

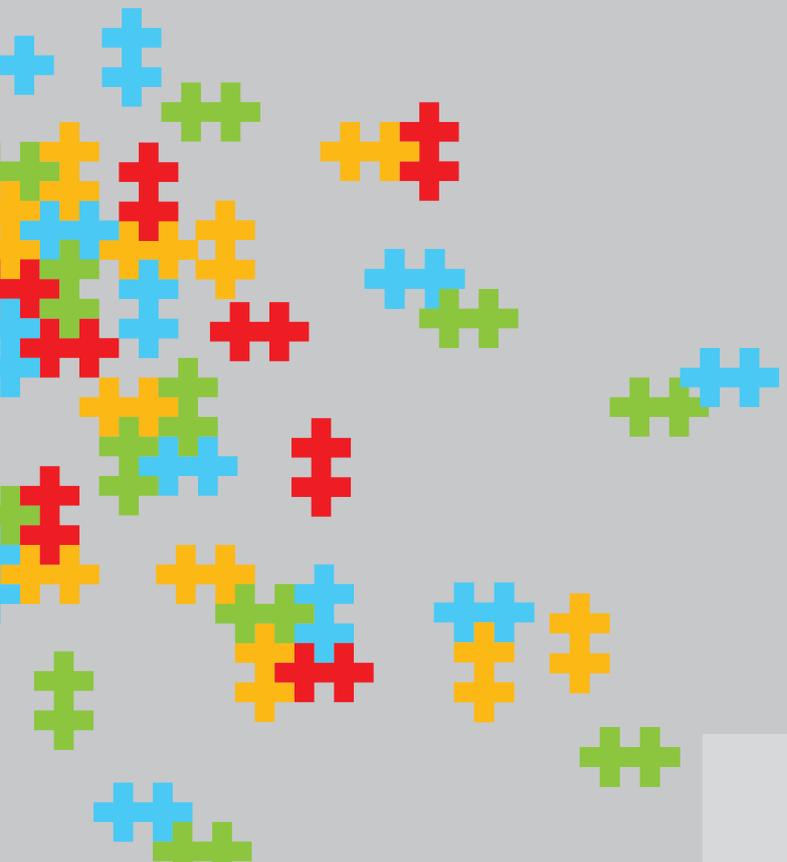
2016 — 2021

Economic development program

la métropole
GRAND LYON



LYON, A LEADING EUROPEAN CITY



PREFACE



+ Gérard Collomb
Senator-Mayor of Lyon
President of Lyon Métropole

Today, we live in an economy characterized by innovation and constant change, an economy of creation and destruction, where nothing is ever permanently acquired. In this context, playing the game well means that both regions and companies must constantly re-evaluate their strategies. They must listen, consult and put things into perspective in order to define the appropriate strategic priorities.

The Lyon Métropole Economic Development Program is designed to meet this need. Resulting from a diagnosis shared by Lyon Métropole, the Consular Chambers, professional organizations and the University, it aims to give a new impetus to economic activity in Lyon.

The idea, of course, is to reinforce our advantages, which include a strong entrepreneurial dynamic, effective innovation ecosystems, a strong industrial base and a unique urban transformation. At the same time, we are faced with increasingly rapid change: we must transform our academic system, reinforce our action with respect to smaller companies and, finally, rely on the digital revolution to invent the future.

These are the program's priorities. We – the local government and private individuals, the academic world and the world of business – will implement it together. Together, we will make our city more innovative, dynamic and prosperous. Together, we will create more jobs.

"To build this economic development program, we did what we do best in Lyon: join forces, work together and create a program designed to support our companies and reinforce our attractiveness in order to optimize the creation of employment opportunities and continue to combat unemployment. This ability to carry out a program together must be the basis of future policies if we are to continue to improve."

David Kimelfeld,
Senior Vice President, Lyon Métropole

"The start-up dynamic has taken off, so we now have everything we need to become Europe's reference ecosystem for creating businesses and innovating!"

Emmanuel Imberton,
President, Lyon Métropole Saint-Étienne Roanne CCI (Local Chamber of Commerce and Industry)

"The University of Lyon has become an outstanding territorial emblem for the attractiveness and economic development of our city."

Khaled Bouabdallah,
President, University of Lyon

"An attractive city is also one that is tied to the image it conveys in terms of quality of life and fine living, in the way that gastronomy is tied to Lyon's international reputation."

Alain Audouard,
President, Rhône Chamber of Handicrafts

"Capitalizing on the urban area's industrial base, making local companies grow and creating the conditions for this growth are the major priorities of a manufacturing metropolis."

Laurent Fiard,
President, MEDEF Lyon-Rhône (French business confederation)

"Because of our unique way of working together, we have transformed a modest city into an attractive metropolis in just ten years! We must intensify our efforts so that our city has even more impact!"

François Turcas,
President, CGPME Rhône-Alpes-Auvergne (General Confederation of SME Managers)

A net increase of
+4,000 JOBS PER YEAR

PRODUCTIVE ACTIVITIES
↑ **+13%**

An urban area that has DOUBLED IN GROWTH since 1999
FACE-TO-FACE ACTIVITIES
↑ **+26%**

1st INDUSTRIAL AGGLOMERATION in France
→ **18%** OF SALARIED WORKERS



A EUROPEAN CENTER FOR SERVICES
6th in office real estate stock
7th in office real estate take-up

(source: Why Invest in Lyon JLL/EY - 2016)

Lyon, a manufacturing metropolis



**1 job in industry generates
4 jobs in services**

Lyon draws strength from a diversified industrial landscape and supports its digital and environmental development. As a manufacturing metropolis, it is dedicated to all entrepreneurs who design, innovate and produce.



Lyon, **a manufacturing** metropolis

The importance of know-how...
A promise: make a reality of all projects for job
creation and growth.

3 priorities:

1 Support SMEs with growth potential

- + Encourage the creation of companies and support their long-term growth during the first years of activity
- + Support innovative entrepreneurship
- + Reinforce local support for companies
- + Encourage companies to reach new heights
- + Facilitate the digital transition
- + Open the world of research to smaller companies
- + Support SMEs in their international development

2 Consolidate our industrial base

- + Create, maintain and develop new industrial areas, in particular with new urban planning zones and real estate action
- + Promote the transition to the industry of the future
- + Reaffirm Lyon's logistics power

3 Catalyze innovation at the interface between sectors of excellence

- + Reinforce the «Smart City» approach: work together to create the city of tomorrow
- + Make «living in good health» a metropolitan priority that is a source of added value
- + Promote the emergence of new ecosystems and the spread of new innovation models to prepare for the future (connected and smart objects, security and cyber security, insurance, urban and industrial engineering)
- + Reinforce creative and cultural communities and use creativity to boost innovation
- + Stimulate innovation through creativity between and across industries

Key projects

- + Creation of three entrepreneurial hubs
- + Development of "Pépites", the platform dedicated to businesses with good development potential in their rapid-growth phase.
- + "Pacte PME", Lyon SME Pact to support smaller companies
- + The Innovation Factory
- + Digital transition with the deployment of a Very High-Speed Network
- + Creation of an international metropolitan hub (hubmet)
- + Halle Girard, the emblematic site for French Tech - hub for Lyon's digital ecosystem
- + Chemical Valley: Sysprod, Appel des 30! (Calls for innovative projects offers, financial and real-estate opportunities in the chemical, energy and environmental sectors)

Lyon, a learning metropolis

**2nd university center in France,
145,000 students**

The learning metropolis responds to the major goal of producing, spreading and sharing knowledge; being innovative and agile allows everyone to learn and learn again, throughout life.



Lyon, **a learning** metropolis

The importance of preparing for the future...

A promise: create the conditions for producing, spreading and sharing knowledge.

3 priorities:

1 Support the international excellence of the University of Lyon

- + Use the University Development Plan to allow the development of COMUE Lyon Saint-Etienne (Association of universities and higher education institutions of Lyon and Saint-Etienne)
- + Continue to promote the University and support its research strategy
- + Develop two world-class campuses in the area: LyonTech La Doua and Charles Mérieux

2 Support initiatives to adapt training to the needs of companies

- + Promote a return to work for beneficiaries of the RSA (French minimum income for the unemployed)
- + Promote training in sectors with shortages

3 Make training a source of area competitiveness

- + Reinforce the human capital in smaller companies through the support of big companies
- + Attract new actors (ESTA school of business and technology, business campuses, foreign universities)
- + Build a «training» hub in Lyon as a source of attractiveness
- + Stimulate entrepreneurship (secondary school and university students) and build awareness of industrial careers

Key projects

- + New research centers (Axel One Campus, European Center for Nutrition and Health)
- + Improvement in on-campus quality of life (LyonTech and the Gerland Biodistrict)
- + Construction of student housing
- + Extension of the Cité Scolaire Internationale in Gerland (international school for children from 6 to 18 years)
- + Call for projects on «social inclusion, training, companies»
- + Transfer of skills between big and smaller companies and between generations
- + Making middle school students more aware of companies and business
- + Development of training systems for digital technology careers

Lyon, an attractive metropolis



**6th most attractive European city-region
for foreign investors**

(source : EY 2015)

Creating a metropolis that attracts means finding better ways to promote our advantages to investors, companies, tourists and talented individuals, who will find economic dynamism, quality of life and an open view of the world in Lyon.



Lyon, **an attractive** metropolis

The importance of reputation...

A promise: affirm Lyon's singularity and its influence on the international stage.

3 priorities:

1 Forge a distinctive reputation for hosting

- + Continue company and investor prospection
- + Develop a high-quality real estate offer that meets demand
- + Business tourism: consolidate Lyon's position as a destination for welcoming major professional events
- + Leisure tourism: reinforce Lyon's tourist reputation and image in order to generate more stays
- + ONLYLYON WELCOME: work towards an expanded and multi-targeted model of excellence for Lyon-style hosting

2 Enhance Lyon's international reputation and welcome the world to Lyon

- + Rely on partner cities and international networks to drive internationalization in the area
- + Continue cooperation on development projects

- + Make Lyon Métropole a key area in the French-speaking world
- + Consolidate Lyon's position with respect to European financing
- + Feature an airport with an international scope

3 Make Lyon known and loved: intensify Lyon's international influence and advertise its «know-how»

- + Keep the ONLYLYON approach one step ahead
- + Consolidate the presence of Lyon Métropole at trade shows
- + Work on promoting the city's emblems
- + Develop an attractiveness policy that targets talented individuals and boost Lyon's appeal to students

Key projects

- + Company prospection and implantation (ADERLY - agency for economic development)
- + Creation of a new head office for the International Agency for Research on Cancer (IARC-WHO)
- + New building for the International Center for Infectiology Research (INSERM)
- + Prospecting for meetings and trade-shows linked to new themes
- + Creation of an expat center for foreign executives
- + New Franco-Chinese Institute
- + Reinforced and optimized approach for ONLYLYON
- + Cité Internationale de la Gastronomie
- + Candidatures for hosting major events (business, sports, culture)



Lyon, an energizing metropolis

60-billion-euro GDP, 1/3 of the GDP for the Auvergne-Rhône-Alpes Region (8th European region)

Creating an energizing metropolis means affirming Lyon as a regional capital by reinforcing its collaboration with other territories, economic partners and companies to provide economic development for everyone that is exemplary and based on solidarity.



Lyon, **an energizing** metropolis

The importance of combining know-how...
A promise: drive collective intelligence and action
according to the Lyon tradition of working together.

4 priorities:

1 Build positive collaborations with other areas

- + Reinforce the relations between the city and surrounding communities
- + Continue the involvement of Lyon Métropole in the Pôle Métropolitain*
- + Develop relations between Lyon and the large towns and urban agglomerations of the Auvergne-Rhône-Alpes Region
- + Continue the dynamic of cooperation with the Auvergne-Rhône-Alpes Region
- + Maintain close relations with the State

2 Drive a new economic governance

- + Organize calls for projects reflecting the goals of the manufacturing, learning and attractive metropolis
- + Mobilize OPALE (Lyon economic observatory based on partnership) to define and track success indicators for the 2016-2021 economic development program.

3 Promote exemplary economic development based on solidarity

- + Support a solidarity-based and social economy
- + Build an economic development strategy for urban renewal operations
- + Support business development as a balancing factor for the area

4 Pursue economic development that protects the environment

- + Understand the circular economy as a driver of cooperation, innovation and the creation of local employment
- + Maintain a strong periurban agriculture

* Lyon Métropole, Saint-Etienne Métropole, Viennaggio, CAPI, CCEL, Villefranche, Beaujolais

Key projects

- + Inclusion of Clermont-Ferrand in the dynamic of cooperation between large towns and urban agglomerations in the Auvergne-Rhône-Alpes Region
- + From «Greater Lyon: the Enterprising Spirit» to «ONLYLYON Metropolitan Economic Governance»
- + Creation of a tool to track the economic program
- + Economic development of La Plaine Saint Exupéry within the context of the Pôle Métropolitain*
- + Restructuring of the Grand Hôtel Dieu; modernization of the Part-Dieu shopping center
- + Support for pro-business initiatives for a solidarity-based economy (building of a head office at 107 rue de Marseille, Lyon)
- + Energy rehabilitation of buildings

A committed metropolis

10 CHALLENGES to meet in the mid term

100 NEW COMPANIES
welcomed each year,
creating → 2,000
JOBS

6 million
OVERNIGHT STAYS
per year

300,000 m²
OFFICES
marketed per year

10 million
PASSENGERS
use Lyon's airport
each year

18% INDUSTRIAL
JOBS
maintained in overall
employment

1,000
COMPANIES MOBILIZED
for the social inclusion of RSA
beneficiaries (French minimum income
for the unemployed)

200 "PÉPITES*" supported
* The platform dedicated to businesses with good
development potential in their rapid-growth phase.

10 new
MID-MARKET
companies
emerging in Lyon

1,000 HIGH-POTENTIAL
business projects

15% FOREIGN STUDENTS
in Lyon

Métropole de Lyon
20, rue du Lac – BP 3103
69399 Lyon Cedex 03
Phone : +33 (0)478.634.291

For the complete economic program,
see economie.grandlyon.com