary schools

## > A comprehensive transport network

### MARSEILLE PROVENCE AIRPORT

20 MINUTES FROM THE BUSINESS DISTRICT

7 million passengers in 2007

Direct flights to 104 cities in 35 countries around the world

26 daily flights Paris/Marseilles

### MP2 AIRPORT

Largest low cost terminal in France

448 international cities via 26 direct connections

### CRUISE TERMINAL

440,000 passengers in 2007

800,000 passengers expected in 2009 and 1 million in 2010

### TGV STATION AT THE HEART OF THE BUSINESS DISTRICT

17 TGV Méditerranée trains a day : Paris/Marseilles (3 hrs)

### MOTORWAYS

At the crossroads of 3 motorways to Spain, Italy and Northern Europe

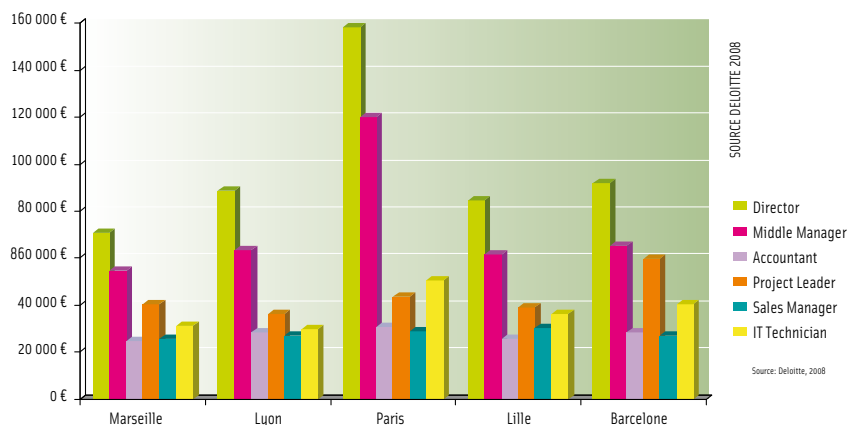
### PUBLIC TRANSPORT

Metro – Tramway – Bus – Local train network

## > An underdeveloped, high-quality job market

- 2<sup>nd</sup> largest job market after the Paris Region
- 2<sup>nd</sup> largest recipient city in France for public R&D investment, 3<sup>rd</sup> for private R&D investment
- 100,000 students
- 16 "Grandes Ecoles" professional schools, 3 universities
- 86,000 non French, European nationals
- 47,000 multilingual jobseekers

Labour Costs



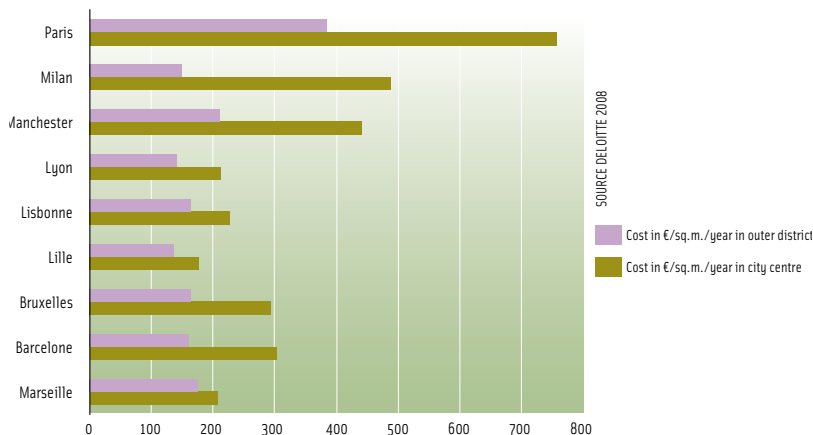
## > A service sector that meets international standards and provides a high quality environment

Floor plates up to 2,000 m<sup>2</sup>



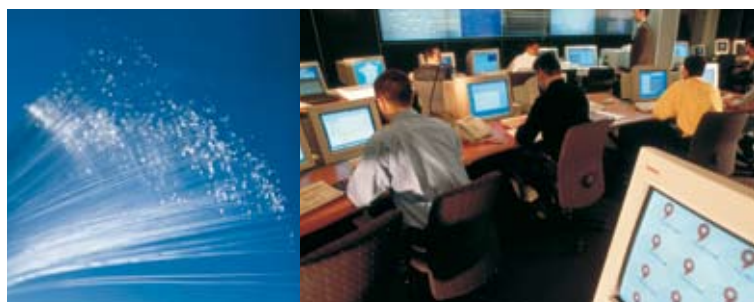
Marseilles-Euroméditerranée offers lower property costs than other major European cities, such as Barcelona and Paris, but with the same level of quality. Annual rental costs for new office space in central Marseilles is € 200 to € 220/sq.m, compared to € 750/sq.m. in Paris. As a result, Euroméditerranée attracts major national, European and international companies, investors and developers.

Real estate costs



## > Marseilles, at the forefront of new technology

Marseilles has developed an impressive infrastructure for new technology, in part due to its proximity to the ITER project (33 countries involved, € 10 billion in investment, 1,000 jobs to be created during the development phase) and its links with 7 different technology clusters. Marseilles is at the heart of the largest concentration of microelectronic and mobile content companies in Europe and is without doubt Capital of Mobile Valley.



## > The Belle-de-Mai, leading multimedia cluster in France



belle  
de mai  
POLE MEDIA  
MARSEILLE



As part of the world class “secured communications solutions” cluster (SCS), the Belle-de-Mai Media Park brings together in a single location. business and culture, film making, and production and multimedia content distribution

### HERITAGE CENTRE

- Mediterranean Headquarters of the National Audiovisual Institute (INA)
- Restoration and conservation of works of art
- Historical archives and collections of Marseilles museums.

### AUDIOVISUAL AND MULTIMEDIA PARK

- 3 film studios
- 17,000 sq.m. of offices dedicated to multimedia activities : television, animation, mobile content and technology, internet, advertising, video games.

### ARTISTS AND ENTERTAINMENT CENTRE

- theatre, dance, music, visual arts, script-writing for cinema, radio and multimedia...

## EUROMÉDITERRANÉE

Developing the economy of the future

## > Take advantage of free, bespoke support from a dedicated project manager

You are thinking of establishing or relocating some of your service operations. Euroméditerranée’s team will provide you with guidance and support throughout the development of your project right up to successful completion

- **INFORMATION** ON KEY FACTORS RELEVANT TO YOUR BUSINESS IN MARSEILLES
- **SEARCH FOR SUITABLE**, AVAILABLE PROPERTIES IN THE CITY AND SURROUNDING AREAS
- **OVERVIEW** OF FINANCIAL AND TAX ADVANTAGES
- **ASSISTANCE** WITH RECRUITMENT AND FINANCING OF TRAINING PROGRAMMES
- **SUPPORT FOR RELOCATED** PERSONNEL AND THEIR FAMILIES
- **LIAISON** WITH LOCAL PARTNERS

## MARSEILLES IS THE ONLY CITY CENTRE BUSINESS DISTRICT OFFERING\* MAXIMUM GRANTS IN FRANCE

\* SUBJECT TO ELIGIBILITY CRITERIA

### ASSISTANCE AVAILABLE FOR COMPANIES

- **Local development grants** (up to € 25 000 per employee)
- **European Regional Development Fund** (ERDF)
- **Business** rates relief
- **Real** estate incentives
- **Recruitment** and training support

### ASSISTANCE AVAILABLE FOR RELOCATED STAFF

- **Individual benefits** from the decentralisation fund
- **Welcome** and support for staff and families



## > They have chosen Euroméditerranée



**PHILIPPE MEYSSELLE**, REGIONAL DIRECTOR, BNP PARIBAS  
*"We believe in the future of the Euroméditerranée business district, and that is why we chose to locate our southern French headquarters there."*



**DAVID RICHEL**, CLAIMS & CUSTOMER SERVICE MANAGER, MARSEILLES, DHL EXPRESS  
*"The creation of a customer services centre in France was a strategic decision by the DHL Group. Choosing Marseilles Euroméditerranée, allowed us to become operational very quickly, in terms of recruiting staff and finding commercial property. Today, we employ 70 staff at our site."*



**MARC GIRAUD**, REGIONAL DIRECTOR, COMPASS GROUP FRANCE

*"As a leading catering company, the choice of a good location is strategic. That is why the French headquarters for our support services and our 200 employees are located in Marseilles."*



**ANDRÉA BERTONE**, CHAIRMAN, MONSTER SOUTHERN EUROPE

*"The Monster Group plans to grow rapidly in Southern Europe in the years to come, so we needed to find a strategic location at the heart of this fast-growing market. Marseilles is the ideal base due to its geographic position, its multilingual labour pool and its excellent transport and telecommunications infrastructure."*



**JACQUES SAADÉ**  
 CHAIRMAN, CMA CGM

*"Our ships are present on every sea in the world... Our group headquarters are in Marseilles."*



**PHILIPPE NASR**, CLIENT SERVICES DIRECTOR FRANCE, EXPEDIA

*"After comparing closely several French cities, we chose Marseille Euroméditerranée, and more particularly the Belle de Mai Media Park, which offered the best option in terms of labour pool, access and cost."*



## Contact us

### > MARSEILLES

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