

PAYS DE LA LOIRE REGION



**A land of attractiveness  
and business establishment**





**Christelle Morançais**  
President of the  
Pays de la Loire Region

## In the Pays de la Loire region, we develop the best conditions to attract businesses and help them thrive.

Welcome to Pays de la Loire, a region focused on business, industry and innovation!

I am convinced that the country's economic dynamism is built within its territories. However, our region is the most dynamic in terms of employment, with the lowest unemployment rate in France.

My political commitment is to young people and businesses. For several years now, we have been rethinking the Region's economic policy: we have reached out to companies to listen to them and adapt our service offering.

For economic stakeholders, this commitment translates into concrete action with measures unprecedented in France to support the implementation of projects and the development of businesses. We have built an "economic accelerator" based on:

- Employment, to accelerate access to skills. We start with the needs of companies, adapt the training programs roadmap and support retraining.
- Transitions, to accelerate their digitalisation and ecological transition challenges. Our AI roadmap supports companies that need it in their digital transformation, and our Sustainable Energy Campus enables us to work hand in hand with companies to create training programs that meet the needs of tomorrow's professions.
- Innovation, to simplify and provide tailored support to all businesses, regardless of their size, within our innovation ecosystem.
- Attractiveness, with the establishment of a dedicated State-Region task force to speed up procedures for all large-scale establishment projects.
- And internationally, by supporting our companies in their quest to conquer new markets.

Come and invest in our region!

You are welcome in a region that chooses to listen to you and implement solutions to support your development.

## Where industrial giants find their talents

Innovation/R&D Industrial  
subcontracting skilled labour

### A region of industrial excellence

- A **land of leaders** benefiting from a network of subcontracting SMEs.
- A **skilled workforce and training programs**, from operators to engineers, covering the entire region.
- **Key sectors**: agri-food, health, mobility, energy, blue economy

France's leading  
region in terms  
of industrial  
employment  
and **second**  
region in terms  
of agricultural  
employment.

### A dynamic region

- An area of **32,000 km<sup>2</sup>** [equivalent to Belgium].
- A young region with **3.9 million inhabitants**.
- A region with **major cities** (Nantes, France's sixth largest city).

Naval Group  
Thalès  
Manitou  
Les Chantiers  
de l'Atlantique  
Lactalis



Saint-Nazaire offshore wind farm

### An innovative region

- **Leading region in France** for engineering training.
- Centers of technological expertise and research facilities of excellence.
- Sixth region in France in terms of R&D jobs **12,700 people and 115 laboratories**.
- Electronics, robotics, nuclear medicine, advanced materials.

# A youthful region open to Europe

- One in ten French engineering schools is located in the Pays de la Loire region.
- Nantes University ranks in the **top 50** of the Shanghai ranking.

## Accessibility

- Nantes Atlantique Airport: Leading airport in western France 120 destinations.
- Nantes Saint-Nazaire Port: the leading port on the Atlantic coast.
- High-speed trains:  
Nantes <> Paris: 2 hours | 20 return journeys per day.  
Angers <> Paris: 1 hour 30 minutes | 16 return journeys per day.
- Motorway network to Brussels, London, Madrid and Lisbon.



## Quality of life and tourism

An excellent place to live.

- Numerous tourist attractions and events of **international significance**: Castles of the Loire Valley, Puy du Fou, the Cadre Noir of Saumur, La Baule, Nantes, Sainte-Suzanne, the 24 Hours of Le Mans, the Vendée Globe, Hellfest, and more.
- **15 million visitors** each year.



**450 km**  
of Atlantic  
coastline



**3.500 km**  
of cycle  
paths



Zeus, the Olympic Games horse, created by the Blam workshop, a Nantes-based designer



La Vélobuissonnière and La Loire à Vélo in Saumur

**1,000 foreign-owned companies**

have already chosen to set up in the Pays de la Loire region.

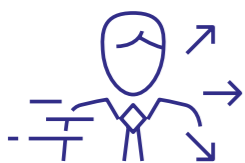
# Establish your business here with tailored support



Industrialisation assistance



Search for land or buildings



Accelerated integration into business and innovation networks in the Pays de la Loire region



Recruitment assistance



Financial and administrative support



Post-implantation follow-up

## Our team of experts

will provide you with confidential support at every stage to ensure the success of your project.

## Our complete range of services to facilitate your establishment

### Discover our industrial real estate accelerator

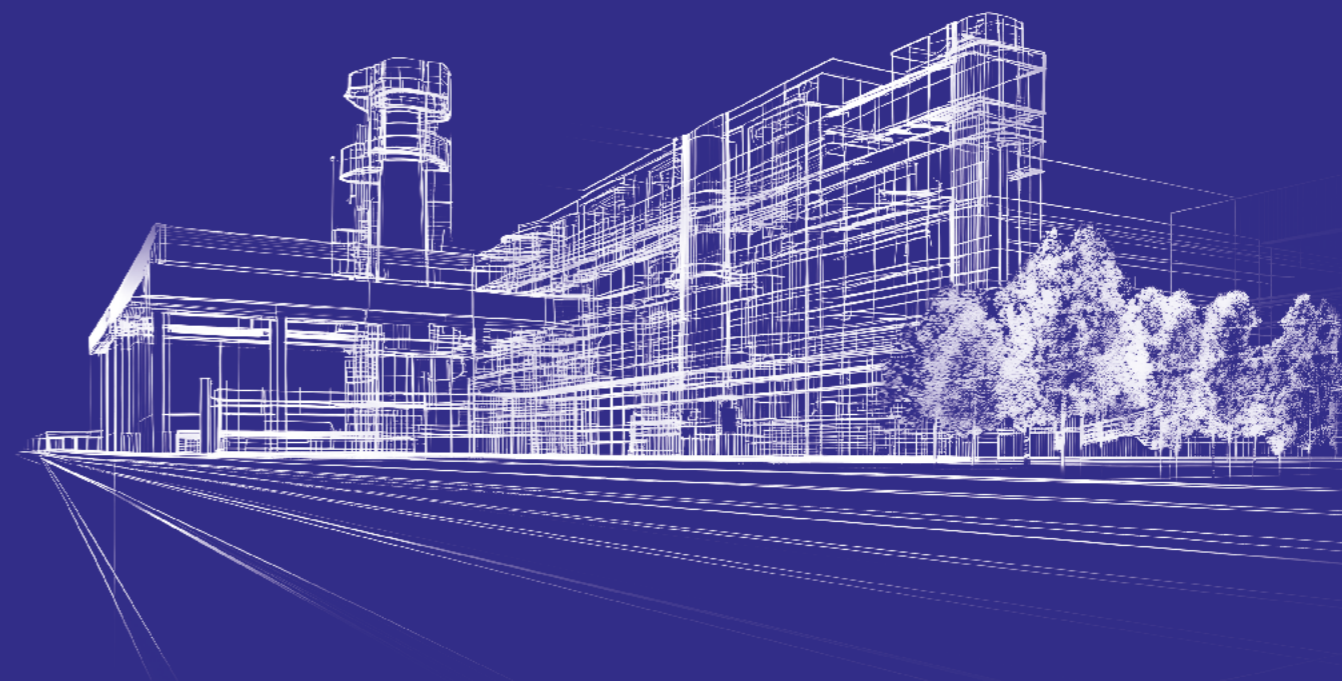
Our selection of major sites with high industrial and economic potential and our task force dedicated to the success of your implementation project.

[www.large-scale-industrial-sites-atlantic-france.com](http://www.large-scale-industrial-sites-atlantic-france.com)

### The Impact program

Our implementation acceleration program is dedicated to industrial start-ups and scale-ups.

[www.business-impact-program.com](http://www.business-impact-program.com)





## **Market opportunities and industrial real estate accelerator**

Find out more at :  
[www.business-solutions-atlantic-france.com](http://www.business-solutions-atlantic-france.com)

### **CONTACT**

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