The Economy of the Grenoble metropolitan area

- Innovative
- High-tech
- Diversified
- Dynamic
- International
- Enterprise
- Touristic
- Attractive
The Grenoble metropolitan area

- Assets
- Economic activities
- Key sectors
- Centers of excellence
- Promising projects
- Leading companies
- An innovating CCI

www.grenoble.cci.fr
The Grenoble metropolitan area

France’s 11th largest metropolitan area for its population.

- Concentration of strategic jobs
- Highly skilled workforce
- An international gateway open to the world
France’s 11th largest metropolitan area for its population.

- The southernmost two-third of Isère department - French county

- 745,800 inhabitants, 1 in 8 Rhône-Alpes residents

- Grenoble is the Capital of the French Alps
The Grenoble metropolitan area

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5th **largest student** metropolitan area in France.

- **33 % of the population under 25** (31 % in France)
- **61,130 students, including 10.4 % from abroad**
  
  4 universities and 9 top level schools - prestige university-level college - including Grenoble INP
  
  Grenoble Business school, 6th in the prize list of Business schools (Le Figaro, 2013)
  
  A certified innovation campus
- **18.4 % of corporate leaders and executives** (15.7 % in Rhône-Alpes Region)
- **1st urban area with regard to employment in technological innovation sectors**
- **1st in research employment**
- **2nd in engineering employment**
- **4.4 % of the Research employment relates to public employment in Isère** (1.6 % in France)
Largest public research center in France after Paris and its surrounding region.

- **Scientific community and facilities internationally renowned**
  - 25,000 jobs in public and private research – Xerox, Schneider Electric, Alstom Hydro, STMicroelectronics, Orange l@bs …
  - 13 national or European research centers – CEA, CNRS, INRIA, Leti, ESRF, ILL

- **Know-how and sectors of excellence**
  - Mathematics, physics, multimedia, engineering sciences, biomedical and nanotechnologies

- **Grenoble: 5th most innovative city in the world** *(Forbes 2013)*
  - Grenoble: 200 start-up companies born from research in 10 years
  - CEA – Atomic Energy Center: 2nd patents applicant (after PSA)
  - Grain: 2nd incubator in France
  - Grenoble Angels: 3rd business angels network in France in 2013
An attractive region open to the world.

- **Isère:** 13th exporting department - county - in France
  19th importing

- Represents **over 21 % of all trade** in the Rhône-Alpes region
  
  - **Exports:** 9.7 billion Euros (in 2013)
  - **Imports:** 9.5 billion Euros (in 2013)

- **First trading partners:**
  - Germany, Spain, Italy, United States, China

- **470 companies with foreign-owned capital** which means
  **41,000 jobs** with substantial U.S. investments (13,000 jobs in 122 companies)

- **Over 1,200 exporting companies** in Isère

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March 2010 GRENOBLE CHAMBER OF COMMERCE AND INDUSTRY
An economic environment in favor of innovation.

- A dense network of small and medium-sized companies and industries
  
  In traditional sectors:
  SDMS, Emboutissage du Mail, Minitubes SA, Trixell…

  On high-technology markets:
  Memscap, Beckman Coulter France, Metrologic Group, Gorgy Timing, Axane, Xenocs, RYB, Delta Drone

- Presence of large corporate groups
  Schneider Electric, STMicroelectronics, Caterpillar, Hewlett Packard and BD representing 10% of all (private) jobs in the Grenoble metropolitan area

- A dynamic entrepreneurial environment
  2,657 companies created in 2013 - industry, trade and service
  1,826 new registrations in craft industries in 2013
Diversified communication infrastructures.

- **252 km of highway**
- **Paris less than 3 hours away by TGV**
- Close to **3 international airports**
  Lyon-Saint Exupéry - Geneva - Grenoble-Isère
Competitive tools dedicated to companies.

A great number of business zones with a wide range of options:

- Technologic and scientific parks
  Inovallée in Meylan-Montbonnot, Polytech in Grenoble, Biopolis in La Tronche...

- Industry-oriented zones
  Centr’Alp, Grenoble Air Parc...

- Business centers for service activities
  Europole...
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Companies focused on wealth creation.

- **28,385** industrial, commercial and service firms in the Grenoble metropolitan area
- **13,300** craftsmen
- **3,008** farmers
- **Over 323,000** jobs
- **227,650** employees including **164,154** in industrial, commercial and service firms
Industry, trade and services in the Grenoble metropolitan area.

28,385 firms

- Services: 47%
- Industry: 8%
- Building and civil engineering: 11%
- Commerce: 34%

164,154 employees

- Services: 36%
- Industry: 32%
- Building and civil engineering: 9%
- Commerce: 23%

Source: Grenoble Chamber of Commerce and Industry - January 2014
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A diversified economic landscape.

- **Industry is a driving force of Isère’s economy**

- **An expansive tertiary sector**
  - High added value business-to-business services (consulting, computer services, software...)

- **An intensive commercial activity and pioneers in e-commerce**
  - Spartoo, Made in Design...

- **Isère: an attractive touristic department**
  - 22 **winter sports resorts** including 12 **internationally renowned** - Alpe d’Huez, les 2 Alpes, Chamrousse, Villard de Lans...
  - It ranks 17th among the most visited departments in France in 2012.
  - Many sports and leisure equipment industries: Poma, Petzl, Rossignol...
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Centers of excellence
Flagship facilities and **centers of excellence.**

**International high tech clusters:**

- **Information and Communication Technologies: Minalogic**
  - 40,000 jobs including 25,000 in electronic and micro-nanotechnologies
  - 15,000 in computer technologies and software
  - 5,000 in public research
  - 6,800 students

- **Medtech and Healthcare: Lyon Biopole, Medic@lps**
  - 10,000 jobs including 7,700 in industry and 2,300 in research.
  - 5,000 students

- **New Energy Technologies: Tenerrdis**
  - 12,000 jobs including 2,000 in research
  - 1,200 students
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Promising projects.

- **GIANT**: Grenoble Innovation for Advanced New Technologies

  **A campus dedicated to innovation**: 3 development approaches
  - Energy (GreEN)
  - Health (Nanobio)
  - Communication / communicating objects (Minatec)

  **The peninsula**: 250 hectares dedicated to research, innovation and high level education; located at the center of a new district involving industries, accommodations and business.
  A 1.2 billion Euros investment by 2015.

- **IRT Nanoelectronic - technological research institute**

  As part of the national big loan (investment for future), Grenoble was chosen in 2011 to welcome an IRT, tool of excellence aimed to international industries and research development in nanotechnologies. A total investment about **460 million Euros in 10 years**, of which 50 % financed by the private sector.
Promising projects.

**Eco-district: ZAC (joint development zone) of Bonne in Grenoble**


**Sustainable development and energy management**

To manage energy differently

- **Smart grids** (smart network and electric system)
- **Energy efficiency for buildings**: HQE buildings (High Environmental Quality), with positive energy
- **Electrical energy storage** (battery)
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A great number of leading companies.

**Industry**

- **Schneider Electric**, world leader in electrical equipment
- **STMicroelectronics**, integrated circuits and microelectronics
- **HP**, computers
- **Caterpillar France**, levelling work and industry constructions
- **Radiall**, mechanical and telecommunication equipment manufacturing
- **A. Raymond**, fastenings for car industry
- **Winoa**, abrasive shot penning
- **BD**, medical and surgical equipment
- **Ciments Vicat**
- **Soitec**, microelectronic materials
- **Allimand SA**, paper machine
- **Legrand France**, electrical equipment
- **Cezus AREVA**, metalworking for nuclear power station
- **Arkema**, chemistry
- **Groupe Dauphiné Libéré**, daily regional press …
Leading companies

A great number of leading companies.

**Research**

- **Xerox Research Center Europe**, researches in processing language
- **Oracle France**, and its global telecommunications software research center
- **Orange L@bs**, communicating objects
- **Biomérieux**, R&D diagnostics in vitro molecular biology
- **Air Liquide DTA**, aeronautics and defence industry research
- **Constellium CRV**, aluminium R&D
- **Arc Nucleart**, carbon-14 dating laboratory …
- **Salesforce.com**, R&D innovative research technologies

**Corporate services sector**

- **Artelia**, hydraulic engineering
- **Capgemini**, consulting in management and IT services
- **Sogeti High Tech**, IT services
- **Groupe Open**, systems integration and engineering
- **Hardis**, software and computer services
- **IT&L@BS (Silicomp)**, computer engineering
- **Atos Worldgrid**, computer services and solutions …

(www.grenoble.cci.fr)
A great number of *leading* companies.

**Trading and distribution**

- **Groupe Go Sport**, sport goods, clothing and equipment
- **Groupe King Jouet**, games and toys
- **Samse**, material for construction and construction industry
- **Kéria**, lighting …

**Tourism and mountain industries**

- **Rossignol** and its sports goods
- The **Petzl**’s harnesses
- The **Pomagalski**’s ski lift
- **Editions Glénat**
- **Sidas production**, orthopaedic soles for athletes …

**Online Shopping**

- **Spartoo**, pure player online shoes sales
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The Grenoble CCI: a strategy focused on economy

- Represent the interest of companies
- Push enterprises forward
- Make the territory more attractive
- Enhance all types of innovation
- Strengthen the role of commerce
- Develop entrepreneurship
- Make tourism more dynamic
- Develop exporting capability
- Provide required training
- Activate service markets
- Emphasize sustainable development

Strategic axis

March 2010 GRENOBLE CHAMBER OF COMMERCE AND INDUSTRY
The Grenoble CCI: where anticipation is a keyword

The CCI is involved in the great projects of the territory as GIANT

It prepares the school of the future and trains entrepreneur managers

It profits by the expertise of its local partners and registered companies

It has definitely decided to lead the evolution towards the future digital CCI

It develops economic animation through virtual and physical networking…
The Economy of the Grenoble metropolitan area

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