

MAGNETIC BORDEAUX

HOTBED OF INNOVATION



Assets that attract companies and talents

An agglomeration on a human dimension (761,000 inhabitants)
capital of the New Aquitaine region (6 million inhabitants; GDP 160 billion euros)

Bordeaux Métropole at the top of the rankings

- «One of the most beautiful sites to visit in the world in 2017 » - Los Angeles Times
- # 1 city to visit - Lonely Planet 2017
- # 1 Favourite French city to work in (Great place to work – Institut Think 2014, 2015 et 2016)
- # 2 most attractive French cities for business leaders (Journal des entreprises - mai 2015)
- # 2 French cities to invest in real estate (Explorimmo 2016)

A territorial dynamic

- + 10,000 inhabitants / year
- cost of living 29% lower than in Paris (Eurocost 2016)
- wine : 35,000 jobs, 21 bottles exported / second
- over 6 million tourists in 2017
- 93,000 students (12% of the population)
- A metropolitan area that reinvents itself : major development projects (*Euratlantique, Inno-Campus et Aeroparc*)

TGV Paris – Bordeaux in 2 hours (18 daily trains)
80 international routes

An entrepreneurial and innovative spirit

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Entreprenariat

- 1st City of France ahead of Paris for the rate of business start-ups in 2016
- 71 M€ of funds raised by startups in 2017, 110% more than in 2016
- + 9950 jobs between september 2016 and september 2017 - URSSAF



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Investment

- 400 M€ of investments in commercial property in 2016 (135 M€ in 2015)
 - 240 M€ of investments in 2017 (145M € for Euratlantique)
- Campus Thales Air'Innov (200 M€ - 58 000 sqm)
- Airbus Safran Launchers (80 M€)
- Worldwide maintenance site Dassault Falcon Service (15 M€)
- And also CEVA Santé Animale, Castel, Fayat, Crédit Agricole...
- 1st major French airport in terms of growth

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Innovation

- One of the three French universities awarded the Initiative d'Excellence label (IdEx)
- 700 M€ for world-class research programmes
- Bordeaux INP (7 engineering schools including ENSEIRB, Sciences Po, Kedge Business School, ENSAM...),
- Scientific research centres including INRIA, LABRI, Ecole de Cognitique, Institut européen de chimie et de biologie, NeuroCampus...

Wine, tourism, aeronautics and much more...

- Metropolis labelled FrenchTech from 2014
- 1st rank among French metropolises for the e-health sector (2016)
- « Capital of the sharing economy » (cabinet Astères , in 2016)
- 1^{ère} French metropolis for digital job creation (2015)
- + 20% of jobs in creative industries between 2009 and 2015

A major development in the laser/photonics sectors, fintech, cleantech, smartcity...





Unify



Accelerate



Influence



400+
Startups



5+
Clusters



20+
Incubators &
accelerators



20+
Research and
training centres

Key themes of the ecosystem



Healthtech



Retail



Cleantech &
Mobility



Jeu vidéo &
VR/AR



Photonics &
Lasers



Aéronautique,
Spatial, Défense



THE INNOVATION MaGNETS

Entities and major events that attract and fix innovation in Bordeaux

Aeronautics and space

- Competitiveness cluster Aerospace Valley
- OIM Aéroparc
- Technowest
- Campus Thalès
- Aérocampus
- UAV SHOW (1^{er} european drone show)

Famous names very present

Dassault
Thalès
Safran Héraklès
Daher
Sabena Technics
Stelia Aérospatiale
EADS Space transportation
Airbus defence and space...

Laser / photonics

- Competitiveness cluster ALPHA
- High energy laser PETAL
- Cité de la Photonique
- Show Invest in Photonics



PETAL: the most powerful laser in the world

CleanTech / Smart City

- Cluster TOPOS
- 2 pépinières et 2 incubateurs de Technowest
- Darwin Ecosystème
- European energy conferences

CleanTech

1st photovoltaic region in France,
largest power plant in Europe
1st methanisation region in France

Smart City

90 % of the City's territory covered by
Very High Speed Internet at the end
of 2017
Qucit awarded at the 2014 World
Innovation Competition
Connect'Tram
Salon mondial ITS en 2015

THE INNOVATION MaGNETS

Creative Industries

- Cité numérique
- Darwin incubateur, pépinière, co-working
- Pôles Image Terres Neuves et Magelis
- Cluster Bordeaux Games
- Réseau prospective Design
- Cluster CATS
- Forum européen Cartoon Movie
- Cité du vin
- Gastronomic Festival Bordeaux So Good

3rd city in France for the creation of video games.
2nd city in France for the reception of comic book professionals.
3rd region for the shooting of feature films and television dramas.
Residences SO Film

Health / Biotech

- Centre hospitalier universitaire de Bordeaux (ranked Best Hospital in France in 2016)
- Cluster TIC-Santé
- Centre de recherches NeuroCampus

The French leader in Health ICT, the Aquitaine region accounts for more than 50% of the national workforce in this sector.

50 member companies of the ICT-health cluster: major groups (Agfa Healthcare, Sanofi) and startups – Interaction Healthcare, Invivox, Itwell, Fineheart, Poietis, Nomadeec, ...

Wood / Paper

- Pôle de compétitivité XyloFutur
- 1st World congress Woodrise

Wine and wine-growing

- Cluster Inno Vin
- Vinexpo
- Sifel - Vinitech

Bordeaux success stories in all sectors :
Fayat, Magrez, Pichet, Millesima, Caudalie, Lectra, Construction Navale Bordeaux, C-Discount, Europlasma, Fermentalg...

Newcomers:

Ubisoft, OVH, SolidAnim, BetClic, Hermès, Deezer...

Cité numérique

Close to the TGV station, **La Cité Numérique**, a totem building in the FrenchTech ecosystem, will offer 25,000 m² delivered at the end of 2018.



A 2500 sqm space dedicated to cultural and creative industries and user experience

Reserved for start-ups, at adapted rental conditions :

- open space, independent offices, co-working, showroom, UserLab
- flexible lease term
- attractive rent (125 €/m²/year excl. tax HC)

MAGNETIC BORDEAUX



**A dynamic of major projects
Talents that blend together
An entrepreneurial spirit
An hunger for excellence**

**Hotbed of innovation
Collective intelligence
Cultural abundance
A high quality of life**

**Enabling everyone to succeed at once
his professional project and his personal development**





Informations complémentaires

Bordeaux Métropole

Mission attractivité et animation des réseaux économiques

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