

made in **bordeaux**
gironde

HOLDING
ALL THE
CARDS



ECONOMIC ENVIRONMENT



INTERNATIONAL INFRASTRUCTURE & CONNECTIONS



HIGHER EDUCATION & QUALIFICATIONS



QUALITY OF LIFE



MAJOR PROJECTS



POPULATION & EMPLOYMENT AREA



PURCHASING POWER

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The mission of Bordeaux Invest is to attract inward investments to our region.

Our Services to Investors

We provide a full inward investment package including:

- Personalised follow-up of your project
- Labour market and economic information
- Contact with local decision makers and institutions
- Site and property selection
- Specialist advice on tax, grants and subsidies
- Financial assistance and grant coordination
- Tours and visits of the selected sites

Our services are free, confidential and fully customised to your company's needs

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e-mail : bjl@bordeaux-invest.fr



OVER **200**
HEADQUARTERS
WITH MORE THAN 100
EMPLOYEES

4
COMPETITIVENESS
CLUSTERS:
AEROSPACE VALLEY
ROUTE DES LASERS®
XYLOFUTUR
AVENIA

4TH
IN FRANCE
FOR **BANKING**

AQUITAINE
TOP LIST
REGION FOR
GREEN JOB
CREATION

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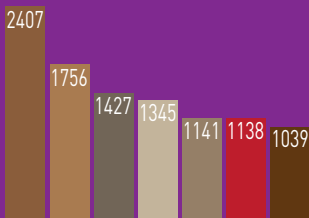
ECONOMIC
ENVIRONMENT

*33,000 jobs in banks,
finance, telecoms...

3rd
FOR IT SERVICES
AND TELECOM
SERVICES

ONE OF FRANCE'S
LEADING REGIONS
FOR ICT, WITH MORE
THAN 30,000 JOBS

ONE
OF THE TOP
FRENCH REGION
FOR
VIDEOGAMES



Paid employment (2008)

Source: INSEE

■ Rhône-Alpes

■ Pays de la Loire

■ **Aquitaine**

■ PACA

■ Bretagne

■ Midi-Pyrénées

■ Nord Pas de Calais

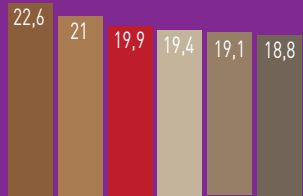
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ECONOMIC
ENVIRONMENT

1ST
IN FRANCE
FOR MEDICAL IT

1ST
CITY AFTER
PARIS FOR
IT SERVICE
CENTERS

RATED
3RD REGION
IN TERMS OF JOB
CREATED WITH
FOREIGN
INVESTMENT



Business start up rate (2009)

Source: INSEE

■ Languedoc Roussillon ■ Aquitaine ■ Lorraine
■ PACA ■ Midi-Pyrénées ■ France

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ECONOMIC
ENVIRONMENT

22 DAILY BORDEAUX
PARIS TGV TRAINS,
THE BORDEAUX
ORLY SHUTTLE AND
5 BORDEAUX
ROISSY LINKS

LGV
SUD-EUROPE
ATLANTIQUE

IN 2016

BX-PARIS: 2HR05

IN 2020

BX-BILBAO: 1HR30

BX-MADRID: 3HR30

EUROPE'S LARGEST
PUBLIC-INITIATIVE
VERY HIGH BAND-
WIDTH NETWORK:
316 SITES CONNECTED
402 KM OF
OPTIC FIBRE
NETWORKS

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INFRASTRUCTURES
INTERNATIONALES &
CONNEXIONS

INTERNATIONAL INFRASTRUCTURES & CONNECTIONS

Weekly international flights

BORDEAUX →

Abidjan : 1	London Luton : 7
Alger : 1	Madrid : 19
Amsterdam : 14	Málaga : 1
Barcelona : 4	Manchester : 3
Bâle-Mulhouse : 2	Marrakech : 4
Bologna : 4	Milan : 4
Brest : 4	Montreal : 2
Bussels : 3	Oran : 1
Casablanca : 10	Ostia : 2
Dublin : 4	Porto : 3
Edimbourg : 4	Rome : 7
Geneva : 19	Southampton : 4
Lisbon : 7	Stockholm : 4
Liverpool : 4	Tunis : 2
London Gatwick : 21	

Distances between :

BORDEAUX →

Barcelona	570 km	Madrid	690 km
Bilbao	340 km	Milan	1 000 km
Bussels	890 km	Munch	1 315 km
Geneva	770 km	Paris	577 km
Hambourg	1 500 km	Porto	1 065 km

Travel time (by high speed train) :

BORDEAUX →



25 round trips Bordeaux/Paris-Montparnasse per day

Source Bordeaux-Mérignac Airport, March 2010

FRANCE'S 2nd
UNIVERSITY
-ICT AND MATERIALS-
IN THE SHANGHAI
RANKING

MORE THAN
100,000
STUDENTS
ON THE CAMPUS
OF BORDEAUX

BORDEAUX
UNIVERSITY
FOUNDATION:
A NEW INTERFACE
BETWEEN THE WORLDS
OF ACADEMIA
AND BUSINESS

CREATION OF THE
"INSTITUT
POLYTECHNIQUE DE
BORDEAUX"
(ENGINEERING
SCIENCES)

10%
OF BORDEAUX
INHABITANTS ARE
STUDENTS

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HIGHER
EDUCATION &
QUALIFICA-
TIONS

*BORDEAUX NATIONAL
ELECTRONICS, IT,
TELECOMMUNICATION,
MATHEMATICS AND
MECHANICS SCHOOL

ONE OF
FRANCE'S
LEADING
BIOMEDICAL
UNIVERSITIES

THE ONLY
TRAINING COURSE
IN FRANCE
IN THE FIELD OF
COGNITION AND
KNOWLEDGE
SCIENCES

ONE
OF THE FIRST
FRENCH
UNIVERSITY
COURSES IN
BIOINFORMATICS

ONE
OF THE 3
BIOTECHNOLOGY
ENGINEERING
SCHOOLS IN
FRANCE

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HIGHER
EDUCATION &
QUALIFICA-
TIONS

300
FOREIGN
RESEARCHERS
EACH YEAR

ABOUT 200
UNIVERSITY
LABORATORIES

MORE THAN
11,000 PEOPLE
INVOLVED IN
RESEARCH

1ST
FRENCH REGION
FOR PUBLIC R&D
EXPENDITURE PER
INHABITANT

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HIGHER
EDUCATION &
QUALIFICA-
TIONS

PRESENCE OF
ALL THE NATIONAL
RESEARCH CENTERS

ONE OF
THE THREE
RESEARCH
TEAMS ON **BIOPILES**
IN THE WORLD

**BORDEAUX
NEUROSCIENCES
INSTITUTE:**
LEADER IN
FRANCE, ALL
DISCIPLINES
INCLUDED

FRENCH RESEARCH
CENTER FOR THE
**VISUALISATION AND
MANIPULATION OF 3D**
DATA ON MOBILE
TERMINALS

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HIGHER
EDUCATION &
QUALIFICA-
TIONS

ONE OF
THE THREE
EUROPEAN
RESEARCH CENTERS
FOR NEURONAL
PLASTICITY
PHYSIOPATHOLOGY

MEGAJoule
LASER,
THE MOST
POWERFUL LASER
IN THE WORLD

INSTITUTE OF VINE
AND WINE

KEY AREAS OF RESEARCH:

Materials - Optics & Laser - Information technologies -
Sciences for the environment, Town planning and
sustainable development - Neurosciences -
Biotechnologies - Public health - Archeological sciences.

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HIGHER
EDUCATION &
QUALIFICA-
TIONS

ONE OF THE
LOWEST
POLLUTION
LEVEL
IN FRANCE

GIRONDE,
1ST FRENCH REGION
FOR THE NUMBER OF
ACTIONS 21
PROGRAMMES

BORDEAUX:
2010-2012
SUSTAINABLE
DEVELOPMENT
AWARD

A WORLD'S FIRST
IN THE CITY'S
HISTORIC CENTER:
A TRAM NETWORK
WITH
UNDERGROUND
POWER

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QUALITY
OF LIFE

A CLIMATE
CLOSE TO THAT OF
NORTHERN
CALIFORNIA

THE LARGEST
URBAN AREA LISTED
AS UNESCO WORLD
HERITAGE

A 250 KM
OCEAN
COASTLINE

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QUALITY
OF LIFE

2ND
SAFEST CITY OF OVER
500,000 INHABITANTS
IN FRANCE

WESTERN
EUROPE'S LARGEST
CULTIVATED
FOREST

BORDEAUX, 2ND
FRENCH CITY FOR
COMIC BOOK CREATION

3rd
REGION
FOR ITS
DEMOGRAPHIC
POWER
OF ATTRACTION

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QUALITY
OF LIFE

120,000
HECTARES
OF VINEYARDS -
57 APELLATIONS

FRANCE'S
2ND
COUNTY FOR THE
NUMBER OF GOLF
COURSES

MORE THAN
600 CULTURAL
EVENTS
EACH SUMMER

made in
bordeaux
gironde

QUALITY
OF LIFE

SOUTH EUROPE
ATLANTIC
HIGH-SPEED RAIL

BORDEAUX-PARIS: 2HR05
BORDEAUX-BILBAO: 1HR30
BORDEAUX-TOULOUSE: 1HR
IN 2016 AND 2020

BORDEAUX
EURATLANTIQUE:
NATIONAL URBANISM
PROJECT

BACALAN-BASTIDE
BRIDGE EUROPE'S
LARGEST LIFT BRIDGE

3
ECO-
COMMUNITIES
BASSINS A FLOT,
GINKO,
DARWIN

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MAJOR
PROJECTS

BORDEAUX
CULTURAL WINE
CENTER

ARENA PROJECT:
MULTIPURPOSE
VENUE

AEROPARC,
BIOPARC, ECOPARC,
CITY OF THE PHOTONICS,
LASERIS I AND II:
DEDICATED
TECHNOLOGY PARKS

"LES CASCADES DE
LORMONT" AND
"LE ROCHER DE
PALMER",
TWO LEISURE AND CULTURAL
CENTERS ON THE RIGHT
BANK OF THE RIVER

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MAJOR
PROJECTS

CREATION OF
AN ICT CAMPUS
(CSTIC)

CONSTRUCTION
OF THE
"PETAL" PETAWATT
LASER

TRAMWAY
OPENING OF A
4TH LINE

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MAJOR
PROJECTS

SETTING UP
OF THE OPTICS
INSTITUTE
GRADUATE
SCHOOL

CREATION OF A
NEUROCAMPUS
AND A BIOIMAGING
PLATFORM

OPERATION CAMPUS:
€538 M FOR A MAJOR
EUROPEAN
UNIVERSITY

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MAJOR
PROJECTS

BORDEAUX
URBAN AREA
1 MILLION
INHABITANTS

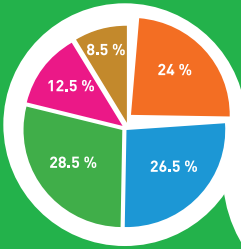
THE 4TH
MOST
ATTRACTIVE
REGION FOR
THE WORKING
POPULATION

DEMOGRAPHIC
GROWTH
OF 10%
ON 1999-2008 PERIOD

40%
OF NEWCOMERS
ARE BETWEEN
24 AND 40
YEARS OF AGE

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POPULATION
& EMPLOYMENT
AREA



41%
OF THE
POPULATION
OF GIRONDE
IS UNDER
30 years old

- <20 YRS
- 20-39 YRS
- 40-49 YRS
- 60-74 YRS
- 75 YRS & +

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POPULATION
& EMPLOYMENT
AREA

1 IN 5
PERSONS
HAS **HIGHER**
EDUCATION
QUALIFICATIONS
(NATIONAL AVERAGE)

FRANCE'S
5TH CITY
FOR **SENIOR**
LEVEL POSITIONS

AQUITAINE
TOP REGION
FOR NET
JOB CREATION
(SOURCE TRENDEO)

WORKING
POPULATION GROWTH:
4 TIMES HIGHER
THAN THE NATIONAL
AVERAGE

IN 30
YEARS THE
NUMBER OF
EXECUTIVES
HAS TRIPLED

+30%
ENGINEERING
STUDENTS
IN 5 YEARS

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POPULATION
& EMPLOYMENT
AREA

BETWEEN €125
AND €165/M²/YEAR
FOR NEW
OFFICE SPACE

RENTAL
IN THE CITY
CENTER

64 M²:
HOUSE-BUYING
CAPACITY OF
HOUSEHOLDS
(VS 27.6 M² IN
PARIS)

-30%: COST
OF CORPORATE
REAL-ESTATE
COMPARED TO
PARIS REGION

+ 6.1% COMPARED
TO LYON AND
+3.7% TO MARSEILLES

COST OF LIVING:
BORDEAUX
26.9% LESS
EXPENSIVE
THAN PARIS

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bordeaux
gironde

PURCHASING
POWER