



MONTPELLIER

SUCCESS

TERRITORY



invest-in-montpellier.com

PHILIPPE SAUREL
MAYOR OF MONTPELLIER
PRESIDENT OF
GREATER MONTPELLIER



Montpellier, success territory

Montpellier has built its economic successes by focusing on innovation. For the past thirty years, local public authorities have endeavored to promote the massive potential of research and education in our territory to fertilize the business community. Our Business and Innovation Centre (BIC), ranked among the top 10 incubators worldwide by UBI Global, has assisted over 670 companies since it was created. With its French Tech certification, Montpellier Méditerranée Métropole today supports companies throughout every stage of their development. Leveraging a long-standing tradition of welcoming, our Mediterranean roots, and vibrant cultural vitality, we also carries values favorable for tomorrow's economy, in particular creativity, environmental excellence, and an aptitude to cooperate.



Philippe Saurel

Mayor of the City of Montpellier
President of Montpellier Méditerranée Métropole



Chantal Marion

Deputy-president of Montpellier Méditerranée Métropole
In charge of economic development, higher education, innovation, and artisanship

A TERRITORY THAT ATTRACTS

*"Montpellier's teams are driven by **energy, passion, and a real sense of commitment.** These values make a difference."*

Aongus Hegarty

president of Dell EMC, EMEA
(Europe, Middle East, Africa)

*"Everybody wins if we can build bridges between companies and our students, **contributing to both the district's vitality and city's exposure.** With the Creative City, we will give every field unique resources to obtain the same results as those achieved by 3D and special effects."*



Karim Khenissi

director of ESMA
(Higher School of Artistic Professions)

*"Twice, we benefited from office space personalized and equipped by Montpellier Méditerranée Métropole **to help our company grow, create jobs, and meet critical challenges for our planet and population.** It is a win-win partnership."*



Emmanuel Petiot

CEO of Deinove

#1 TERRITORY
in terms of job creation for startups
(*Les Echos*)

#1 METROPOLIS
in terms of job growth
(*Compas Paris*)

TOP RANKING
in Europe for its low cost
of doing business (*KPMG*)

2nd most attractive area for
professional real estate,
after downtown Paris
(*Ernst & Young*)

4th

#1 METROPOLIS
(population 200,000
to 500,000) where it
is considered "smart
to create a company"
(*L'Expansion*)

**BEST
STARTUP
INCUBATOR
WORLDWIDE**
(*UBI Global*)

#1 METROPOLIS
in terms of demographic growth (Insee)

450,000 RESIDENTS

72,000 STUDENTS

7,500

RESEARCHERS

CONTENTS

Territory advantages p.4
4 development targets p.5

Building projects together

Smart City p. 8
French Tech p. 10
Creative Industries p. 12
Health p. 14
Agroecology and food p. 16
Tourism p. 18

You do business. We assist you.

Relocating your company p. 22
Creating your company p. 24
Developing your company p. 26
Leveraging skills
and networks p. 28
Developing your
company abroad p. 29

Living and enjoying life

A welcoming area p. 32
Activities & going out p. 34



A metropolis that is...

...human-sized

With a population of 440,000, the city of Montpellier distinguishes itself from other European metropolises, with outsider advantages. Networks in our human-sized city are approachable and decision cycles are short. The success of the French Tech initiative has proven the benefits and ease of a concerted effort. Here, the future is created collectively.

...green

Montpellier enjoys a preserved environment, with only one third of the territory urbanized. Protecting and highlighting natural spaces and farming areas are the foundation of our longstanding Plan for Territorial Coherency.

...Mediterranean

Connected to the deep-water port in Sète, open to the sea, Montpellier is a truly southern location, inventive and lively. Our area stands alongside Seville, Valencia, Barcelona, Marseille, Nice, and Genoa as the metropolises breathing new life into Mediterranean civilization.

...intense

Montpellier is a major place for culture, featuring two opera houses, one of the leading arenas in France, an international dance complex, and one of the country's richest regional fine arts museums. Ambition also runs high for sports, with 26 elite clubs.

...creative

Some of the world's top architects have made their mark on the Montpellier urban landscape, including Jean Nouvel and Sou Fujimoto, Zaha Hadid and De Portzamparc, Farshid Moussavi and Carmen Santana, Adrian Gueuze and Philippe Starck, Massimiliano Fuksas and Paul Chemetov, Ricardo Bofill and Ricciotti... In a metropolis certified with the French Tech label, myriad startups have launched in the video game field, participating in the Internet of Things revolution and inventing the city services of tomorrow.

...open

Every year, Montpellier attracts about 6,550 new residents. For the past several decades, the city has seen the fastest population growth of all French metropolises (+1% per year). Our population is young, with 43% of residents under 30 years old. Job growth is faster here than elsewhere, with +30% over ten years, compared to +18% for comparable-sized metropolises.

...accessible

Montpellier is strategically positioned within the Mediterranean region, benefiting from a deep-water port, an international airport, links by TGV to Paris and Barcelona, and two motorways. The metropolis is also accessible to companies: the costs of setting up a business here are 5% lower than Nantes and 10% lower than Lyon (CMN Partners). The cost of labor is also lower than in Lyon, Toulouse, Grenoble, and Marseille (Insee).



MONTPELLIER AREA ECONOMY BASED ON FOUR TARGETS

Montpellier Méditerranée Métropole has established a 4-point strategy to support economic development and job creation.

Setting ecosystems in motion

A dynamic collective effort enabled Montpellier Métropole to earn French Tech certification. This label demonstrates the vitality of the Montpellier area ecosystem in terms of digital technologies and innovation. Today, the same approach is being taken in four key sectors of the local economy: tourism, health, the Smart City, and agroecology-food. Montpellier Métropole favors this creative effervescence by creating the conditions that bring stakeholders together, encouraging the emergence of shared vision, and assisting the resulting projects.

Removing barriers to promote company growth and creation

Montpellier Métropole develops tools and services to assist companies at every stage of their development. Ranked as the fourth top startup accelerator worldwide (UBI Global), the local Business and Innovation Centre (BIC) assists innovative companies from creation through their third or fifth year in business. The BIC also helps startups before creation by funding research programs and supporting the actions of AxLR, the regional Technology Transfer Acceleration Company (SATT). Montpellier Métropole, the regional French Tech Pass operator, detects growing companies and supports them through acceleration programs prior to incubation. We also assist these companies with their international expansion.

Developing a real estate and property offering

From the incubation space to building sites, including temporary workshops and office centers, Montpellier Méditerranée Métropole has rolled out a complete range of property and real estate solutions, thus giving companies an opportunity for a “residential path.” Public authorities work in partnership with private operators whenever possible, and takes the lead in the absence of private initiatives. Biopôle Euromédecine is a perfect example: a 10,000 sq. meter program featuring offices and laboratories dedicated to biotech companies. We also manage artisan company and service “villages” (VEAS). Montpellier Métropole elaborated a plan to welcome companies, which includes an analysis of needs, a report on current availabilities, and a description of the resources implemented to meet future requirements.

Promoting a solidarity economy

The more the Montpellier area economy includes its entire population, the more it prospers. Montpellier Métropole considers social integration via the economy as one of the best means to reduce disparity between districts, co-managing a City Action Plan to that effect with the Hérault prefect. This effort integrates a Charter for Companies and Districts, signed by 160 local companies. We have also implemented a collaborative metropolis-wide platform to handle social clauses, designed to help project managers implement the social requirements introduced in public procurement contracts.



Building projects together

Smart City: inventing the services of tomorrow	p. 8
French Tech: innovation as our genetic structure	p. 10
Montpellier: a stronghold for creative industries	p. 12
Health: lengthy history and a project for the future	p. 14
Agroecology and food: from global to local	p. 16
Tourism: the attractive metropolis	p. 18





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SMART CITY: INVENTING THE SERVICES OF TOMORROW

Every day, Montpellier makes plans and builds for the city of tomorrow by inventing its own Smart City project in cooperation with other territorial stakeholders.

This transversal approach touches on all types of activities in the Montpellier Métropole area, with a dual goal to imagine new city services and stimulate the economy continuously through innovation. Following a research and development program carried out for three years with companies, universities, and research centers in the territory, Montpellier Métropole is implementing the Smart City concept by taking into account the entire value chain, from collecting data to developing new services, along with public network management and data storage processing on a non-proprietary, open, and interoperable platform. The entire EcoCité territory serves as an experimental site for the Smart City. This includes services deployed in the Eurêka district for mobility, risk management, and health; and in the La Mantilla city block for energy. [In parallel, calls-for-ideas enable laureate companies to experiment with innovative applications using data made available by Montpellier Métropole.](#)

KEY FIGURES

#1

Smart City
in France
after Paris (Roland Berger
consulting firm, 2017)

2,500 ha

to experiment with
Smart City
concepts in the
EcoCité territory

40 ha

in the
Eurêka
district to favor
wellness for
the elderly

10

application
fields
habitat, health, energy,
waste, transportation,
urban logistics, tourism,
water, culture, risk
management



La Mantilla

Mantilla: managing energy across 32,000 m²

More than just a showcase for the Smart City, this 32,000 sq. meter program on Montpellier's Avenue de la Mer, in the Port Marianne - Jacques Coeur district, illustrates Montpellier Métropole's ambitions and challenges. Residents can monitor their consumption by using a digital data exchange system adapted to cover an entire city block. The mechanism also facilitates energy management for the block, powered by a wood-burning generator that produces renewable heat, cooling and electricity.

City alert: preventing natural hazards

The Montpellier Métropole territory is subject to various water risks, notably flooding, urban runoff, and marine submersion. Cross-checking data from a variety of sources, the "City on Alert" program integrates weather forecasts, predictive "risk mapping" of expected impact, and flood tracking, along with data transmission, storage, and processing in real-time. A remotely accessible collaboration tool for crisis management teams is also available. This innovative tool will be developed by the Egis- Eau/Synapse consortium, assisted by Ceneau and Comatis. Its goal is to reinforce support provided by Predict Services to the 31 cities in the Montpellier Métropole territory.

LA MANTILLA PARTNERS

Montpellier Méditerranée Métropole, City of Montpellier, Serm, EcoCité, Programme d'Investissement d'Avenir, Caisse des Dépôts et Consignations, ACM, Betso, E3D Environnement, METEnergie, Pragma, Sogeprom, Bouygues Immobilier.

EMMA PARTNERS

Montpellier Méditerranée Métropole, L'Europe s'engage en Région, Région Occitanie, EcoCité, Programme d'Investissement d'Avenir, Caisse des Dépôts et Consignations, City of Montpellier, TaM, Transdev.

Emma: facilitating travel and commuting

Montpellier residents on-the-go now have their own special passkey: EMMA. This multimodal tool opens access to various transportation services, notably tramway, bus, parking, VéloMagg bike sharing, and car sharing using a single subscription card. It includes an application that will inform people in real-time when the next tramway will arrive, or help them locate available parking. The TaM-EMMA mobile application is available on the App Store and Google Play.



Alix Roumagnac (left), CEO of Predict Services, and his team

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FRENCH TECH: INNOVATION AS OUR GENETIC STRUCTURE



Many adjectives have been used to describe Montpellier over the past 30 years, notably “pioneer, talented, young, and dynamic.”

Montpellier’s economic development has been closely tied with the multitude of stakeholders and success stories involved with innovation. More than just recognition, the French Tech certification obtained in 2014 represents a new phase in the territory’s success. Already a pioneer in 1987, the Montpellier Business and Innovation Centre (BIC) has assisted over 650 startups. Many other factors also contribute to the vitality and radiance of the Montpellier innovation ecosystem, including: Université de Montpellier (listed in the Shanghai academic ranking), Esma in 7th place and ArtFX in the top 100 (Animation Career Review 2015), as well as three higher schools - “Grandes Ecoles” - certified in 2016 for digital studies, the presence of giants such as IBM, Dell, Sanofi, and Horiba Medical, and major international events such as the DigiWorld Summit.

Today, Montpellier Métropole is dedicated to spreading French Tech dynamics in health, agriculture, sports, and culture sectors, and beyond, via thematic networks, welcoming international companies as part of Montpellier Métropole BIC’s French Tech Ticket referencing.

Starting in 2020, the French Tech Halle complex, designed to welcome hundreds of startups, will be the first infrastructure to open in the new Cambacérès district, near the future TGV train station.

KEY FIGURES

#1

Metropolis
in terms of the
number of French
Tech Pass awards,
after Paris

7

thematic
networks

for Montpellier French Tech:
#HealthTech, #IOT, #EdTech,
#FinTech, #Security #Privacy,
#FoodTech, #Sports

€300

million
in funds raised
by over **100** startups
since 2014

670

Innovative
companies

created with Montpellier
BIC, including
51% in digital, **33%**
in biotech/medtech,
and **16%** in cleantech

French Tech Totem: the Halle's predecessor

Just a few steps from the Saint Roch train station and the city's central Place de la Comédie, French Tech colors fly high over Montpellier's former City Hall. The building now hosts companies on four floors. The ground floor is devoted to meetings, co-working, and French Tech activities.

Starting in 2020, the French Tech Halle, a 12,000 sq. meter complex serving as the emblematic and unifying feature of the new Cambacérés district, will stand across from the new Montpellier Sud de France train station. The building will be a melting pot for innovation in the heart of a business park filled with startups, small- and medium-sized companies, and major groups. Complementing the French Tech Halle, two schools will set up in the district: a school for digital studies (5,000 sq. meters / 1,000 students), and Montpellier Business School (25,000 sq. meters / 3,000 students).



BigUp 4 Startup

Bringing major groups into contact with startups is a concept developed in Montpellier by local stakeholders as an initiative of the La Poste group. Building on the success of the first editions of BigUp 4 Startup in Montpellier, Caisse des Dépôts, Cisco, and Groupe La Poste have deployed the event around the entire territory. The 2017 edition enabled 112 startups and SMEs to submit their candidacy for calls-for-projects. 79 of those companies obtained as many as 8 meetings with major groups; 20 pitched their projects; and 177 meetings were held.

Entrepreneurship in our districts

With "Dell for startups," Dell Montpellier employees offer young local companies advice to help speed up or re-orient their development. Candidates are assisted by a volunteer expert for a period ranging from 2 to 12 months. Over the past two years, about 100 employees have stepped forward to help nearly 50 startups. Stéphane Reboud explains: "Contact with young company creators led us to question the status quo. We are relearning to innovate."

YOUR CONTACT

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MONTPELLIER, A STRONGHOLD FOR CREATIVE INDUSTRIES

Montpellier and its economic stakeholders are ready! With business creation and growth increasing faster than other economic sectors, Creative and Cultural Industries (CCIs) worldwide represent over 1.3 million non-delocalizable jobs and generate €84 billion in revenue per year.

The Montpellier Méditerranée Métropole area is home to many leaders in digital creation, video games, and 3D animation. Ubisoft has been present here since 1989. The company is the world's second-largest production force of video game publishers in terms of its staff size, and is currently building a new 4,500 sq. meter studio. Other local companies are succeeding in this particularly favorable ecosystem, such as Netia, DigixArt Entertainment, Dwarf Labs, Feerik Games, French Kiss Production, and Isotropix. Training programs are also part of the mix with the Icônes network, which includes Esma, as well as others such as ArtFx, E.artsup, Studio M, and many more. CCI players are growing in numbers and thus participating in the profusion of innovative collaborative events and activities: Illusion & Macadam, Push Start, Effets Stars, Coeur de Ville en Lumière, #PasSansDesign, etc.

The Creative City will open in downtown Montpellier in 2020.

KEY FIGURES

#1

French metropolis for the number of companies in the video game sector

Creative City starting in 2020

40 ha

including 35,000 sq. meters for tertiary activities

4

schools including one with international exposure

1,400

students

The Creative City: do business, create, and live!

Starting in 2020, the Creative City will be located centrally in Montpellier, on the site of the former Infantry School (EAI). It will be the first combined district for young urban activities dedicated to Creative Industries, offering 35,000 sq. meters of tertiary and commercial space and 2,500 apartments. Services will be available for companies, including a creative third-space and shared equipment such as sound and motion capture studios, a projection room, etc.). A foundation for the CI ecosystem, the Creative City will welcome the Icônes network, which is a reference in training programs in the CI field, and a 1,400-student campus uniting four schools, including Esma (Higher School of Artistic Professions). Designed by the Dutch architecture firm West 8, the new district will leverage existing buildings as part of its identity, for example, the former military barracks, exercise field, and Montcalm Park, which will become a 20-ha urban park.

Custom professional property solutions

Companies of all sizes will be able to participate in the Creative City via an offering of professional space ranging from a single 100 sq. meter office to enough space for a full headquarters (3,500 sq. meters, sub-dividable). The companies already present in the territory include Netia, internationally recognized as one of the major players in software solutions for radio broadcasting. Netia wants the Creative City to serve as the source of innovation and creativity that will pave the way for tomorrow's radio.

A campus with international exposure: 4 schools in one

The Icônes Group will set up training programs to be offered by 4 schools in applied arts, graphic design, animation cinema, and special effects. The most emblematic of the schools is Esma Montpellier, the network's landmark school founded in Montpellier in 1993, whose programs and fields continue to receive selections and international awards. The other schools are: Ipesaa Montpellier, an applied arts school for design, illustration, and *game art*; the video game department of ETPA; and a branch of Cinecreatis.

"Boîtes dans la Boîte": reinventing third spaces

Driven by Illusion & Macadam, this innovative concept matches today's international trend for third spaces, a new place for encounters and creativity. Push Start, an association uniting video game professionals, will develop dedicated services such as shared tools, assistance and advice, co-working spaces, event organization, and more. Stakeholders in the social and solidarity economy will also be welcome in these areas for living and exchanging with the public.

The Cocoon: work and relaxation

A multi-function cluster for all, combining moments of work and relaxation. Managed by a foundation and equipped with all the latest technologies, the facility will include a 400-seat projection room, sound recording and voice-over studios, a craft brewery, and more. Accessible to all students and companies in the Creative City for creative projects, events, and workshops, the Cocoon will also welcome the public and school groups.

©Atelier End



YOUR CONTACT

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HEALTH: LENGTHY HISTORY AND A PROJECT FOR THE FUTURE

Home to one of the oldest medical schools in the world still in operation, Montpellier holds a long-standing and active relationship with health.

Health, defined by the World Health Organization as being a state of complete physical, mental, and social well-being, is one of Montpellier Métropole's seven strategic pillars. The health sector comprises a leading university hospital, worldclass teams such as Sanofi, Bio-Rad, HORIBA Medical, and Bausch+Lomb, plus innovative SMEs and VSEs (1/3 of the startups assisted by Montpellier BIC are involved with health), high-level research centers, and a highly reputed competitiveness cluster, Eurobiomed. The Montpellier area is particularly advanced in terms of medical diagnostics, whose main stakeholders lead the Euromediag workgroup. **Strong points for the territory also include e-health, research, cancer treatment, the silver economy, and research on rare diseases.**

KEY FIGURES

32,000

students
in health, science,
and technology
studies
(8,100 in health)

200

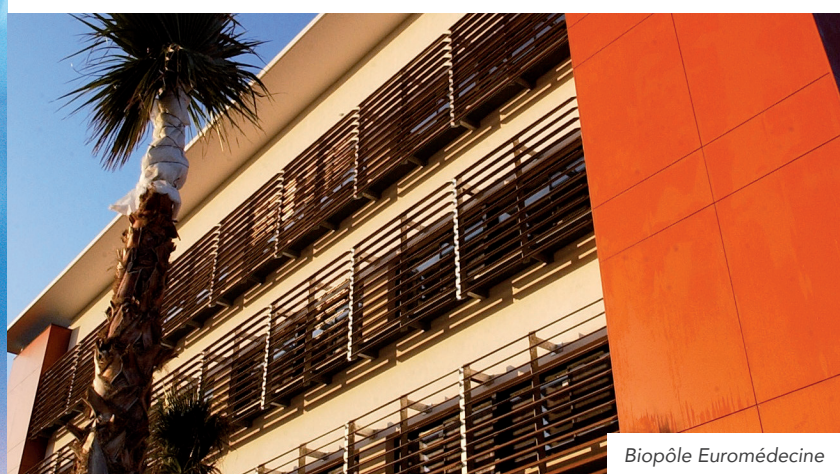
companies
representing
7,500 jobs

3rd

leading French
university for life
sciences
and medicine
(QS World University Ranking
2017 - outside Paris)

1,350

researchers
and 170 initial
and ongoing training
programs



Biopôle Euromédecine

Biopôle Euromédecine

Biopôle Euromédecine was designed by Montpellier Méditerranée Métropole to welcome companies focusing on life sciences, health, agronomy, and the environment. This complex, featuring three 3,500 sq. meter buildings, is located close to universities and research centers, and includes both office space and pre-equipped modular laboratories. Several world-class companies are located there, including AMS Envolure, Biorad, Deinove, Idenix, and Oxeltis, as well as the Eurobiomed competitiveness cluster.

Montpellier Health Capital

The Montpellier Health Capital ("Montpellier Capital Santé") project spearheaded by Montpellier Méditerranée Métropole seeks to mobilize the health ecosystem, including stakeholders in research and care training, companies, public authorities, associations, and more, to develop large-scale projects and increase the Montpellier area's impact on a European level. A health council, whose efforts will be relayed by work-groups, unites territorial parties to focus on several themes, notably: company development and growth, promoting the diagnostics cluster, building a favorable environment for citizens' health, and more.

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The ROSA™ robot by Zimmer-Biomet

Zimmer-Biomet, making brain surgery safer

Medtech began as a local startup assisted for three years by the Montpellier BIC. Recently acquired by the American medical device company, Zimmer Biomet, the company quickly became a global player for surgical robotics to assist brain and spinal column surgery. Medtech's ROSA® robotic assistance system now equips over 80 hospital facilities in Europe, North America, Asia, and the Middle East. Bertin Nahum, founder of Medtech and designated in 2012 as the 4th most revolutionary hi-tech entrepreneur in the world (Discovery Series magazine), created his new company, Quantuor Surgical, in 2017.

A district focusing on wellness for the elderly

Eurêka, the Smart City project demonstration district, will implement innovative solutions in various fields. Notably, it will offer all the amenities that people need to age well. In 2016, Montpellier Méditerranée Métropole worked with a consortium of other stakeholders to launch a one-year experiment to test various types of services with seniors, including a frailty tracking tool, connected objects, a wellness diary, and more.



AGROECOLOGY AND FOOD: FROM GLOBAL TO LOCAL

With 2,700 researchers and teachers, and 15 international research organizations, Montpellier hosts the largest scientific community in the world for agriculture, food, biodiversity, and environmental issues.

Driven by the vitality of the French Tech #FoodTech thematic network, innovative projects are deployed throughout the territory, notably SMAG and ITK. Montpellier Métropole leveraged this vast pool of skills and experience to elaborate original territorial policy in terms of agroecology and food. This policy targets several objectives: offering healthy and local food for as many people as possible, supporting the farm economy and jobs, and preserving our natural heritage. Leveraging expertise acquired while assisting innovative companies to the benefit of the farming and food sector, Montpellier Métropole seeks to unite stakeholders, support innovation, bring producers and consumers closer, and encourage grassroots initiatives. Home of the Qualiméditerranée competitiveness cluster and Agropolis International worldwide research cluster, Montpellier has two key goals: to support local production and increase the sector's international reach.

KEY FIGURES

2,700

researchers
and teachers

15

international
research
organizations

33%

of the
metropolitan
area
dedicated
to agriculture

#1

region in
France
for organic
farming

#1

wine
region
worldwide

AgroValo Méditerranée: promoting technology transfers

Created by Montpellier SupAgro, INRA, and INRA Transfert, AgroValo Méditerranée provides support for setting up laboratory-company collaboration projects and assists projects that generate value from research. This shared resource is also an incubator for innovative companies. In collaboration with Montpellier BIC, AgroValo has helped create about thirty startups over the past fifteen years.

SMAG, agriculture 3.0

35,000 people in the agricultural and agro-industrial community use the company's web solutions in a dozen countries. SMAG (for "Smart Agriculture") emerged from a startup founded in 2001 by four young Montpellier SupAgro graduates, assisted by Montpellier BIC. The company's mission is to become the French champion of "Big Farming Data". SMAG's parent company, the In Vivo group, the leading French cooperative group, inaugurated the new SMAG facilities in the spring of 2017, along with its Studio Agro Digital startup incubator. The goal is to accelerate innovative projects in the agro-digital sector.



Mercadis, Montpellier Market of National Interest

Mercadis, for direct-to-consumer cycles

With 220 companies, 80 producers, and 3,000 buyers, the Mercadis "market of national interest", a distribution platform for food products, represents a key tool in local agro-ecology policy. Located near downtown Montpellier, Mercadis now hosts a raw product transformation workshop and has increased the focus on organic farming on its producers' floor. Products from local farms represent 40% of the overall tonnage brought to market.



Stéphane Marcel, CEO of SMAG, and his team

YOUR CONTACT

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TOURISM: THE ATTRACTIVE METROPOLIS

The Montpellier metropolitan area is naturally talented when it comes to tourism. Our geographical location between the sea and the Cévennes mountains, rich historical heritage, and intense cultural life all contribute to making this a world-class destination, both for leisure activities and business tourism.

Public policy backs these indisputable assets, helping make tourism one of the driving factors in the local economy. Isn't tourism, a job- and revenue-creating activity that cannot be delocalized, already the main industry in the Hérault department? A metropolis-wide Tourist Office was developed to support the tourism sector, associating professionals in the field and several nearby areas, including Sète, Saint-Guilhem le Désert, Le Grau du Roi, Pézenas, and more. The territory benefits from high-level infrastructure, such as the downtown Conference Center/opera house, Zénith concert hall, and a modular, 14,000-seat Arena. A complete service offering was developed to provide personalized assistance for conference and event organizers.

KEY FIGURES

5
million
tourists
welcomed
every year in
the metropolitan
territory (Insee)

#1
economic activity
in the Hérault
department
generating
€1.7 billion per year

500
events
every year,
including
250
conferences

3rd
leading
French city for
international
conferences
(ICCA)



Corum Berlioz auditorium

The hot-spot for French as a second language

Montpellier is the leading destination in France, just after Paris, for learning French as a second language. The area features about twenty language schools, welcoming 10,000 foreign students each year, representing some 150,000 overnight stays. Part of this success is due to the respected reputation of the Université de Montpellier. It also demonstrates the area's excellent international image, supported by its high quality lifestyle, as well as media coverage provided by recent sporting events such as the Rugby World Cup and the annual International Festival of Extreme Sports (FISE).

A "welcome pack" for event organizers

Let us know what you need. We'll find a solution. The Conference Bureau is here to serve you. An initiative of the metropolitan Tourist Office and Montpellier Méditerranée Métropole, this excellence network is dedicated to promoting the territory and facilitating event organization. A "welcome pack" was developed to provide personalized solutions and services for event organizers, from signs at the airport and train station to setting up guided tours and excursions, as well reserving accommodations and raising awareness among transportation providers.

A single point-of-contact for tour operators

The metropolitan Tourist Office provides custom assistance for travel professionals and tour operators. Its sales team is at your service to plan turn-key stays, including reservations for accommodations, restaurants, and organizing outings and tours in seven languages. Serving as the single point-ofcontact for travel organizers, the Office pays close attention to projects from start to finish.

Corum Conference Center



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CONFERENCE BUREAU
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METROPOLITAN TOURIST OFFICE
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You do business. We assist you.

Relocating your company	p. 22
Creating your company	p. 24
Developing your company	p. 26
Leveraging skills and networks	p. 28
Developing your company abroad	p. 29





RELOCATING YOUR COMPANY

Are you looking for a vacant lot on which to build, office space to lease, a temporary workshop, or startup accelerator services? Montpellier Méditerranée Métropole has exactly what you need.

Over the past 25 years, the community has developed a range of tools enabling it to offer property and real estate solutions to companies at all phases of their development. Available resources include three incubators and 22,000 sq. meters of office parks and temporary workshops. This includes Biopôle Euromédecine, created specifically for companies involved with life sciences, and three artisan company and service “villages” (VEAS). Montpellier Métropole offers personalized assistance to companies seeking real estate, regardless of their size, business sector, or financial capacity. If the right property does not exist yet, creation is always a possibility in collaboration with local equipment and development companies, SERM and SAAM, as well as private operators. Montpellier Métropole also assists investors, advising them on their asset approach and organizing regular “Investor Days” events for them.

KEY FIGURES

700

set-up projects assisted every year

25,000

sq. meters of offices and workspace held by the community and offered for lease

67,500

sq. meters of offices sold or leased every year (10-year average), with a vacancy rate of 5%

60,000

sq. meters of professional space sold every year (10-year average)



@7Center project

@7Center: 33,000 sq. meters of office space at the gateway to the city

With 33,000 sq. meters of floor space over seven buildings, @7Center is the largest commercial development launched in France, outside Paris. This flagship operation located right at the East entrance to Montpellier, following a national call-for-projects issued by Montpellier Méditerranée Métropole, is led by two local property developers – FDI group and Holding Tissot – both of which will set up their main offices there. Vinci Construction France, Nexity, and Crédit Agricole will also move into @7Center, scheduled for completion in late 2017.

“A win-win partnership”

TESTIMONIAL “Deinove benefited twice from workspace made available by Montpellier Métropole. Our company first set up operations at the Cap Alpha incubator, where we grew progressively. Since 2015, we have occupied 1,500 sq. meters of office and laboratory space at Biopôle Euromédecine. This space was arranged and equipped for us by Montpellier Métropole, with advantageous financial terms. Our company created 49 jobs in Montpellier, plus indirect jobs related to our work with local suppliers. This is a win-win partnership.”

*Emmanuel Petiot, Deinove
Bacteria development for manufacturing compounds used in bioenergy, chemistry, food, and cosmetics*

Computacenter in Montpellier

Computacenter, the leading British computer service provider, chose to set up its new French service center in Montpellier. Created in 2015, the establishment will employ 300 people by 2018. Arnaud Lépinos, site director, explains: “We received valuable support in Montpellier. Montpellier Métropole teams started by gathering information and elaborating a detailed file, which saved us a lot of time. They provided us with meeting rooms and helped us contact the main stakeholders in the area, such as Pôle Emploi and the Languedoc-Roussillon Region. From our perspective, the quality of the organization in place to attract companies gave Montpellier Métropole credibility. It was reassuring for us.”



Emmanuel Petiot, CEO of Deinove, and his team

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CREATING YOUR COMPANY

The Montpellier area has one of the highest rates of company creation in France.

Montpellier Méditerranée Métropole contributes to this momentum in partnership with local stakeholders, including consular chambers, business support offices, universities, and more. In particular, Montpellier Méditerranée Métropole possesses recognized expertise for assisting the creation of innovative companies. The local Business and Innovation Centre (BIC), a pioneer in France, is ranked among the top 10 startup incubators in the world (UBI Global ranking). The local BIC network is comprised of three incubators, deploying a range of services leveraging 30 years of experience. With BIC, project leaders benefit from personalized assistance for five years, along with business acceleration training programs focusing on building projects, establishing relationships with local investors, help with business development, preparing to seek investment, partnering with large companies, receiving advice from a committee of BIC-graduate startup directors and managers from major groups, and more. **BIC works in close collaboration with universities and higher schools of education, the main talent pool for young company creation in the Montpellier area.**

KEY FIGURES

670

startups assisted by BIC since 1987, representing **4,786** direct jobs

#1

metropolis in terms of the job creation rate among startups, ahead of Paris and Toulouse (Les Echos)

165

companies now incubated, including **75%** in digital activities

90.6%

of companies still in business after three years (national average: **79%**)

3

incubators
Cap Alpha (biotech),
Cap Omega (TIC),
MIBI (international)



Alain Molinié, CEO of AwoX



Réalis incubator

“Montpellier instead of Paris or Nice”

TESTIMONIAL “The BIC first provided logistical support, which was essential for a budding company. Then it facilitated access to financial networks. When we created our first company in 1993, it was this support program that led us to choose Montpellier instead of Paris or Nice. Ten year later, when we created AwoX, it was only natural to stay in Montpellier, where we once again benefited from BIC assistance for five years.”

Alain Molinié, CEO of AwoX
Hybrid connected objects

A startup accelerator for the social economy

Created by the former Languedoc-Roussillon Region, the Réalis cluster is a unique organization in France, dedicated to welcoming and assisting companies in the social and solidarity economy. A 3,500 sq. meter space in Montpellier comprises an incubator, a development space for hosting companies more than three years old, a resource center, and a business center designed to encourage exchange and collaboration.

“The place to be”

TESTIMONIAL “Getting started at the BIC, I was first put into contact with a project manager who helped me organize my project and elaborate a development strategy. I had never created a company before. The BIC broadened my horizons. They provided office space without a long-term commitment, and set me up in an environment comprised of company creators. This is “the place to be”. Some people create their company at home and others are fortunate enough to be hosted at an incubator.”

Frédéric Salles, Matooma
Multi-network SIM cards for connected objects

“Nearly immediate credibility”

TESTIMONIAL “Montpellier BIC is considered as the fourth-leading incubator worldwide. Being welcomed there gives you nearly immediate credibility. I was able to establish contacts with many major groups in our target market, even before really creating the company. The BIC actually offers a pre-incubation option that lasts for two years. I can't even imagine what my path would have been without this support. I had created my first company 12 years ago, alone and without help. I won't make that mistake again.”

Pascal Jardé, Pro-Vizion
Business process automation for companies

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DEVELOPING YOUR COMPANY

Accelerating your growth, coordinating skill sets,
integrating professional networks, taking steps internationally.
Montpellier Méditerranée Métropole gives you access
to tools and levers to help you reach a higher level.

KEY FIGURES

7,500

researchers

72,000

students

#1

metropolis

in terms of the number of French Tech Pass awards, after Paris

over **150**

companies

accompanied on missions from 2011 to 2017

15

companies

hosted at MIBI, representing 10 nationalities

LEVERAGING THE “GROWTH PASS”

Committed to assisting the creation of innovative companies for over 30 years, Montpellier Méditerranée Métropole is also devoted to supporting the growth of companies that have successfully passed the 5-year milestone. How can you accelerate your development and setup a growth strategy? Montpellier Métropole and its partners offer a range of tools based on the five key levers for growth: a desire to grow, organizational efficiency, access to funding sources, openness to alliances, and international deployment.

- **French Tech Pass**

A national program for which Montpellier Méditerranée Métropole is the regional operator, offers premium assistance and support from a network of experts to companies undergoing hypergrowth, and selected via application.

- **Pass Croissance+**

(“Growth Pack+”), designed for companies identified as potentially eligible for French Tech Pass certification in the short- or medium-term. Gives access to the Pass Croissance+ Experts platform and specific assistance.

- **Pass Croissance**

(“Growth Pack”), more open, offers personal assistance and help elaborating business plans.

- **MBA**

“SME Growth Strategy” - the result of a partnership between Montpellier Méditerranée Métropole and the Université de Montpellier Entreprendre LabEx, offering directors a program of five theme-oriented days over six months, attested by a university diploma.



Sam Assadian, CEO of Isotropix

“An accelerator”

TESTIMONIAL

“We were awarded the French Tech Pass in 2015. This certification accelerated our exchanges with institutional and financial parties, such as Montpellier Méditerranée Métropole and Bpifrance. It gave us credibility as a company experiencing hyper-growth, and enabled us to maintain our development pace. We had a staff of 18 people in 2015 and about 40 employees at the end of 2016. We opened our US-based office in Los Angeles in July 2017.”

Sam Assadian, CEO of Isotropix
High-end graphics software

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LEVERAGING SKILLS AND NETWORKS

Innovation capacity in the Montpellier area finds its source in an exceptional concentration of brainpower.

A large majority of France's national, public-sector research organizations are present locally, such as CNRS, CIRAD, IRD, INSERM, INRA, and IRSTEA. The work of institutions such as INRIA (computer science and automation), LIRMM (computer science, robotics, microelectronics), IES (electronics), and LAMETA (applied economics), feed the creativity of startups and established companies in the sector. SATT AxLR supports maturation and commercialization phases for innovative projects derived from academic research or led by local companies. It serves as an interface between both research and entrepreneurial worlds.

With its 72,000 students, the Montpellier area also stands out for the quality and diversity of its training programs, notably taught by Université de Montpellier, Epitech (computer science), Montpellier SupAgro, EPF, Polytech, and more. Professional networks help companies integrate efficiently into the regional economic community. In addition to the nine competitiveness clusters operating within the territory, clusters such as Push Start and FrenchSouth.digital unite companies in the new economy.

Montpellier business school, a "grande école" for European business management

The former Sup de Co Montpellier group, which became Montpellier Business School in 2014, wants to set up its new campus in the new Cambacérès district, across from the new Montpellier TGV station. The group welcomes over 2,900 students, highlighting managerial innovation and entrepreneurship. Its "Grande Ecole" Master's program is ranked among the top 10 best management schools in France and in the top 50 worldwide. It is also ranked as the leading French business school in terms of apprenticeships and work-study programs.

Montpellier, a capital for water

Created by the merger of the Water Cluster and Swelia and WSM clusters, the Aqua Valley competitiveness cluster has its headquarters in Montpellier. Aqua Valley assists its 250 members (SMEs, laboratories, and large groups) with a wide variety of topics, including market development, innovation, and consolidating skills and partnerships. The cluster seeks to develop export markets. One of its goals is to make the Montpellier area one of the worldwide capitals for water.

#PasSansDesign

Leveraging design as a unifying force

Considering design as a source of added value for companies of all types, Montpellier Métropole and the Montpellier Chamber of Commerce and Industry engaged jointly in #PasSansDesign ("not without design"), an action program that favors the emergence of a specific ecosystem for design. The initiative gives an important role to local players, such as the Indigo d'Oc designer association, and Fablab LabSud, and continues to mobilize efforts by organizing regular workshops, design labs, and conferences.

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DEVELOPING YOUR COMPANY ABROAD

For more than a decade, Montpellier Méditerranée Métropole has actively supported local companies that want to expand beyond national borders.

As part of its effort, public authorities established partnerships in six countries targeted for their market size and economic vitality: China, Russia, Canada, Brazil, the United States, and the United Arab Emirates. Reciprocity agreements were signed with incubators or technology parks in each of these countries. The agreements enable candidate companies to test their set-up plans abroad at the lowest risk and cost. These actions also make it easier for Montpellier to welcome foreign companies that would like to establish themselves in the French or European market. An identical strategy is being pursued today with Montpellier's sister-cities in Europe and the Mediterranean region: Fez (Morocco), Tlemcen (Algeria), Heidelberg (Germany), Palermo (Italy), and more.

An incubator for foreign SMEs

The Montpellier International Business Incubator (MIBI) offers a concept that is unique in Europe. This 3,500 sq. meter building provides office space and innovative Soft Landings services to foreign companies and local companies focusing on exports. 23 companies are currently operating at the MIBI site, representing 10 different nationalities.

MIBI Montpellier International Business Incubator



Discovering our wine culture in China

Montpellier wines in China

Montpellier Métropole created a platform with Chengdu, China, to promote local wines. 23 wine-makers from the metropolis territory are participating in this action, which brings them into contact with Chinese buyers. The City of Chengdu ensures the reliability of these buyers and facilitates customs procedures. Montpellier Métropole guarantees the origin of the wine. Launched in 2012, the operation has generated more than €1 million in sales. Plans to extend the model to the United States, Canada, and Germany are currently being considered.

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Living and enjoying life

A welcoming area p. 32
Activities & going out p. 34





A WELCOMING AREA: LIVING, CONSUMING, GETTING AROUND

A university town where one out of every six residents is a student, Montpellier is in perpetual movement, welcoming 6,550 new residents each year.

Young and open to the world, with the Montpellier Baillargues international high school preparing students in France for the International Baccalaureate, the area has invested in the infrastructure and equipment needed to handle a growing population. As such, Montpellier Métropole knows how to build 5,000 new apartments per year. New districts, in the hands of world-renowned architects such as Paul Chemetov, Jean Nouvel, Nicolas Michelin, and Rudy Ricciotti, are designed with strong requirements for social and urban diversity, architectural creativity, high-quality public spaces, and environmental excellence. Four tramway lines serve these districts, with their cars lavishly decorated by talented creators such as designers Garouste & Bonetti and Christian Lacroix. Montpellier Métropole is also devoted to adapting its commercial infrastructure to lifestyle changes. This involves a dual goal of enriching the commercial offering in the downtown area, while renovating outlying commercial zones.

KEY FIGURES

5,000

new
apartments
per year

#1

destination
for language
tourism,
after Paris

4

tramway
lines
with line 1
the longest
in France

50%

of the population
served by tramway
access



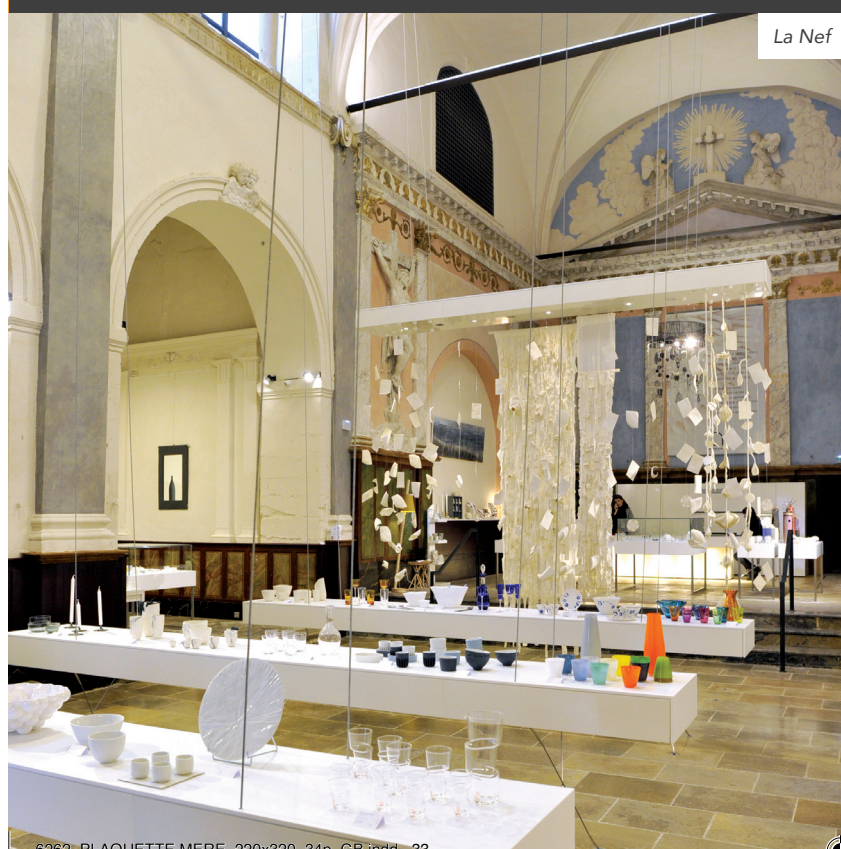
“Ode à la mer”: bringing the city to commercial zones

The Ode à la Mer project is one of the most ambitious operations in France to renovate city outskirts. With its EcoCité certification, Montpellier Métropole’s Ode à la Mer project seeks to modernize aging commercial zones along Avenue de la Mer, introducing urban diversity with housing, offices, and leisure, in an area that had until now been reserved for periurban commerce. The project covers 250 ha, extending over a 5 km axis served by tramway line 3.



Shaping up the downtown area

Another priority is to highlight the exceptional historical heritage of the downtown area and boost the economy. That’s the goal of the “Coeur de Ville en Lumières” operation, a fun and free original event that offers a series of ephemeral urban works set up at various sites around Montpellier’s historical center in early December each year. This same spirit motivated the renovation of the Halles Laissac farmer’s market, the landmark of a new shopping itinerary from the renovated Boulevard Jeu de Paume through the “Ecusson” historical part of the city, and crossing the Place de la Comédie to reach the Polygone shopping center.



“La Nef”: a spotlight on artistic professions

Artistic professions have their own showcase in Montpellier. La Nef, the former Visitation chapel acquired from the city by the Ateliers d’Art de France association, features an exhibition gallery, boutique, and meeting area all at a single location. This site is a forerunner of Montpellier’s plans to highlight artistic professions in order to promote local creation and expertise. The Ob’Art fair also supports this effort, attracting over 10,000 visitors every year.

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ACTIVITIES & GOING OUT

Two opera houses, a Zénith auditorium, and a 14,000-seat Arena: no other French metropolis outside Paris and Lyon can claim a comparable infrastructure dedicated to music.

Montpellier Métropole has maintained culture as a vector for attractiveness, as well as a part of residents' daily lives. The Radio France and Montpellier Music Festival enjoys an international reputation, offering nearly 200 free presentations every year.

Culture is present in every district and every village, notably via a network of 13 multimedia libraries. The Montpellier area also strives for excellence in sports. Ranked as the second-leading city for sports in France (after Paris), and the number one city for women's sports, Montpellier has eight elite clubs playing at the highest national level, and regularly welcomes major international events such as the Festival of Extreme Sports (FISE) and the Open Sud de France tennis tournament. The Montpellier area features a network of 13 public swimming pools, half of which are located in cities outside Montpellier itself.

KEY FIGURES

13

multimedia
libraries

5

festivals
renowned nationally
and internationally

13

public
swimming
pools

26

sports clubs
and associations
at the elite
national level

“Montpellier Danse” Festival

Created in 1981, “Montpellier Danse” has become a major event for contemporary dance in France and Europe. Welcoming well-known choreographers such as Merce Cunningham, Trisha Brown, Anne Teresa De Keersmaeker, and Angelin Preljocaj, this festival offers numerous free presentations in Montpellier Métropole cities. The festival’s headquarters are at Agora, the “Cité Internationale de la Danse”, located in the former Ursuline convent in Montpellier’s historical downtown.



“Montpellier Danse” Festival

Fabre museum: a majestic site for art

The Fabre museum is one of France’s richest regional fine-arts museums. Renovated and expanded in 2007, the museum offers a composite and elegant setting for collections assembled by major donors including François-Xavier Fabre, Antoine Valedau, and Alfred Bruyas. The museum entrance is marked with a work by Daniel Buren. The contemporary wing features a translucent facade that filters gentle light over the immense “outerblack” canvases by Pierre Soulages.



FISE, International Festival of Extreme Sports

FISE: a taste of the extreme

This spectacular event attracts over 500,000 people to the banks of the Lez River flowing through Montpellier. The International Festival of Extreme Sports (FISE), a free and festive event dedicated to board, wheel, and water sports, has become a showcase for Montpellier. FISE is now also held in China, Croatia, Canada, and the United States. Organized by French Tech stakeholders, the Xtrem’Up event is held in parallel to FISE, highlighting startups with sports-related projects.

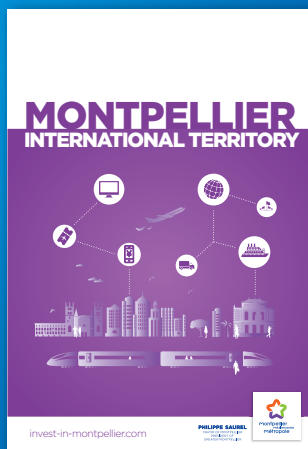
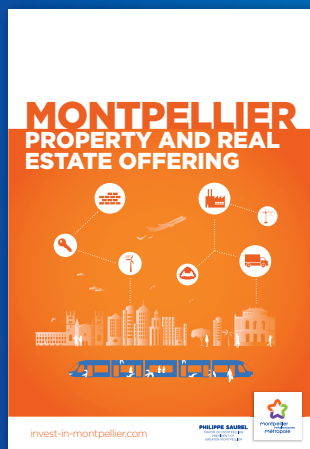
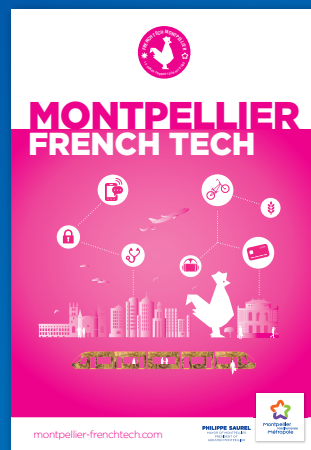
ZAT: art in the city

The 11th annual Temporary Artistic Zone (ZAT) event invaded Montpellier’s Montcalm park last April 22 and 23. People wait impatiently for this moment every year. ZAT transforms Montpellier neighborhoods, invites people to open up and share, bringing together artists and residents with eclectic and surprising works that distract from the ordinary uses of living spaces. A new area is highlighted each year, with live shows, visual arts, and participation-oriented performances and projects. ZAT reflects Montpellier’s identity as an active, open, and imaginative place.

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