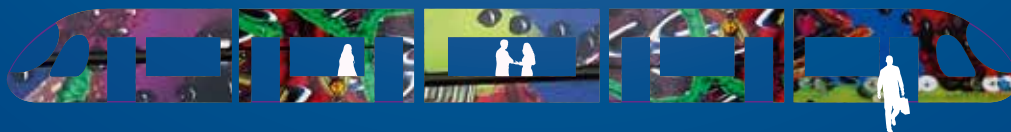


# MONTPELLIER POSITIVE INDUSTRY



In Montpellier, we promote industry that is a pioneer for new technologies, responsible for the environment, and committed to sustainable employment for present and future generations.

This is important because industry in our metropolitan area comprises a multitude of economic stakeholders, major groups, SMEs/VSEs, and startups that play a determining role in creating wealth and jobs. Our world-class ecosystem leverages traditional industry that represents a significant part of the territory's economic momentum, with three major sectors: health, energy and the environment, and new technologies.

Based on a unique pool of talent and expertise, this economic diversity positions Montpellier Méditerranée Métropole as a territory driving towards virtuous industry and focusing on the future. That is the heart of the **Positive Industry** initiative. By creating the **Montpellier, Positive Industry** signature and the first **Metropolitan Council for Positive Industry** in our history, we are seeking to both attract and assist industry players who are ready to make a commitment with respect to societal issues and challenges in today's world of constant change.



**Philippe SAUREL**  
Mayor, City of Montpellier  
President, Montpellier Méditerranée Métropole



**Gérard LANNELONGUE**  
Montpellier Méditerranée Métropole Council Member  
in charge of industry,  
Montpellier City Council Member

## 3 FLAGSHIP SECTORS

### ICT

**2.5**

**billion euros  
revenue**

10,000 jobs

### HEALTH / PHARMACEUTICAL

**2.5**

**billion euros  
revenue**

50,000 jobs, including  
20,000 public-sector

### ENVIRONMENT / ENERGY

**3.4**

**billion euros  
revenue**

7,000 jobs

## DIVERSITY OF SECTORS

### VINE / WINE / AGRO / AGRI

**1**

**billion euros revenue**

7,000 jobs

### TRANSPORT / MOBILITY

**1**

**billion euros revenue**

6,000 jobs

### PUBLIC WORKS / CONSTRUCTION / METALWORK

**4**

**billion euros revenue**

20,000 jobs

### COMMERCE / DISTRIBUTION

**5.3**

**billion euros revenue**

7,500 jobs

# MONTPELLIER'S GOALS TO PROMOTE INDUSTRY



Industry in our metropolitan area comprises a multitude of economic stakeholders, major groups, SMEs, VSEs, and startups that play a determining role in creating wealth and jobs.

A think-tank launched by Montpellier Méditerranée Métropole brings together local stakeholders to co-create a joint strategy and industrial identity. The thought process leverages sectoral diversity emerging from top-quality talent and expertise, positioning the territory as a driving factor leading to virtuous industry with a focus on the future. That is the foundation for Montpellier, Positive Industry.

This shared vision embodies and promotes a strong and distinctive identity both nationally and internationally.

**The Montpellier Positive Industry approach is based on three founding values that interact in harmony:**

- **Pioneer** in new technologies for positive innovation (Montpellier BIC second-ranked incubator worldwide in 2018; French Tech dynamics; leading French Tech Pass territory outside Paris; numerous awards and recognitions...).
- **Responsible** for finding ways to meet the challenges of current and future generations with respect to environmental issues, while building a sustainable economy collectively.
- **Committed** to sustainable job development for positive social impact (PODEM, A Streetcar Named Startup, job fairs, Companies and Neighborhoods Charter...).

## CROSS-INDUSTRY FERTILIZATION

SECTORS THAT INTERACT AND GROW TOGETHER



ICT



ENVIRONMENT/  
ENERGY



HEALTH/  
PHARMACEUTICAL

# POSITIVE INDUSTRY'S 3 CORE VALUES

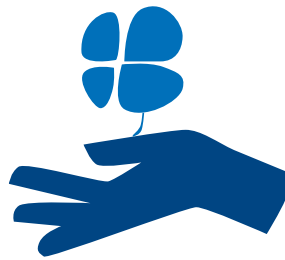
## Pioneer

in new technologies  
and cutting-edge  
innovation



## Responsible

for facing issues  
and challenges for  
present and future  
generations



## Committed

to developing sustainable  
employment and promoting  
talent and youth by focusing  
on societal values



PUBLIC WORKS/  
CONSTRUCTION/  
METALWORK



TRANSPORT/  
MOBILITY



COMMERCE/  
DISTRIBUTION



VINE/WINE/  
AGRO/AGRI



TOURISM/  
SPORTS/LEISURE

# METROPOLITAN COUNCIL FOR POSITIVE INDUSTRY

With a focus on innovation and societal responsibility, positive industry strategy for the metropolitan area involves all economic stakeholders, from industrial companies and major groups to SMEs, VSEs, startups, and professional organizations who are ready to take on the major issues facing our planet, as well as society's challenges for today and tomorrow.

Together, they are committed to creating favorable conditions that support an industry moving towards global performance at economic, ecological, and social levels for present and future generations. The Metropolitan Council for Positive Industry makes recommendations and works jointly to establish a roadmap for Montpellier Métropole industry policy covering 2020-2040.

## 3 OBJECTIVES OF THE METROPOLITAN COUNCIL FOR POSITIVE INDUSTRY

### 1 Change

the industry's image by promoting the Made in Montpellier concept and its identity

### 2 Develop

and assist structural projects for positive industry

### 3 Promote

collective intelligence and shared economic tools to accelerate territorial development

The first members of the council are:

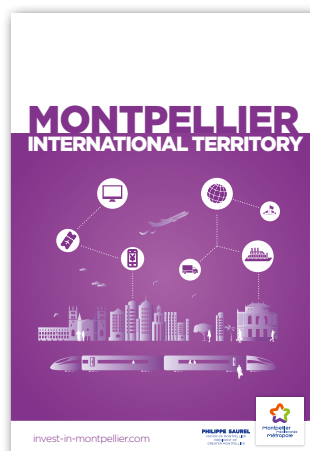
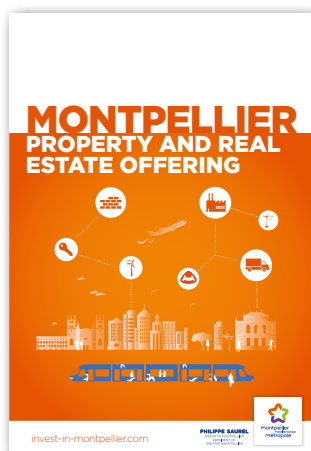
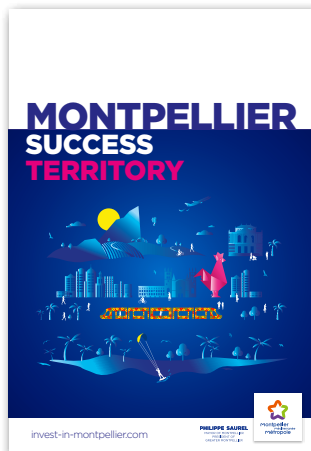
Bulane, Cyleone, EDF, Equadim, Hérault Chamber of Commerce and Industry, IBM, Idate, Main Gauche, Meliès Business Angel, Méridis Group, Montpellier Chamber of Crafts and Trade, Orange, Radio Act et Nétia, Seclab, Synia, UIMM Montpellier.



Think-Tank members with Philippe Saurel (Mayor, City of Montpellier; President, Montpellier Méditerranée Métropole), Gérard Lannelongue (Montpellier Méditerranée Métropole Council Member; Delegate for Industry, Montpellier City Council Member), Chantal Marion (Vice President, Montpellier Méditerranée Métropole; Delegate for Economic Development, Higher Education and Research, Innovation, French Tech, Craft Trades, Operational Planning and Urbanism).

The Metropolitan Council for Positive Industry is open to all initiatives. Please write to:  
[contact-industrie-positive@montpellier3m.fr](mailto:contact-industrie-positive@montpellier3m.fr)

# OUR PUBLICATIONS



All our publications on:  
[www.invest-in-montpellier.com/en/resource-center](http://www.invest-in-montpellier.com/en/resource-center)



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