



A multi-partnership international cooperation

Multi-partnership and multi-channel mission programmes organised by the Metropole are expanding its international profile. The main areas of cooperation are as follows: **Smart Cities, Smart Grids, economic development of the urban area, innovation, risk prevention & security, culture, health and research.** These multi-partnership missions, with Team Côte d'Azur and OTCN, help pool resources and run joint promotion and business development projects.

In 2015, an initial multi-partnership and multi-sectoral mission travelled to St Petersburg, at the same time that the ballet company, Ballet de Nice Méditerranée de l'Opéra Nice Côte d'Azur, put its cultural talent to work in order to help drive discussions aimed at promoting Nice start-ups, developing strong economic ties and attracting new Russian investment. Since then, this format has been repeated in: USA, Sweden, China, United Kingdom and Canada. Russia, China and the USA are also countries visited along with the Provence-Alpes-Côte d'Azur Region.

2016 Key figures



- > **50** connected towns in the urban area
- 52** foreign delegations welcomed in Nice
- 32** international events organised in Nice
- 13** International missions carried out



Spotlight: The Carnival of Nice exported to China

Xiamen, coastal resort facing Taiwan, which welcomes more than 70 million tourists per year, has in fact obtained the exclusive right to use **the Carnival of Nice trademark** in China for 5 years. The first event took place in May 2017. As from 2018, the European Union-China tourism year, battles of flowers and carnival-like bicycle races, will be exported based on themes chosen each year by a panel in Nice. The Nice carnival team will transfer their knowledge and contribute to developing the urban area's international reputation.

20 priority destinations - 2016/2020 period



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| Abidjan | London | St-Petersburg | Tel Aviv |
| Gdansk | Moscow | Salt Lake City | Turin |
| Haifa | Nuremberg | Singapore | Tokyo |
| Hangzhou | Quebec | Sousse | Xiamen |
| Houston | Rio de Janeiro | Stockholm | Zhuhai |

Objectives:

- ▶ Increase the international reach and visibility of the Metropole's urban area
- ▶ Unite local stakeholders around a strategy of shared international relations
- ▶ Weave solid economic ties and attract new investors.



PROJECT OPERATIONAL