

# OUR PUBLICATIONS



INSTITUTIONS & PROJETS © Montpellier Méditerranée Métropole - Map: © Laurent Desnoux - 02/2018 - Do not litter.

# MONTPELLIER PROPERTY AND REAL ESTATE OFFERING



"My goal is to make Montpellier Méditerranée Métropole one of the most attractive territories in France and Europe, to make it a leading center for innovation, a place for business and decision-making to drive the creation of wealth and jobs."



**Philippe Saurel**  
Mayor of Montpellier  
President of Montpellier Méditerranée Métropole

## 5 REASONS TO CHOOSE MONTPELLIER

### 1 DEMOGRAPHIC AND ECONOMIC VITALITY

- **The fastest growing area in France**, with twice the nationwide demographic growth forecast from 2020 to 2030 (French Institute for Statistics)
- **Economic vitality boosted** by public investment of 5 billion euros in major territorial projects
- **"The most business-friendly urban community in 2013,"** according to the magazine L'Entreprise-L'Expansion and Coface Services

### 2 QUALIFIED AND AVAILABLE WORKFORCE

- **72,000 students**, including 15% international
- **37,000 senior managers**
- **A level of productivity higher** than the rest of the Euro Zone and USA (American Bureau for Statistics)
- **Lower cost of labor** than Lyon, Toulouse, Grenoble, and Marseille (French Institute for Statistics)

### 3 ADVANTAGEOUS COMPANY SET-UP COSTS

- **Leading European destination** for its low cost of doing business (KPMG)
- **Lower company set-up costs:** 5% lower than Nantes, 10% lower than Lyon, and more than 25% lower than Paris (BNP Paribas Real Estate, Ober Haff, Michael Page, Adecco)

### 4 INNOVATION AND INTERNATIONAL LEADERS

- **Leading location in France in terms** of public-sector research intensity (French Institute for Statistics)
- **Montpellier BIC (Business & Innovation Centre)**, the only European incubator ever to be selected by INBIA as Incubator of the Year, and the only French incubator selected by UBI Global in its worldwide Top 10
- Presence of **industry innovation leaders** in the territory

### 5 PLEASANT LIFESTYLE

- **Authentic tradition and a Mediterranean way of life** in the heart of the world's largest wine region
- **A calendar of cultural and sports events** worthy of a European metropolis, exhibitions by the world's greatest painters, plus international festivals for dance, cinema, music, and extreme sports



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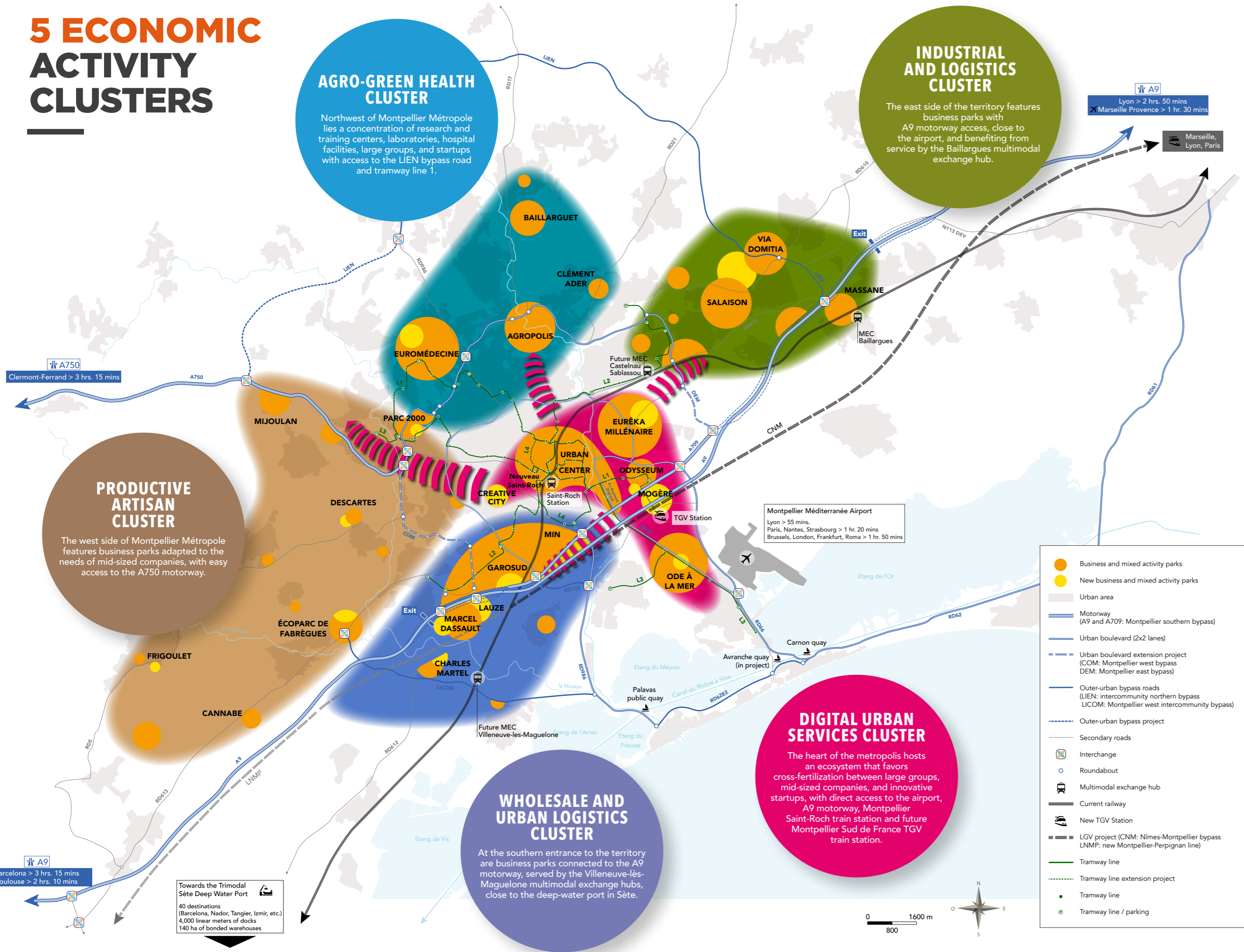
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**PHILIPPE SAUREL**  
PRESIDENT OF  
GREATER MONTPELLIER  
MAYOR OF MONTPELLIER



# 5 ECONOMIC ACTIVITY CLUSTERS



**AGRO-GREEN HEALTH CLUSTER**  
Northwest of Montpellier Métropole lies a concentration of research and training centers, laboratories, hospital facilities, large groups, and startups with access to the LIEN bypass road and tramway line 1.

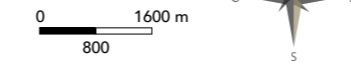
**INDUSTRIAL AND LOGISTICS CLUSTER**  
The east side of the territory features business parks with A9 motorway access, close to the airport, and benefiting from service by the Baillargues multimodal exchange hub.

**PRODUCTIVE ARTISAN CLUSTER**  
The west side of Montpellier Métropole features business parks adapted to the needs of mid-sized companies, with easy access to the A750 motorway.

**WHOLESALE AND URBAN LOGISTICS CLUSTER**  
At the southern entrance to the territory are business parks connected to the A9 motorway, served by the Villeneuve-lès-Maguelone multimodal exchange hubs, close to the deep-water port in Sète.

**DIGITAL URBAN SERVICES CLUSTER**  
The heart of the metropolis hosts an ecosystem that favors cross-fertilization between large groups, mid-sized companies, and innovative startups, with direct access to the airport, A9 motorway, Montpellier Saint-Roch train station and future Montpellier Sud de France TGV train station.

- Business and mixed activity parks
- New business and mixed activity parks
- Urban area
- Motorway (A9 and A709: Montpellier southern bypass)
- Urban boulevard (2x2 lanes)
- Urban boulevard extension project (COM: Montpellier west bypass; DEM: Montpellier east bypass)
- Outer-urban bypass roads (LIEN: intercommunity northern bypass; LICOM: Montpellier west intercommunity bypass)
- Outer-urban bypass project
- Secondary roads
- ⊕ Interchange
- Roundabout
- ⊕ Multimodal exchange hub
- Current railway
- ⊕ New TGV Station
- LGV project (CNM: Nîmes-Montpellier bypass; LNMP: new Montpellier-Perpignan line)
- Tramway line
- Tramway line extension project
- Tramway line
- Tramway line / parking



# ECONOMIC MOMENTUM

**INFRASTRUCTURE**  
3 billion euros investment in infrastructure projects now in progress, completed in 2017:  
• Nîmes-Montpellier TGV line  
• New Montpellier TGV train station

**ACCESSIBILITY**  
**By train:**  
• 3 hrs. from Paris  
• 1 hr. 45 mins. from Lyon  
• 2 hrs. 10 mins. from Toulouse  
• 3 hrs. from Barcelona  
**By plane:**  
• 1 hr. 20 mins. from Paris  
• 2 hrs. from Amsterdam  
• 2 hrs. 30 mins from Casablanca  
• 1 hr. 30 mins. from Rome  
• 1 hr. 50 mins. from London

**TRANSPORTATION**  
• Three major motorways : A709, A9 and A750  
• International airport (1.5 million passengers per year)  
• Two TGV train stations (one of which is under construction)  
• Sète sea port (30 mins.)  
• 4 tramway lines

**HIGH SPEED 4G**  
• 4G coverage since 2012  
• High quality digital infrastructure (very high speed fixed and mobile networks, GIX, etc.)  
• Project in progress to bring very high speed access to business park properties

**AID AND TAX EXEMPTIONS**  
• AFR (Permanent Regional Aid Zones 2014-2020):  
-> Eligible zones : the majority of the business parks in Montpellier Métropole (contact us for details)  
• ZFU-TE (Urban Tax-Free Zone Entrepreneur Territory):  
-> Eligible zone : Parc 2000

**MONTPELLIER HEALTH CAPITAL**  
Home to Europe's oldest medical school still in activity, Montpellier has everything it takes to develop the future of medicine, including a major university hospital (CHU), high performance research laboratories, innovative SMEs, and major international groups. Montpellier Méditerranée Métropole is dedicated to mobilizing this ecosystem to ensure that health, in its broadest sense – covering physical, mental, and social well-being – becomes an excellence sector. The project, called Montpellier Health Capital, is based on four main objectives: to stimulate company growth, increase Montpellier's visibility at a European level, attract foreign talent and investment, and make Montpellier a territory for the health and well-being of citizens.



**FRENCH TECH**  
The French Tech label was awarded to Montpellier Méditerranée Métropole in 2014 and reconfirmed in 2017, demonstrating the richness and vitality of the Montpellier innovation ecosystem. Metropolis authorities have supported innovative company creation for the past thirty years, helping to provide structure for the ecosystem and enabling it to expand. Montpellier BIC is listed among the Top 10 startup incubators worldwide (UBI Global). Montpellier's French Tech now has its own totem building, "Hôtel French Tech", right in the heart of the city. By 2020, the future "French Tech Halle" facility will be located in the Cambacérés district next to the TGV train station. Since 2016, the local French Tech effort has been adapted to seven sector-based ecosystems: health, sports, video games and 3D animation, finance, food and farming, connected objects, and digital security.

**CREATIVE AND CULTURAL INDUSTRIES**  
Creative and cultural industries are a major lever for economic development. In France, this sector is growing faster than the rest of the economy. Creative and cultural industries represent 1.3 million non-delocalizable jobs, generating 84 billion euros in sales revenue annually. The field favors innovation: with major groups present locally, and strong momentum in the SME, VSE, and startup community, Montpellier Méditerranée Métropole structured the sector and planned a new district for creative activities, "Cité Creative" (Creative City, see previous page). Targeting active young city-dwellers, this mixed district will offer dedicated services, shared equipment (including sound studios, motion capture, screening room, and more), living areas, events, and a campus.



# ESTABLISHING YOUR COMPANY

**A packaged offering to create your sales office with MIBI (Montpellier International Business Incubator),** the only incubator exclusively dedicated to international companies

## AN INNOVATIVE POSITIVE ENERGY BUILDING

- > 3,500 sq. meters
- > Adapted rates
- > Shared services

**MIBI,**  
YOUR FIRST STEP FOR ESTABLISHING A COMPANY IN THE MONTPELLIER MÉTROPOLE AREA

## ADAPTABLE OPTIONS FOR TROUBLE-FREE STARTUP

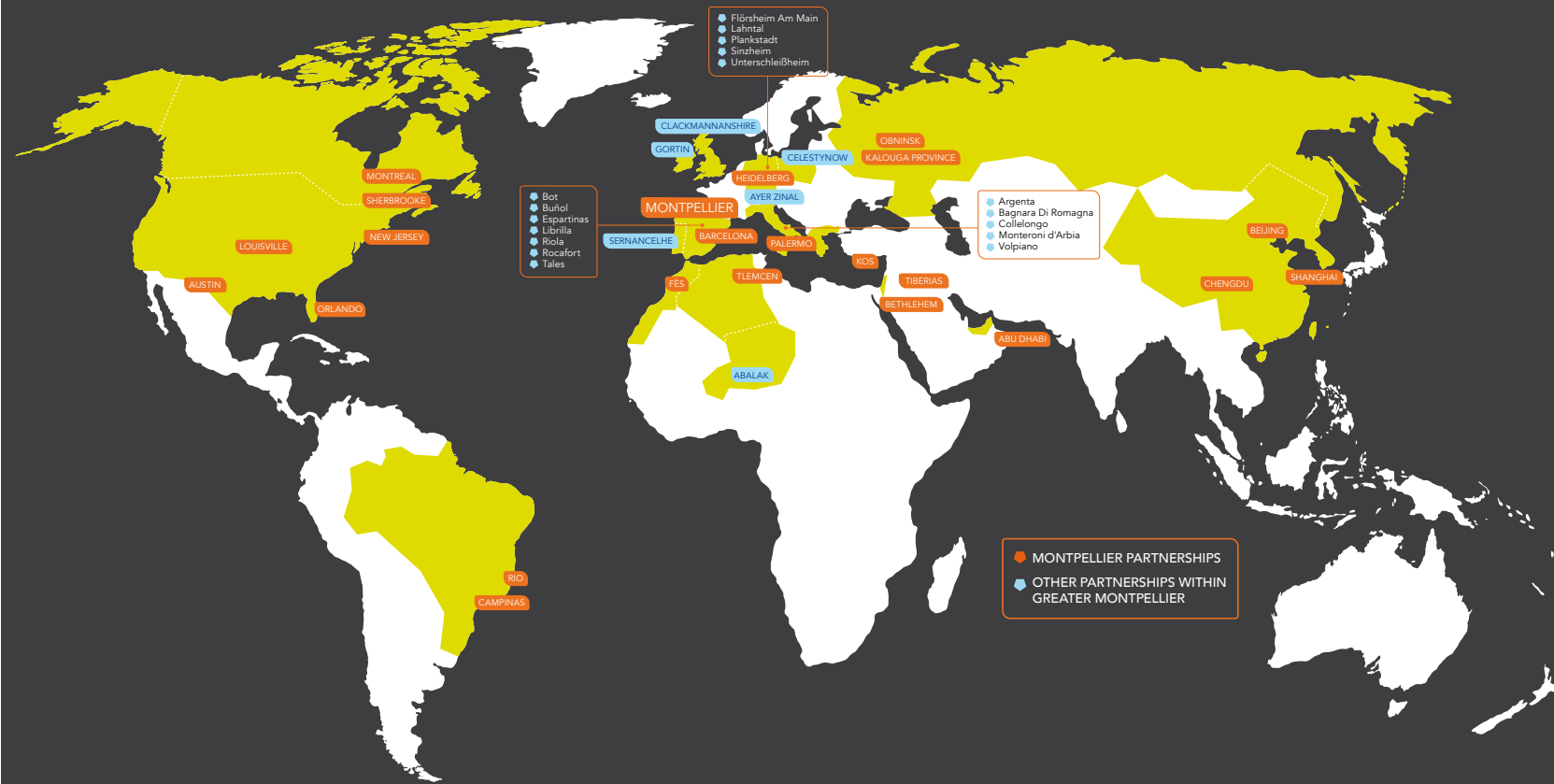
- > Virtual incubation to test your business project
- > A dedicated contact to assist entrepreneurs and help teams get settled with their families
- > Preliminary legal and regulatory advice
- > Relocation and translation services, help with administrative formalities
- > Professional networking with technical, commercial, and financial partners
- > Local tax incentive policies

**MIBI,**  
WELCOMING MORE THAN 10 DIFFERENT NATIONALITIES



# A CENTRAL POSITION IN THE HEART OF EUROPE

NUMEROUS PARTNERSHIPS FURTHER ESTABLISH THE MONTPELLIER MÉTROPOLE AREA AS A MAJOR INTERNATIONAL HUB



## YOU ENJOY NEW OPPORTUNITIES, WE MINIMIZE YOUR RISKS!

PERSONALIZED ASSISTANCE FOR ESTABLISHING YOUR COMPANY

### A complete offering of advisory and operational services

- > Professional property and real estate services to help you locate adapted property or real estate; office space visits; business premises to lease; assistance with technical details.
- > Help with human resources, hiring and relocating employees.
- > Financial engineering services to identify available aid, organize meetings with bankers, Bpifrance, venture capital firms, investment funds and business angel networks.

## SERM AND SA3M

In collaboration with Montpellier Méditerranée Métropole, SERM (the Montpellier Regional Equipment Company) and SA3M (Montpellier Méditerranée Métropole Development Company) both work with companies on their set-up projects: development and commercialization of business parks and mixed-use activity zones; programming and planning of service, mixed, and business developments.

SERM and SA3M also work with Montpellier Méditerranée Métropole, its cities, and other professional property stakeholders to develop new districts, build new infrastructure and equipment, and carry out urban renovation and business park development operations. SERM also manages the City of Montpellier's heating and cooling network.



# MAJOR URBAN PROJECTS



## "ECOCITÉ": FROM MONTPELLIER TO THE SEA

Montpellier Méditerranée Métropole was awarded the national EcoCité label for its urban "From Montpellier to the Sea" project, as part of the Sustainable City plan initiated by France's Ministry of Ecology, Energy, Sustainable Development, and the Sea. This urban development project is recognized as a flagship operation for new sustainable, innovative, and reproducible city planning. It benefits from France's Investment in the Future program, linked with a major national loan from the "City of Tomorrow" fund. This strategic 2,500 hectare site unites several districts, privileged places for innovation to invent the City of Tomorrow with respect to essential and widely varying fields, including managing water and biodiversity, mobility, energy resources and performance, new forms of commercial distribution, mixed functions, and cross-generation relations. EcoCité represents an immense living laboratory where all of the issues facing Smart Cities are concentrated. Leveraging a platform of collaboration-based data, an entire ecosystem has been set up with an innovative and open mindset to invent the city of tomorrow.

### NEW SAINT ROCH

A BUSINESS DISTRICT IN THE CITY CENTER

The New Saint Roch district is a focal point for intermodal transportation. Located adjacent to the Saint Roch train station, just a few steps away from Montpellier's central Place de la Comédie pedestrian zone and downtown area, this emerging district is at the intersection of four tramway lines. Designed by architects Paul Chemetov and Emmanuel Nebout to replace the city's former freight station, it will feature 1,300 apartments, 30,000 m<sup>2</sup> of office and shop space, and a 1.3-ha park. The new district will offer the benefits of a dense city in a privileged setting.

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NEW SAINT ROCH



### ODE À LA MER

THE NATURE-CITY

With Ode à la Mer (Ode to the Sea), Montpellier Méditerranée Métropole is taking on the most ambitious commercial zone renovation ever seen in France. The project extends along 5 km, seeking to transform aging commercial zones into a series of urban centers, separated from each other by green spaces. With tramway line 3 as its backbone, Ode à la Mer will comprise its own city sanctuary whose rhythm is marked by tramway stations. "Act 1" of the Ode à la Mer story, handled by Pérols-based property developer Antoine Frey, will include 70,000 m<sup>2</sup> for shops; 15,000 m<sup>2</sup> for offices and hotels; and 22,000 m<sup>2</sup> dedicated to leisure and restaurants. The overall goal of Ode à la Mer is to "repair" a 250-hectare area, where nature will be restored by highlighting landscapes and reestablishing natural water flows.



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ODE À LA MER

©Montpellier3M

THE FUTURE FRENCH TECH HALLE



### CAMBACÉRÈS

THE AREA'S NEW DIGITAL DISTRICT

Cambacérés is the very definition of a connected district. Served by tramway line 1 and the Sud de France TGV train station, Cambacérés also benefits from its close proximity to the Méditerranée airport and A9 motorway. This new business district will be the focal point of the area's digital ecosystem. Companies and higher education schools will gather around the French Tech Halle building, with its 12,000 m<sup>2</sup> of space for companies in the digital sector. Designed by Belgian architect Xaveer de Geyter, the new district will also feature 2,000 apartments, 130,000 m<sup>2</sup> of office space and higher education establishments, and a 30-ha landscaped city park. A new gateway to Montpellier Méditerranée Métropole, the district lies at the intersection of the city and surrounding green zones, framed regally by renowned vineyards.

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EURÈKA

### EURÈKA

THE SMART CITY

Located in Castelnau le Lez, on Montpellier's north side, the Eurêka district lays out a new city space - intergenerational and united - where aging well becomes a reality. Eurêka is designed to facilitate everyday activities with a digital offering for all users, building the principle of "living together." The various urban services are coordinated, optimized, and made available to users via a digital platform called MyEurêka. Eurêka covers 40 hectares, expressing diversity in all its forms: urban (housing, offices, shops, services); city/nature (green spaces, orchards); and generational. As part of the EcoCité initiative, the district is equipped with innovative solutions for urban farming, controlling energy consumption, and managing mobility. With its roofs entirely covered by photovoltaic solar panels, Eurêka is also the first positive energy district in the Montpellier Méditerranée Métropole area.

### AVENUE RAYMOND DUGRAND

A MAJOR AXIS

Avenue Raymond Dugrand embodies Montpellier's expansion towards the sea. This prestigious axis runs within sight of the new City Hall, near the A9 motorway, and at equal distances to Montpellier's two train stations. Avenue Raymond Dugrand crosses four new districts situated around the Georges Charpak park and Jacques Coeur lagoon: Parc Marianne, Jacques Coeur, Rive Gauche, and République. Office space will be concentrated near the Ernest Granier and Pablo Picasso plazas. Offering an architectural showcase for the city, surrounding facades were designed by Jean Nouvel, Philippe Stark, Jacques Ferrier, Jean-Michel Wilmotte, and Marc Lehmann. Located in the heart of the EcoCité project, Avenue Raymond Dugrand is also dedicated to environmental excellence.

©Marc Dantan

AVENUE RAYMOND DUGRAND



### THE CREATIVE CITY

INTENSE AND OPEN

The Creative City project took over Montpellier's former Infantry School site (EAI), located in the city's downtown area, leading to the first district dedicated to Cultural and Creative Industries (CCIs). This mixed district, designed by the Dutch agency West 8, includes 30,000 m<sup>2</sup> of space for tertiary and commercial activities, with 2,500 apartments around a 20-ha urban park. Targeting active young city-dwellers, the district will offer services dedicated to companies in the sector, including a creative third space and shared equipment. The structural foundation of the CCI ecosystem, Creative City will notably welcome the Icônes network, a renowned provider of training programs for cultural and creative industries. A 1,400-student campus featuring four schools will open in 2020, including the Higher School of Artistic Professions (ESMA).

THE CREATIVE CITY

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