



GUIDELINES FOR THE BUSINESS LANDING NICE CÔTE D'AZUR CALL FOR APPLICATIONS

The Nice Côte d'Azur Metropolis is pursuing an ambitious development policy in favor of business creation and employment within its territory. One of the Metropole's objectives in terms of economic development is to attract a greater number of high value-added foreign companies in its strategic sectors.

Faced with increasing European and international competition in terms of economic attractiveness, the Metropole is stepping up its support services for the establishment of outside companies, in order to facilitate and accelerate investment decisions in its favor, in line with the region's strategic sectors. As a result, from 2022 onwards, the Metropole has set up a financial scheme for companies from outside the Nice Côte d'Azur region operating in strategic sectors that set up and create jobs in the Metropole. Between 2022 and 2024, this scheme supported and accompanied the installation of 10 companies.

1 - Eligibility requirements

This scheme is aimed exclusively at legal entities under private law (corporate entities only), considered to be very small enterprises (VSEs) and small and medium-sized enterprises (SMEs): independent companies with fewer than 250 employees and sales of less than €50 million excluding VAT.

To be eligible, companies must meet the following conditions:

- At least 3 years in business;
- Sales of at least €500,000 or equivalent in foreign currency;
- At least 5 full-time equivalent (FTE) jobs;
- A healthy financial situation and no redundancies in the 12 months preceding the application.

As the aim of this scheme is to favor companies with the greatest development potential in terms of job creation, the following activities are excluded:

- Financial and insurance activities ;
- Real estate activities ;
- Liberal professions ;
- Retail and trading companies (BtoC) ;
- Farms ;
- All other sectors excluded by the aid schemes on which this intervention framework is based.

In any case, the relevance of the company's activity and its positioning within strategic sectors will be assessed on a case-by-case basis.

2 - Selection criteria

Criteria are used to evaluate both the eligibility and the relevance of the business plan demonstrating the interest of a location. **It should be emphasized that project eligibility does not automatically imply funding**, which is subject to assessment by the selection committee.

- **Priority sectors:** Companies must be involved in one of the strategic sectors of the Nice Côte d'Azur metropolitan area, in particular: industry, tourism, ecological transition, the maritime economy, health, cultural and creative industries, naturalness and artificial intelligence.
- **Company history and mission:** general ambition, main activities, target markets, intellectual property and patents, sales figures, team.
- **Project maturity :**
 - For example, new product development, diversification, acquisition, geographic expansion. Regulatory aspects and compliance with applicable standards should be presented;
 - Number and type of jobs created: direct and indirect job creation over 4 years ;
 - If the company is developing an innovation: market maturity in relation to the products developed.
- **Timetable:** key stages in the company's establishment and development in the region, job creation, etc.
- **3-year budget forecast:** overall cost of implementation, including financing of material assets, acquisition costs and operating expenses.
- **Social and environmental impact:** particular attention will be paid to the CSR indicators identified by the company. Nature and volume of impact, labels and certifications, compliance with standards, etc.

3 - How to apply

This scheme is set up for a 3-year period, covering the years 2025, 2026 and 2027.

The Metropole will issue calls for applications over periods of several weeks. Applications will be received on a rolling basis. Continuity over several years will depend on budget allocations.

Only complete applications, submitted during the application periods and meeting the eligibility conditions set out in Article 1, will be considered by Métropole Nice Côte d'Azur.

Applicants must be financially sound and up to date with their social security and tax obligations.

As part of their application, candidates are expected to provide a detailed presentation of the company and the proposed site, in electronic format, including *at least the* following information:

- Description of company activity (history, business sector, sales, number of jobs, developments, etc.) ;
- The company's environmental and social impact ;
- Description of project (motivations, objectives, partnerships, targeted geographical areas, job creation, etc.);
- Economic impact of the project ;
- Real estate/land specifications for setting up in the area;
- A provisional budget presenting the various resources required for the project;
- A detailed schedule outlining the major phases in the company's actual implementation.

In addition, the following administrative documents must be attached to the application file:

- Kbis less than 3 months old ;
- Certificate of compliance with tax and social security obligations ;
- De minimis certificate (if applicable)
- Latest accounting documents for year n-1 ;
- RIB.

Applications should be sent exclusively by e-mail to business@nicecotedazur.org , with "Business Landing Nice Côte d'Azur - Candidature de [your company]" in the subject line.

4 - Selection procedure

All applications that include all the above-mentioned documents will be examined by a selection committee.

The selection committee is chaired by Métropole Nice Côte d'Azur and includes representatives from Banque Publique d'Investissement, Business France, Chambre de Commerce et d'Industrie Nice Côte d'Azur, Région Sud Investissement, Région SUD Provence-Alpes-Côte d'Azur, Rising SUD, Team Nice Côte d'Azur and Union Patronale 06.

The Métropole reserves the right to call on external partners with specific expertise to analyze certain applications.

The final answer will be sent in writing (email or post) to the candidates. This committee is sovereign.

5- Financing arrangements

Funding will be between €50,000 and €150,000. The amount will be determined on the basis of the selection committee's assessment and the type of expenditure included in the projected budget for the project.

Financial support will take the form of an operating subsidy of up to 100,000 euros, which may be supplemented by a repayable advance of up to 50,000 euros to finance potential capital expenditure by the company setting up the facility. This financing will be the subject of an agreement describing the location project, the commitments of the parties involved, monitoring and control procedures, etc.

The sum obtained is subject to the de minimis rule.

Funding will be paid in 2 instalments, as follows:

- 30% on signature of award agreement ;
- 70% within 12 months of signature, on condition that the location is confirmed by a location report and a Recapitulative Statement of Acquired Expenses (RSEA), certified by an auditor or certified by a chartered accountant.

Supporting documents to be submitted with the implementation report and for payment of the 70%:

- Kbis showing the new address within the Nice Côte d'Azur metropolitan area;
- Company lease and/or certificate of real estate ownership in the area ;
- Employment contracts for people employed/recruited for the implementation.

In the event that the financial support granted by Métropole Nice Côte d'Azur includes a repayable advance, the winning companies must repay the advance within 2 years of the second instalment of financial support, i.e. within 36 months of signing the award agreement at the latest.

Under no circumstances will this financial support be used to finance other costs and/or costs associated with another project.

The amount of financial support (grant and repayable advance in nominal terms) may not exceed the company's equity capital (equity capital including blocked partner current accounts and after deduction of public subsidies obtained elsewhere).

6- Monitoring and control

The use of the subsidy will be systematically monitored, in particular to ensure that operations are actually carried out and that the beneficiary is complying with its commitments. The Métropole Nice Côte d'Azur will have all or part of the subsidy paid out recovered by the treasury, on presentation of a receipt, in the following cases

below:

- in the event of total or partial breach by the beneficiary of any of the commitments and obligations arising from the signed agreement;
- in the event of failure to submit supporting documents in due form.

Technical and regulatory monitoring will be carried out by Métropole and its partners.

7 - General provisions

Appraisal can only begin if the file is complete.

The payment of financial aid (or its renewal) does not constitute an acquired right. A project's compliance with eligibility criteria does not automatically lead to the grant being awarded. Metropolitan aid can only be considered to have been granted once the beneficiary has been notified of the decision to grant aid by the relevant decision-making body. Assistance is granted within the limits of the appropriations voted during the financial year in which the assistance is granted.

8 - Regulatory references

- Code général des collectivités territoriales, in particular articles L.1511-2 and L.4211-1.
- The exempted aid scheme No. SA 40453, relating to aid for SMEs for the period 2014-2020, adopted on the basis of the European Commission's General Block Exemption Regulation No. 651/2014, published in the OJEU on June 26, 2014.
- European Commission Regulation (EC) No 1407/2013 of December 18, 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid. Funding granted under this call for projects is subject to de minimis aid rules. The total amount of de minimis aid granted to a company may not exceed 300,000€ over any period of 3 fiscal years. Recipient companies must declare all de minimis aid received over the past 3 years.

9 - Information request

For all information and inquiries, please send an e-mail to : business@nicecotedazur.org