



Mission Corée du Sud Attractivité / Industrie

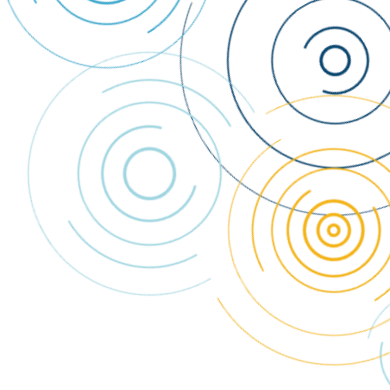


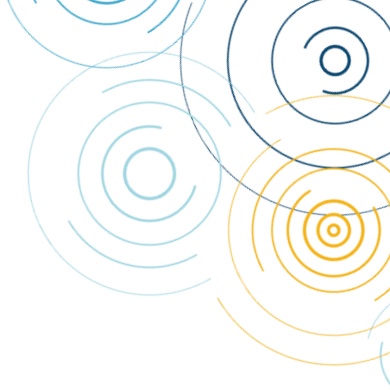
Summary

I – Region SUD, the South of France

II –Cosmetics industry

III – France, a business-friendly country





I – Region SUD, the South of France

Region SUD, the South of France



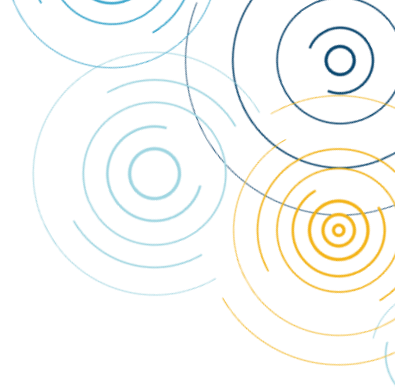
- ❑ 4 metropolis : Marseille, Nice, Toulon et Avignon
- ❑ 5 millions of inhabitants
- ❑ The crossroads between: Europe <> Africa <> Middle East
- ❑ More than 2 200 international companies

- ❑ Three internationally renowned territories

Provence
The Alps
The Côte d'Azur

<https://www.risingsud.fr/living-and-working-in-the-south-of-france-why-choose-the-sud-region/?lang=en>

II –Cosmetics industry



PERFUMES AND COSMETICS : A LEADING TERRITORY

8%
OF THE
WORLDWIDE
SALES



1rst FRENCH REGION FOR PERFUMES COMPOSITION AND COSMETIC INDUSTRY



386
COMPANIES



32
R&D
LABORATORIES



12,200
JOBS



70%
OF THE FRENCH
DISTILLERIES



80
AROMATIC PLANTS
SPECIES CULTIVATED



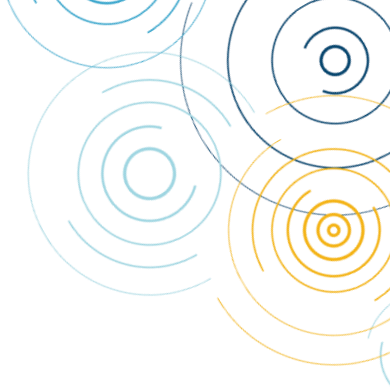
50%
OF THE FRENCH
FLAVOURS
PRODUCTION



The national associations of SME's of the cosmetic sector is based in Aix-en-Provence and gathers 600 members.

GRASSE, AN IMPORTANT HUB FOR THE CREATION OF PERFUMES AND FLAVOURS





III – France, a business-friendly country

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PRO-BUSINESS REFORMS STIMULATING COMPETITIVENESS AND INNOVATION


REDUCING CORPORATE TAXATION

- ✓ **Reducing corporate taxation** (*impôt sur les sociétés – IS*) from 33% to **25% by 2022**

33.3%	2017
31%	2019 (revenues < €250 million)
28%	2020 (revenues < €250 million)
26.5%	2021 (revenues < €250 million)
25%	2022


- ✓ **Reducing local taxation by half** (€10 billion per year)
- ✓ **Competitive taxation of R&D**
 - **Rate of corporate taxation (IS) at 10%** for revenues from **intellectual property**
 - **Perpetuation of the research tax credit** (*crédit d'impôt recherche – CIR*) equivalent to 30% of R&D expenditure

A specific helpdesk for foreign investors:



TRANSFORMING THE FRENCH SOCIAL MODEL

- ✓ **Greater flexibility and predictability**
 - **Simplification of dismissals for economic reasons**
 - **Facilitation of social dialogue:** A single body for informing and consulting employees
- ✓ **Lower social security contributions** on low salaries (one of the lowest rates in the world)
- ✓ **Adaptation of skills to the new needs of the economy**
 - **Skills investment plan, €15 billion until 2022**, in response to business' needs
 - **Tripling of funding** to promote youth employment




#1jeune1solution

ACCELERATING BUSINESS SETUPS

- ✓ **Facilitating industrial setups**
 - **Accelerating and securing industrial projects**, thanks to the simplification of administrative procedures
 - **Ready-to-use sites** (investinfrance.fr)
- ✓ **Facilitating access to public procurement:** Easing government procurement rules

Acceleration and Simplification of Public Action Act #ASAP



- ✓ **Dematerialization** of all administrative procedures by 2022

€100 BILLION TO BUILD THE FRANCE OF 2030




- ✓ **Promoting the ecological transition**
 - **Carbon neutrality by 2050**
 - **Developing green hydrogen**
- ✓ **Stimulating innovation and reindustrialization**
 - **€20 billion in future technologies**

Digital healthcare, innovative therapies, infectious diseases	Cloud computing, cybersecurity, artificial intelligence, EdTechs	Quantum technologies, aerospace
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- Calls for projects to take forward reindustrialization in **five key sectors**:

Healthcare Essential inputs for industry Electronics Agri-food Telecommunications

- ✓ **New potential markets thanks to public investments**

HEALTHCARE PLAN "Séjour de la santé"	ENERGY EFFICIENCY	EVERYDAY GREEN MOBILITY
 €6 billion	 €6.7 billion	 €3.1 billion

III – Financial support

STATE SUPPORT

- **Direction régionale de l'économie, de l'emploi, du travail et des solidarités (DREETS):**

We will check how the French State recovery plan might apply to your project.



- **Banque des Territoires / Caisse des dépôts:**

Caisse des Dépôts and your company could create a Société par Actions Simplifiées (SAS, aka joint-stock company) which will co-finance the real estate part of the project (including the facilities: access to electricity, water network, air-conditioning...) via equity and quasi-equity brought by the partners as well as via debt.



- **Agency for Ecological Transition (ADEME)**

ADEME's financial support is directed towards projects that are working on: the reduction of energy consumption and greenhouse gas (GHG) emissions, the development of renewable energies and the circular economy, as well as the conversion of brownfields and polluted sites and the improvement of indoor and outdoor air quality.



- **Banque Publique d'Investissement (BPI)**

BPI finances innovation and your R&D expenses with a maximum rate of 40% (loan or repayable advances)



REGIONAL SUPPORT



- **Région Sud Attractivité:**

*Develop the region's attractiveness by encouraging the establishment of companies with high potential
Supporting significant development projects*

Object

*Grant (100 K€ to 500 K€) or repayable advance (500 K€ to 1 M€)
→ Modular intervention (given the size of the company, scope of the project, number of jobs created or maintained, existing aid scheme, etc.)*

Please note that the maximum grant amount for the Région Sud Attractivité tool may eventually be increased. This is subject to the company's situation, the file examination (voted in a regional Commission) and in compliance with the European regulatory framework.

- **Regional Aid Zone « AFR » (Zone d'Aide à Finalité Régionale):**
according to the European regional aid system, on this site you will be eligible to higher State and Region grants levels, in addition to benefiting from a tax exemption on profits.