

YOUR BUSINESS  
PARTNER IN  
NORMANDY

# AGENCE DE DÉVELOPPEMENT POUR LA NORMANDIE

[WWW.ADNORMANDIE.FR](http://WWW.ADNORMANDIE.FR)

# AD NORMANDIE

## OUR TEAM



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She assists companies in the Energy (MRE, hydrogen, ...) and Tourism sectors willing to set up in Normandy.



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He assists companies in the Tech and Construction industries willing to set up in Normandy.

[www.adnormandie.fr/en](http://www.adnormandie.fr/en)

# AD NORMANDIE

## LINKEDIN



**INVEST IN NORMANDY**

**InvestInNormandy**  
Administration publique · Colombelles, Normandie · 587 abonnés

Voir le site web

Accueil  
À propos  
Offres d'emploi  
Personnes  
Vidéos  
Publicités

Tous Images Documents Vidéos Classer par : Haut

**InvestInNormandy**  
587 abonnés  
2 h ·

Normandy, the world leader in the production of linen for textile, produces 80% of the European and 50% of the world's linen, most of which is processed in Asia, and has also become a specialist in the proc ...voir plus

Voir la traduction

**NORMANDY the world's leading flax fibre production region, has become a specialist in the production of technical flux for composites**

10

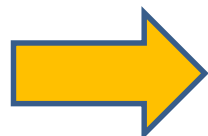
J'aime Commenter Partager

Ajouter un commentaire...

Your dream job is closer than you think  
See jobs  
LinkedIn

Pages similaires

- We invest in Normandy  
Logiciels inform...
- MADE IN NORMANDY...  
Gestion de port...
- Région Normandie  
Collectivités pub...  
9 "relations"



<https://www.linkedin.com/company/invest-in-normandy-adnormandie>

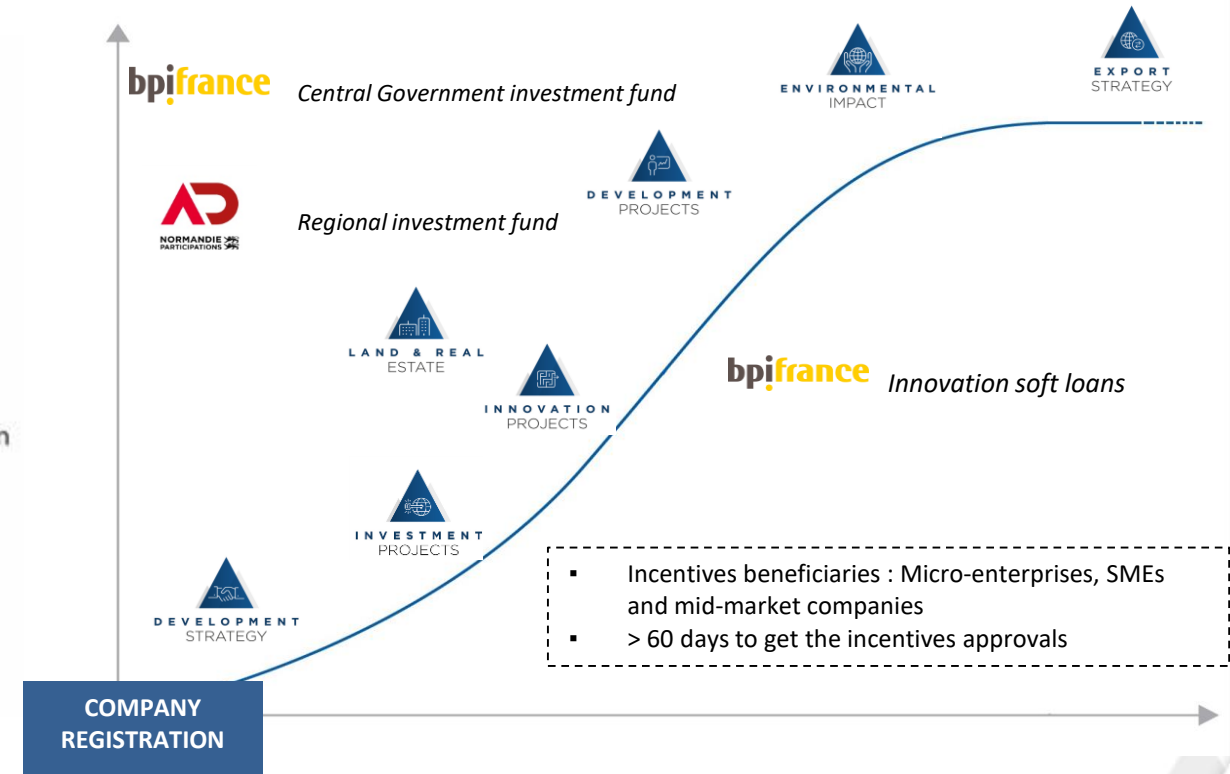
# AD NORMANDIE

## WHAT CAN WE DO FOR YOU ?



**AD Normandie**, the Economic Development Agency for Normandy main offers are:

- **Welcome Package**, tailor made solutions to the specific needs of foreign investors.
- **Soft landing program**
- **Financial incentives** for each stage of the company life cycle.



# AD NORMANDIE

## FINANCIAL INVESTMENTS : MERGER & ACQUISITION



M&A : A STRATEGIC AND A EVEN MORE SENSITIVE TOPIC AFTER CORONA

### WORK IN PROGRESS

NORMANDY has already begun to think about a different way of working  
+  
involved in the new process Invest : COSPE INVERSE



### HOW DO WE PREPARE IT ?

#### In Normandy:

- **Partnership settled** with local actors of financing
  - **Information:** Newsletter in process to inform of the BFI projects
  - Treatment of projects according to the sectors
- 2 people working on the new process

#### With BUSINESS FRANCE INVEST:

One of the few regions involved in the working group

# AD NORMANDIE

## NORMANDIE PARTICIPATIONS



Co-investment fund taking part in capital or quasi-equity in start-ups and SMEs with a head office in Normandy. The aim is to complete its equity the existing public financial tools : banks, BPI, AD Normandie, Réseau Entreprendre and business angels. Co-investment with private actors in each deal, with the same valorization and shareholders agreement “pari passu”. Private actors have to invest 30% or more in the round.

### HOW DOES IT WORK ?

- **Partnership** with local actors of financing.
- **Investment from 150k€ to 10M€** : Seed Capital / Venture Capital - Growth Capital / LBO - Distressed investment
- Ability to be a long term partner for the companies they have invested in.





# ALL YOU NEED IS NORMANDY

## MAY 2020

[WWW.ADNORMANDIE.FR](http://WWW.ADNORMANDIE.FR)



**#INTERNATIONAL** — Economy totally open to the world

**#MARKET** — A logistics hub in the heart of the biggest market

**#DYNAMIC** — Diversified skills, activity sectors and human resources

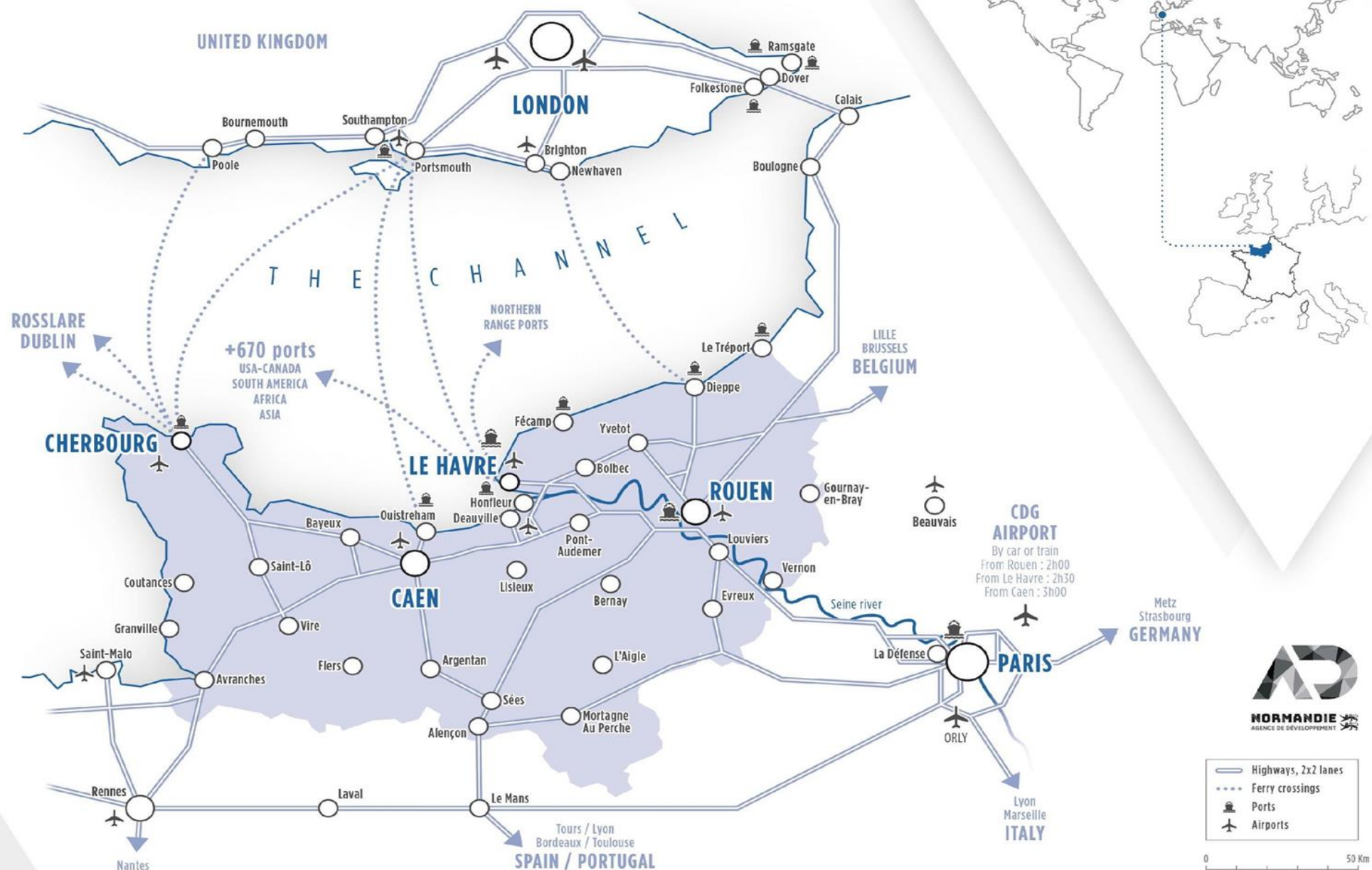
**#INNOVATIVE** — Fundamental & applied research, innovation, skills

**#FAMOUS** — A renowned quality of life



**#INTERNATIONAL**

# NORMANDY : A STRATEGIC TERRITORY BETWEEN LONDON AND PARIS

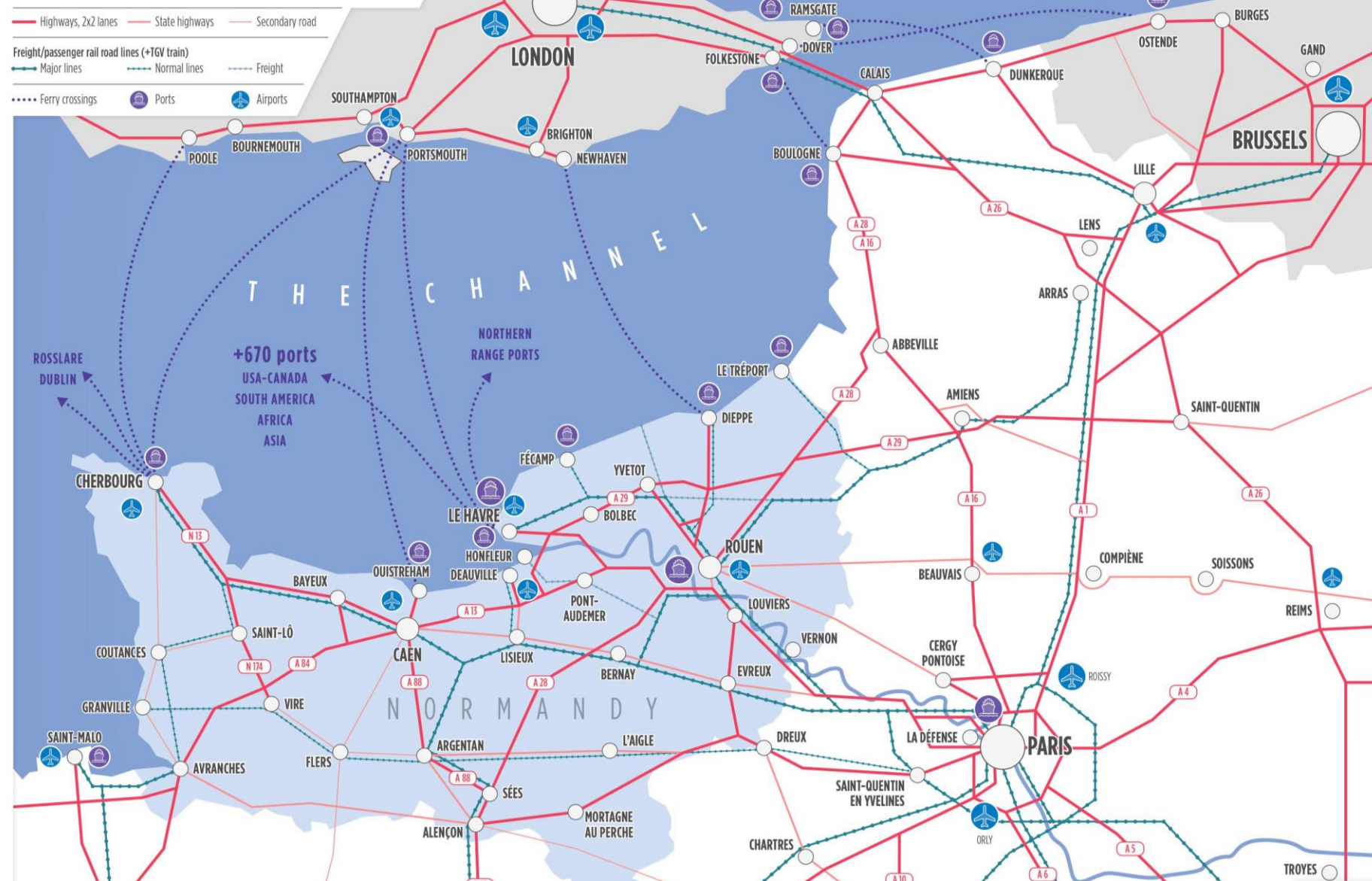


- Highways, 2x2 lanes
- Ferry crossings
- Ports
- Airports

0 50 Km

UNE STUDIO GRAPHIQUE - L'ARCHE

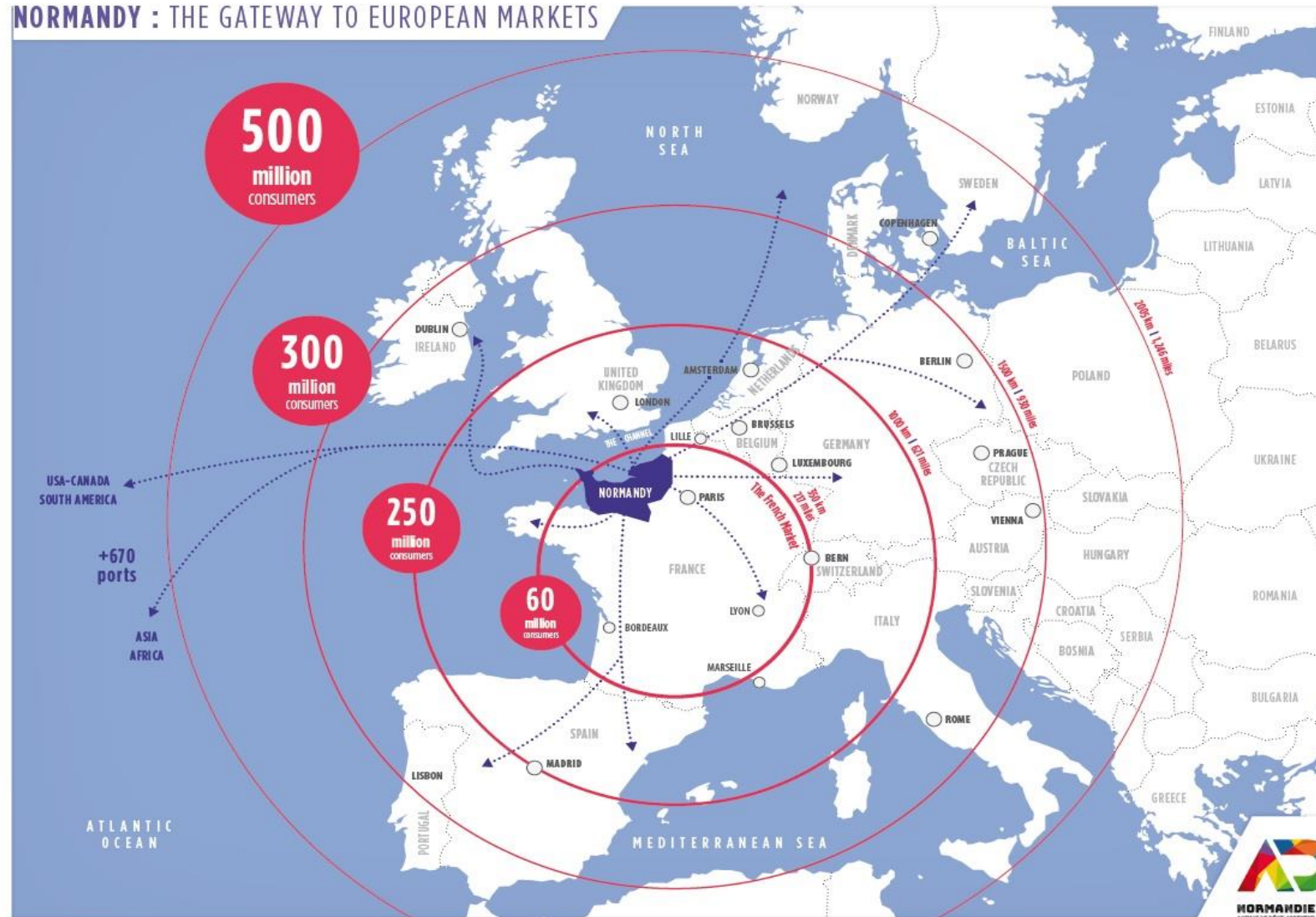
## NORMANDY : LOGISTIC NETWORKS



# #MARKET



### NORMANDY : THE GATEWAY TO EUROPEAN MARKETS



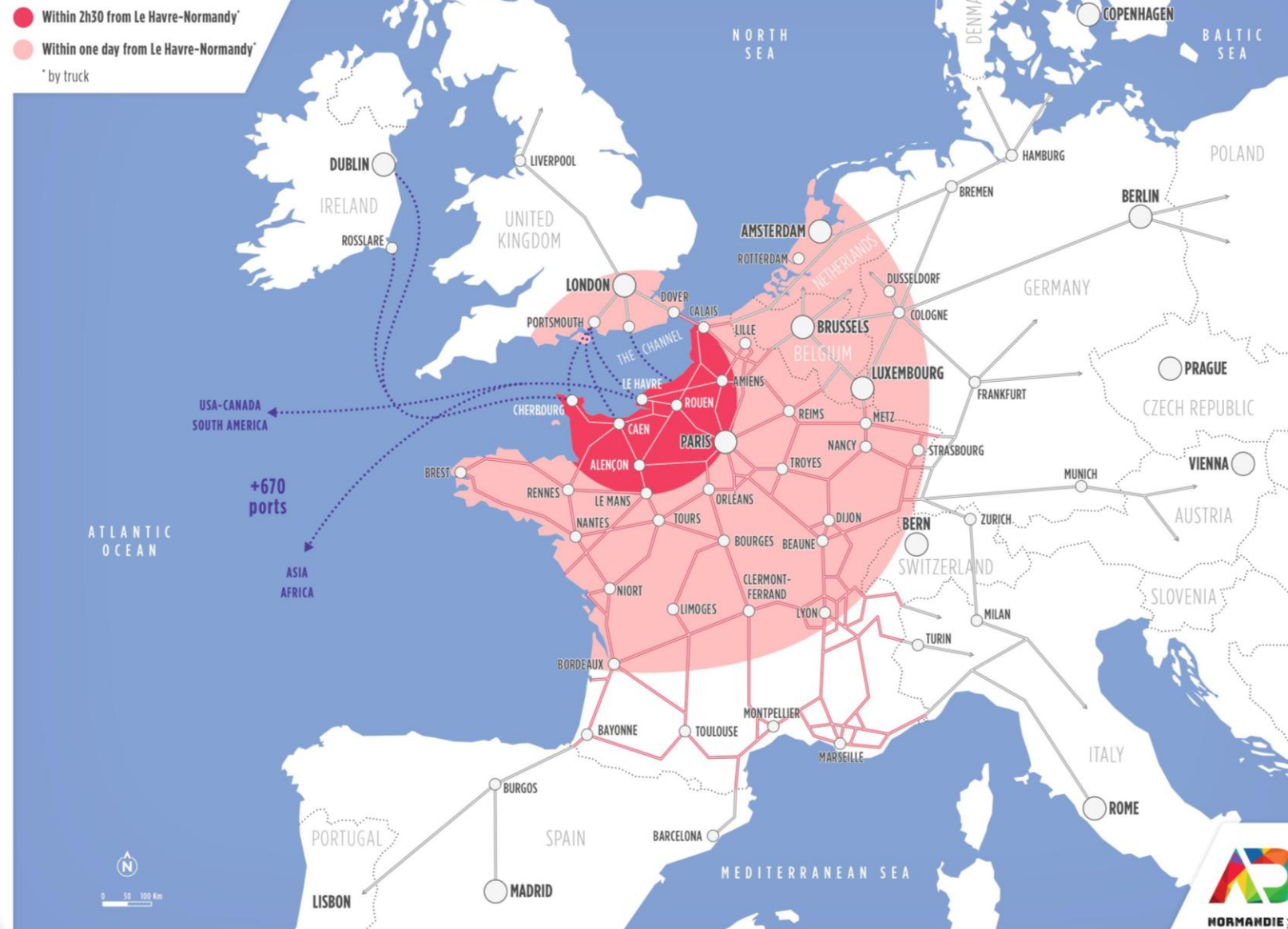
Direct access to 500 million consumers  
Seine River economic zone : 30% of French GDP

# NORMANDY

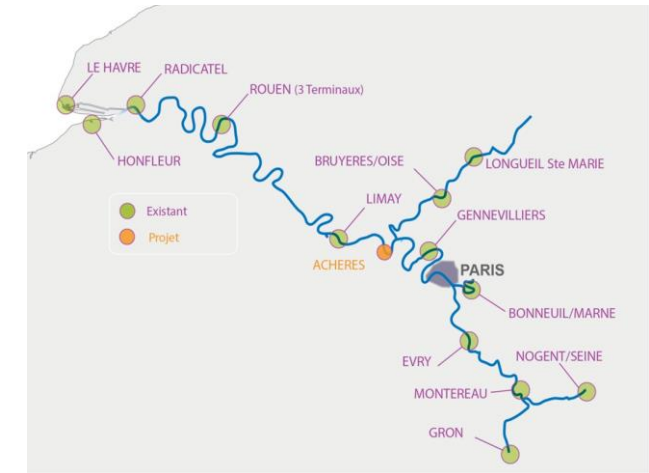
A STRATEGIC POSITION :  
EASY ACCESS TO EUROPE & AFRICA



## NORMANDY : THE GATEWAY TO EUROPEAN MARKETS



Seine river traffic –  
25 million consumers in Paris area



Delivery anywhere in  
**France and Europe**  
Maximum 48 hours





**#DYNAMIC**



**3.3 million** inhabitants (in 2018)

**30 100km<sup>2</sup> - 650 km** of coastline – **6** ports

GDP of **€91billion** (10th region in France)

*High quality education and research facilities*

*A very good way of life with a dynamic young population*

*Very cheap real-estate contrary to Paris region*



**250 000** companies

**1,3** million jobs

**€1,2 billion** in R&D

*More than **550** companies with foreign capital*

***€60m** of financial incentives awarded by the Regional Council in 2018*

***67** investments projects from foreign companies in 2019*

***€1,9 billion** of investments in 2019*



**2nd** French industrial region (21% of regional GDP)

**6<sup>th</sup>** French Region for export – **€33 billion**

Catchment area of **200 million** consumers

**2nd** most internationally open region in France\*

**12** strategic sectors : <https://adnormandie.fr/en/assets/>



Close to **Paris** and **London**

Optimized road network

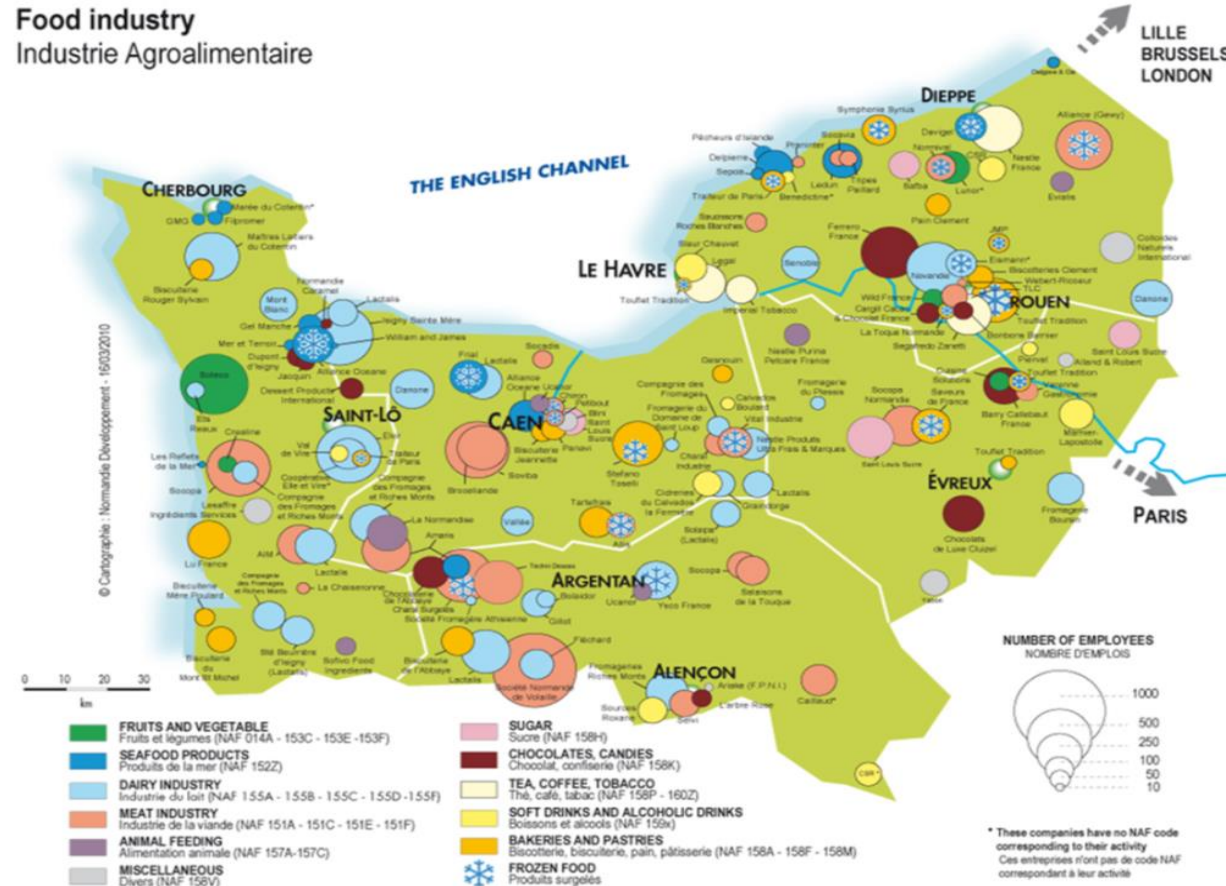
Pan-European rail connections.

Four regional airports and close from Paris airports

*How to get to Normandy? [Click here](#)*



### Food industry Industrie Agroalimentaire



### MEAT ♦ DAIRY ♦ APPLE BASED PRODUCTS ♦ SHELL FISH ♦ TEA & COFFEE

- Largest **producer** of milk based products, apple-based products & shellfish in France
- Largest French **processor** of tea, coffee and cocoa
- High quality products – 14 European quality labels (AOC/AOP/IGP).

### PRESENCE OF GLOBAL COMPANIES

Danone, Ferrero, Segafredo Zanetti, Lactalis, Nestlé, Cargill, Agrial, Maitres Laitiers du Cotentin, Isigny, etc.

### STRATEGIC SECTORS

- Supply chain & logistics
- Short food supply chain
- Safety, security and traceability of agrifood products.
- e-commerce.

READ MORE : <https://adnormandie.fr/en/assets/>



## SECURE ELECTRONIC TRANSACTIONS ♦ SERVICE-ORIENTED ♦ MULTI-SKILLED

- 5000 companies - 20650 jobs - 3500 engineers
- 2 green data centers
- Datalab Normandie : transfer of technology

### R&D specializations

- Several high skilled fundamental & applied research centers
- Presence of Orange Labs specialized in user applications
- Living Labs
- High end R&D cluster **Pôle TES**

### Unique industrial expertise

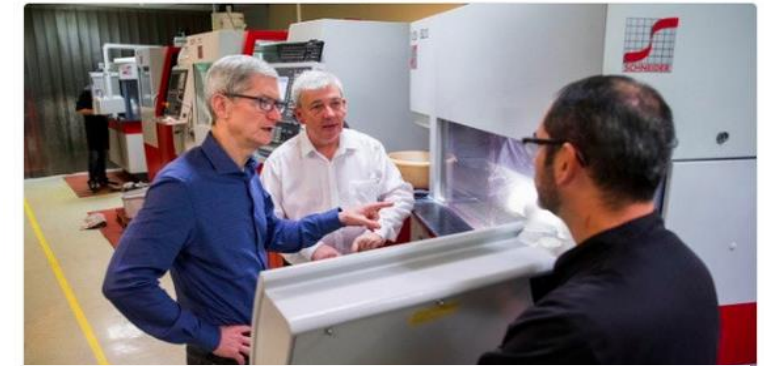
- Chip design & industrialization
- Sensors
- Electronic Systems
- RF technologies
- Medical technologies



Tim Cook  
@tim\_cook

Following

Thanks to my friends at Eldim, a team of talented engineers and craftspeople helping make iPhone possible. Bravo pour vote travail! 🇫🇷



Apple CEO Tim Cook visits France's Eldim, the company providing iPhone X optical recognition technology. [Eldim](https://eldim.com), based near the Normandy town of Caen, has been making various types of display technology for more than 30 years.

READ MORE : <https://adnormandie.fr/en/assets/>

## MEDTECH

2

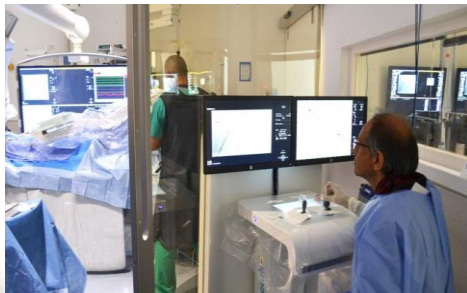
High technology simulation centers for training



40

**Robocath** raised in april 40 M€ in a series C round

**Robocath** designs, develops and commercializes robotic solutions to treat cardiovascular diseases.



## BIOTECH

1

Pioneer region on interventional cancer research and 2 specialized centers



1

The Normandy Breast Institute, at the François Baclesse Centre is **the first French centre** to obtain the European **EUSOMA certification** and for the moment the only one.

6000

**CYCERON**: Biological imaging platform of 6 000m<sup>2</sup>

1

**ARCHADE**: Caen-Normandie European Centre for hadrontherapy research and treatment

## PHARMA

1

First pharmaceutical cluster in Europe: **POLEPHARMA**



2

**Top 2** of the French region in pharmaceutical chemistry

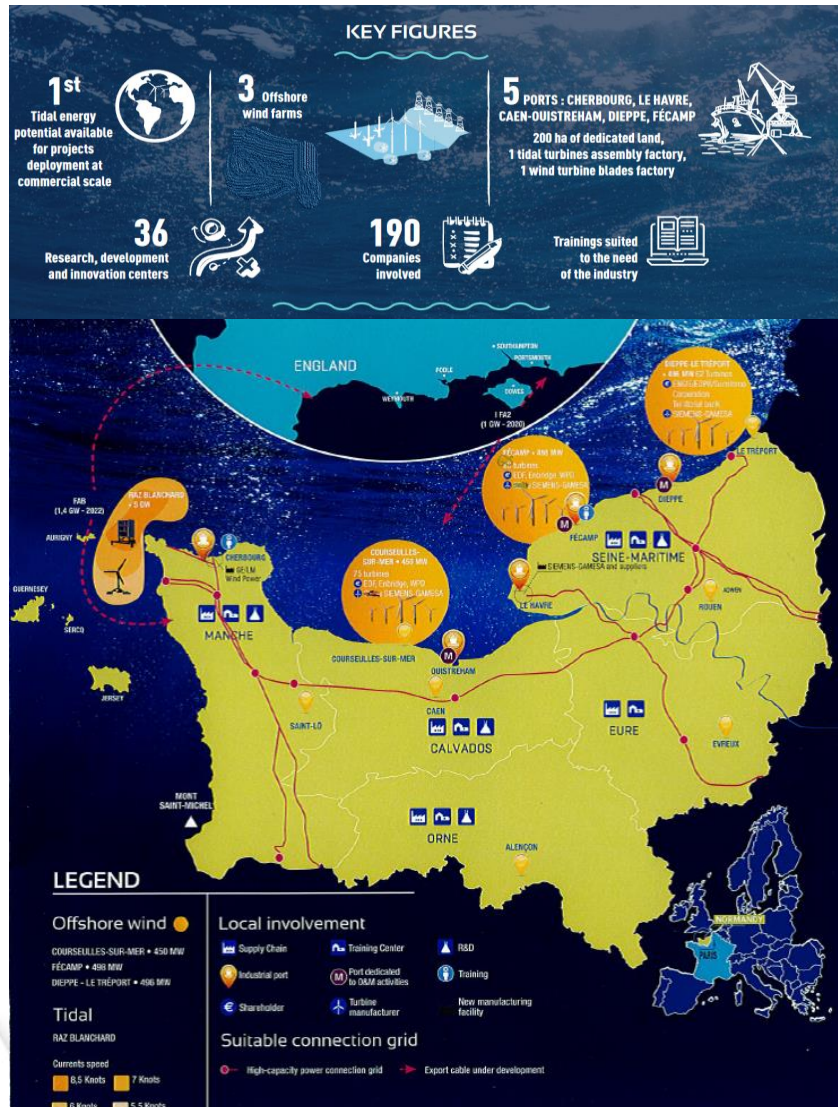
3

**Top 3** of the French region in medicine production





## MARINE RENEWABLE ENERGY



## HYDROGEN

### Normandy, a pioneer in the field of hydrogen in France

- ✓ Integration of hydrogen in the energy transition & management since 2015
- ✓ Regional investment for the **hydrogen roadmap of 15 millions euros**
- ✓ **46 actions and projects** implemented which cover the entire hydrogen value-chain
- ✓ Deployment of an « **Hydrogen Valley** » along the Seine Valley
- ✓ **15 hydrogen refueling stations in 2020** - [project Eas-HYMob](#)
- ✓ A strong logistic and industrial territory
- ✓ Project of an « **H2 Academy campus** »
- ✓ A **dedicated cluster** and about 60 regional stakeholders
- ✓ Large rural areas

### Main actors led by or partners of Normandy Region



# NORMANDY / INDUSTRY



- 2<sup>ND</sup> FRENCH INDUSTRIAL REGION
- 14 890 COMPANIES and 202 620 JOBS
- 20% OF THE REGIONAL GDP
- 45 COMPANIES WITH MORE THAN 500 EMPLOYEES

**Rouen** employment area: 46,000 industrial jobs  
Specialized in pharmaceuticals and automobiles.

**Le Havre** employment area: 27,000 industrial jobs,  
including 4,700 in the chemical industry, mre

**Cherbourg-Octeville** employment area:  
Shipbuilding, military construction, nuclear power,  
mre

**Caen employment** area: 21,000 employees  
Automotive, materials and nuclear.

## MAJOR REGION FOR FRENCH INDUSTRY :

*Agri-food – Energy – Pharmaceuticals – Chemicals –  
Automotive – Shipbuilding – Logistics – Aeronautics &  
Defence – Glass industries*

## PRESENCE OF INTERNATIONAL INDUSTRIAL GROUPS :

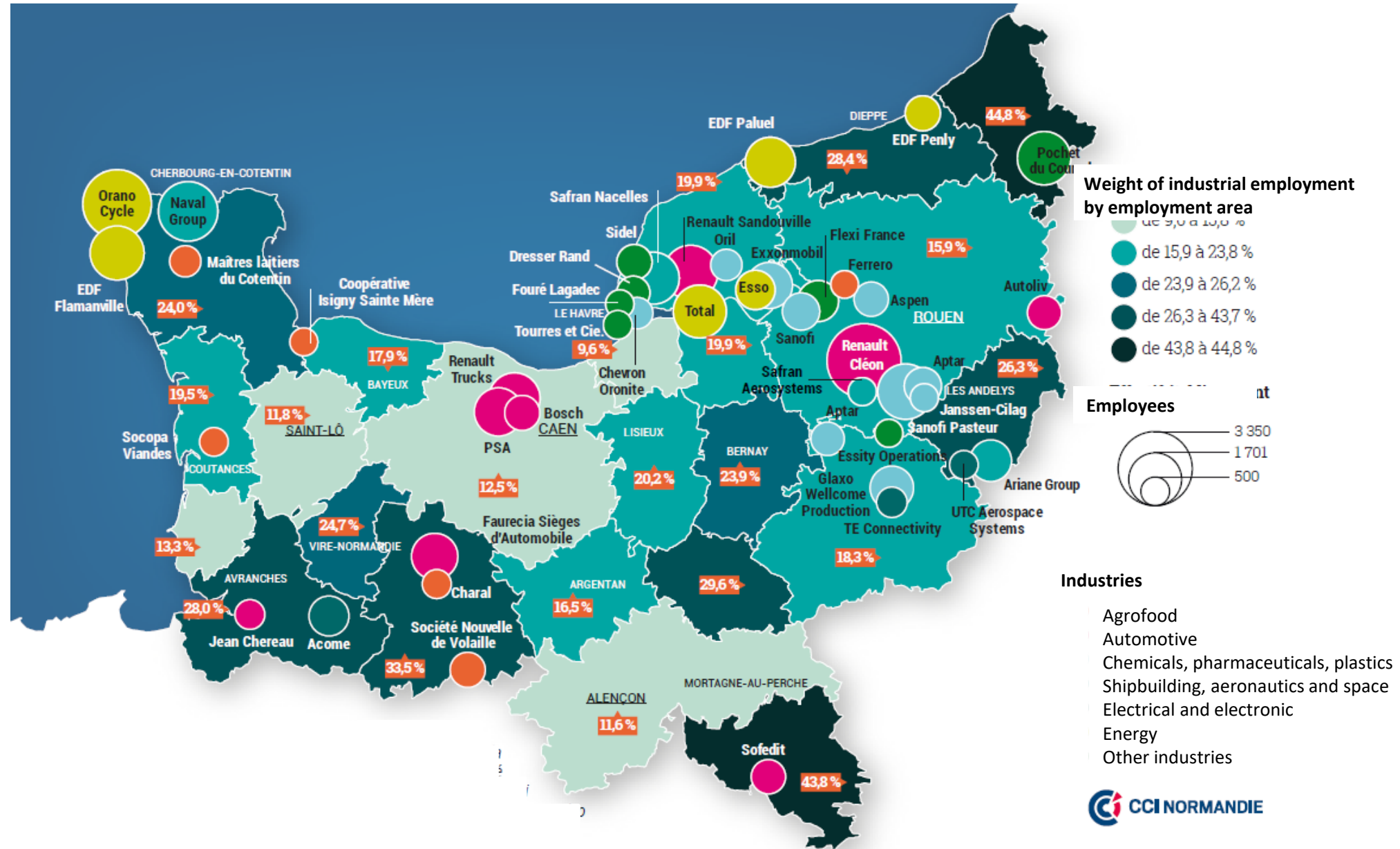
**Automotive:** PSA-Peugeot Citroën, Renault, Renault Truck, Alpine, Faurecia, Autoliv, Marelli, FEV...

**Aeronautics and defense:** Safran, Thales, Revima, Ariane Group...

**Chemicals:** Total, Exxon, Chevron, Lurizol, Norgal, Omnova solutions, Alkion terminals....

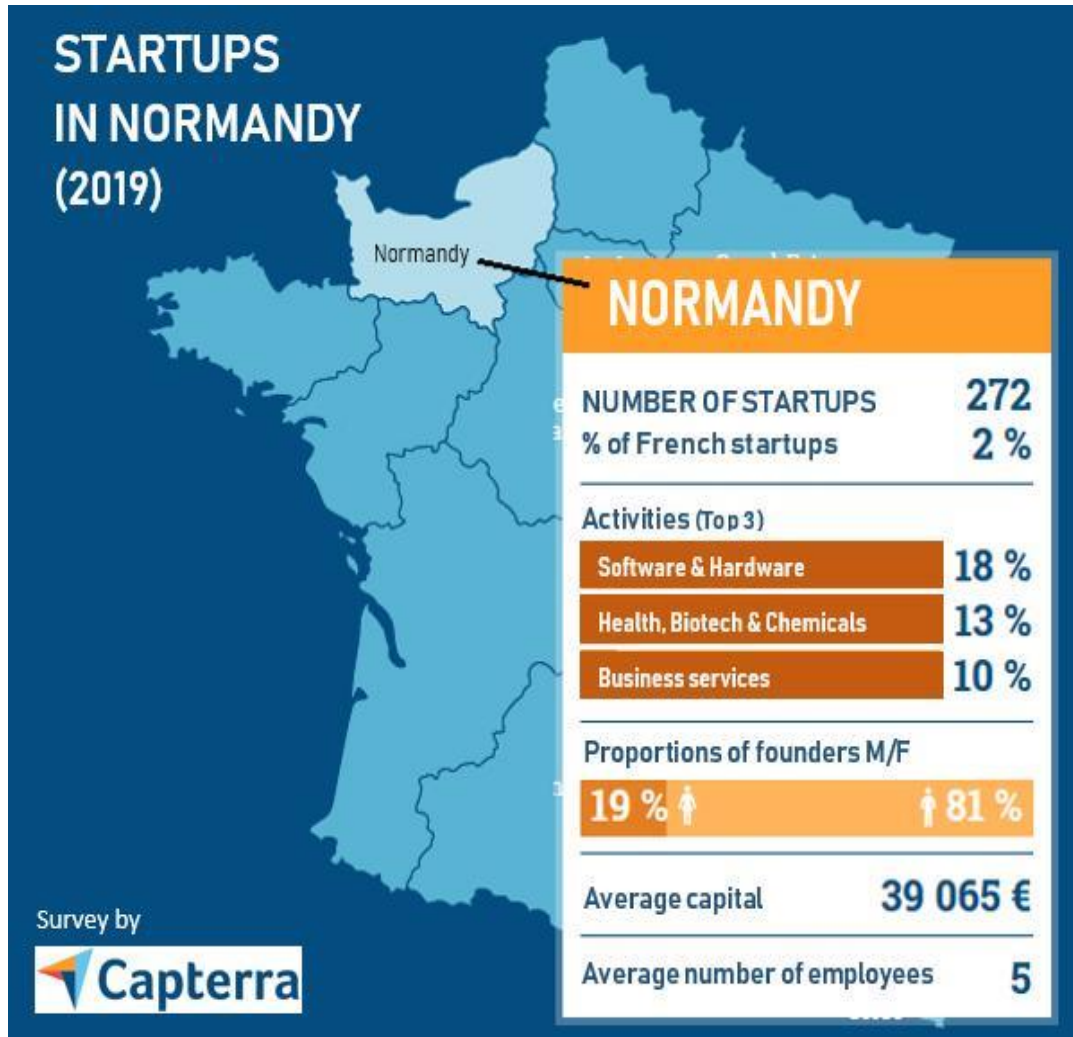
**Energy & Industry:** Total, Orano, EDF, Engie, Siemens, Bouygues Offshore, LM Wind







# NORMANDY / STARTUP ENVIRONMENT



- More than **300** startups referenced by [MyFrenchStartup](#)
- **1,500 jobs**
- **Top 5** sectors: ICT, Healthcare, IoT, Business Services and Retail
- A French Tech community network: [Caen](#), [Rouen](#) et [Le Havre](#)
- **2 accelerators**: [FFWD Normandie](#) and [Nfactory](#)
- More than 20 business incubators (Village by CA [Caen/Rouen](#), [Normandie Incubation](#), [Le Transfo](#),...)
- **8** fundraising events for **12.6M** euros in 2019
- Communities to boost startups like [CCI Link Hub](#)
- Numerous events: Startup Weekend, Impulse Business, ...Success stories: [YouSign](#), [Saagie](#), [E-Commerce Nation](#), [Cherchemonnid](#), [Sinay](#), [YesWeHack](#) (also in Singapore)
- Financial tools : Normandie participations, incentives from AD Normandie, BPI, Fundraising (Go Capital, NCI, Kiosktinvest, NBA Caen...)

# #INNOVATIVE

### THE FIRST HYDROGEN REFRIGERATED SEMI-TRAILER IS IN NORMANDY!



The Spanish-Norman company [CHEREAU](#), which specializes in refrigerated bodies for heavy goods vehicles, has been putting its innovative hydrogen refrigerated semi-trailer on the road since the beginning of July 2019 for a test phase.

This is a product developed as part of the ROAD project. 5.5 million euros were required to complete this innovation. The Normandy Region, the Franche-Comté Region and the BPI France were also contributors on a financial part.

Partners have joined forces with CHEREAU, including Carrier and Tronico, the FCLAB Research Federation and the École nationale supérieure d'arts et métiers. A major project for a company with a turnover of €220 million and 1,000 employees. The prototype will be tested in real conditions by the Norman carrier Malherbe.



**11** major research infrastructures and laboratories

**3 200** public researchers – **4 000** private researchers

#### Major research organizations :

CNRS , INSERM , CEA , INRA , IFREMER , IRSN , ...

Engineering schools, universities, competitiveness clusters, ...

=> Nearly **92 500 students** in higher education institutions




# #FAMOUS

# NORMANDY

## #FAMOUS



- Combining history, natural wonders, beautiful landscapes, Normandy is one of the **most popular tourist destinations in France**.
- Second most visited place in France after the Eiffel Tower is Mont Saint Michel (with **2.5 million visitors** in 2018).
- The D-Day beaches and other WWII sites were visited by **4.7 million tourists** in 2017.



lonely planet  
**BEST IN TRAVEL 2019**  
**Top Regions**  
*Ten regions that are ready for the spotlight*

### 9. Normandy, France

Dotted with delightful beaches, Normandy's wild yet romantic coastal landscape is complemented by some of the tastiest seafood, creamiest cheeses and most lip-smacking ciders you can lay your hands on. History hounds won't know where to start in this heritage-rich region and 2019 is the year to stop by for the 75th anniversary of D-Day, so expect commemorative events and festivities galore. Additionally, the city of Rouen is getting ready for the arrival of ships from all over the world to sail up the River Seine during the 30th Rouen Armada, which is held once every four to six years and draws millions of spectators.



## NORMANDY

With several UNESCO World Heritage sites\* and UNESCO-listed traditions, together with villages listed as "Plus beaux villages de France" and spa towns, you'll be spoilt for choice in Normandy...

<http://en.normandie-tourisme.fr/discover/normandy-must-sees-85-2.html>

# AD NORMANDIE

*The Economic Development Agency for Normandy*

# THANK YOU

[www.adnormandie.fr](http://www.adnormandie.fr)

