



## Economic development agency Team Côte d'Azur

### Team Côte d'Azur, a metropolitan and regional agency has the role of:

- > **Promoting** the economic strengths of the Metropole Nice Côte d'Azur and other towns and cities in the Alpes-Maritimes area, both nationally and internationally,
- > **Searching** for new investors, companies and talent both in France and internationally and encouraging them to set up offices in the region.

Under the NOTRe Act, the Region decided to be involved in managing the agency in 2017, alongside the founding bodies, Metropole Nice Côte d'Azur and Nice Côte d'Azur Chamber of Commerce and Industry (CCI).

### Specific measures of Team Côte d'Azur on behalf of the Metropole:

- ♥ **Organising economic missions abroad**  
The main geographical targets are North America, Europe, the United Kingdom, Germany, Scandinavia, Russia, China and Israel.
- ♥ **Advice and support on developing the stock of available office space and monitoring companies after they set up** in the Metropole's urban area.
- ♥ **Promoting the region with major groups and medium sized companies in Paris and following up on major local key accounts** which have their major decision-making centres out of the region.
- ♥ **Developing sales pitches tailored to regional marketing** in order to enhance the area's appeal and emphasise its differentiating factors.
- ♥ Participating in **promoting and business development projects organised by the representation office of the Conurbation** in Paris (Maison de la Métropole Nice Côte d'Azur).

### Sectoral/industry targets

#### SD and Ecotechnology

Smart grids, eco construction  
Waste treatment

#### Living sciences

Cross-fertilise ICT with the health

#### Information technologies

Software publishing and micro-electronics

#### Professional

Decision making centre,  
shared services

### Objectives:

- ▶ **Contribute to promoting and increasing the economic appeal of the Cote d'Azur.**
- ▶ **Provide support to 30 companies setting up in the region per year...**
- ▶ **... resulting in the creation of 500 jobs in 3 Years**

### Key figures (since 2012)



#### Alpes-Maritimes Department

**152**  
companies set  
up offices

**2,921** jobs

#### Métropole Nice Côte d'Azur

**62**  
companies set  
up offices

**949** jobs

Team Côte d'Azur agency provides investors with a complete range of services to help them discover the Cote d'Azur, a very innovative and outward looking region and therefore ensures that their teams are successful in setting up the offices.

It is a place where you can study, discuss and work together on subjects which contribute to developing the economy and appeal of the Cote d'Azur.



PROJECT OPERATIONAL