

# LYON'S INTERNATIONAL ACTION



**ADDICTED  
TO LYON**



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ADDICTED  
TO LYON

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**Gérard Collomb**  
Senator and Mayor of Lyon  
President of Lyon Métropole

**“The destiny of Lyon depends on logical approaches of considerable scope, on complicity from the outside. The fairies who favour it are foreign.”**

These are the words used by one of the greatest historians in France, Fernand BRAUDEL, to describe the past of our city. And rightly so! Lyon is a city which more than any other has built its cultural, economic and urban development on the basis of rich international connections. The economic prosperity of Lyon during the Renaissance? It was largely the result of the commercial activity of Italian merchants who came to trade along the Rhône and the Saône rivers. The success of our textile industry in the 19<sup>th</sup> century? It would not have been possible without the special relationship cultivated by Lyon’s silk industry with Asia – which helped relaunch “La Fabrique” in a time of crisis. Openness to the world is thus firmly rooted in the DNA of Lyon. And it is this genetic capital which, by the policy we have adopted for some fifteen years now, we are resolved to bring to fruition.

Our approach: through close collaboration. Public and private stakeholders. Academic, cultural and economic players. Working together to raise the profile of Lyon in a context of increasing competition between territories.

This is how we can unite our strengths to convince investors and talents from abroad to join Lyon. And every year, more and more do just that. We also work closely together to support entrepreneurs and universities in their efforts to conquer new markets and new horizons.

At the centre of our action is the development of cultural exchanges, that is to say: human exchanges. To forge irreplaceable bonds of friendship without which no true ambition is possible. This is what really drives our resolve to build on the historic partnerships Lyon has with cities all over the world. These relationships are an opportunity to invent the future.

# A TEAM



**Karine Dognin-Sauze**  
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in charge of International Relations,  
European Affairs and Decentralised Cooperation  
Vice-President of Lyon Métropole,  
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**Max Vincent**  
Metropolitan Councillor of Lyon Métropole,  
in charge of Development Cooperation



**Amandine Serol**  
Project Manager

## ECONOMIC DEVELOPMENT, EMPLOYMENT AND KNOWLEDGE



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## DEPARTMENT FOR ATTRACTIVENESS AND INTERNATIONAL RELATIONS



**Julien Rolland**

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**Emmanuelle Willmann**

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Aude Labast  
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## — A STRATEGY —

A city's international openness is an essential component of its development. International exchanges inspire our public policies, and enrich a territory's economic and cultural activities. In Lyon, the presence of international institutions, the organisation of major events, the presence of international companies, the dense fabric of associations with an international focus, as well as cooperation between cities and universities worldwide form a collective dynamic which the City and the Lyon Métropole encourage and support.

For over fifteen years, the international relations of our local authorities have developed and become more organised. One ambition: to give Lyon a worldwide reputation and to welcome women, men and ideas from elsewhere. One objective: the openness of Lyon and the global commitment of its people.

The implementation of its international strategy and 8 priorities are the responsibility of a political and technical team. These priorities are: Lyon as a territory of confluence, its icons, humanism, urban innovations, Europe, economic diplomacy, knowledge and Francophonie.

This team is key in the building of joint projects and the innovation of public policies: major urban projects, sport, culture, education, public lighting, economic development, the smart and sustainable city, and inclusion all benefit from its expertise in European policies and relationships with other countries.

The international relations department acts in conjunction with the attractiveness department of Lyon Métropole and the operational team of the ONLYLYON\* brand to serve this strategy and thus to pursue the internationalisation of our territory.

\*ONLYLYON: 13 founding partners: Lyon Métropole - City of Lyon - Invest in Lyon (ADERLY) - Chamber of Commerce & Industry - Rhône County - Eurexpo Exhibition Centre - University of Lyon - Lyon Convention Centre - Onlylyon Tourism & conventions - Chamber of Skilled Trade - CGPME Rhône - Lyon Airports - Medef Rhône (employers' association).

# — LYON, AN INTERNATIONAL CITY —

## Metropolis of the world Metropolis of worlds

Demonstrating our openness to the world draws the world to Lyon. In Lyon, businesses, institutions, associations, cultural players and foreign communities are all forces which contribute to the dynamism and cosmopolitanism of our territory. With one objective: to allow as many as possible to benefit from the international action developed and implemented by the City and Lyon Métropole.

Federating energies means generating numerous opportunities serving the development of Lyon, its reputation, its growth and its special identity in a time of fierce global competition. Our action relies on all these players, bringing them together, uniting them...

## A potential to be developed

To reinforce its international profile, Lyon is cultivating its many strengths:

- a historic site, recognised by its UNESCO world heritage classification,
- its geographical location and its topographical profile making this city of confluence a city of influence.
- its values of solidarity, a culture of “working together” combined with icons such as light, silk, gastronomy and cinema.
- the dynamism of all the local players who contribute to Lyon’s “internationality”.

By stimulating exchanges between stakeholders and disciplines, the city strives to make this fertile international potential blossom, and to place itself in the top rank of leading European and global cities.



Presentation of the Smart Electric Lyon Showroom to the Governor of Massachusetts. September 2014

## An opportunity for Lyon

As a direct result of an ambitious strategy, Lyon today enjoys an excellent international reputation. Our public policies, our sectors of excellence and the numerous urban innovations in Lyon attract local authorities from across the globe. More than 100 delegations from all over the world are welcomed here every year by the international relations team, enriching its metropolitan action with inspiration and knowledge from European and international good practices in the field of local urban policies.



Biovision Forum, Lyon. April 2015



Launch of the International City of Gastronomy. City Hall. April 2016

## The levers of internationalisation

In a globalised world characterised by increasing inter-urban competition, Lyon is making its voice heard. By affirming on the international stage the success of its model for urban development but also by strengthening the economic, diplomatic and cultural awareness of France globally. In this context, Lyon is engaged in 27 partnerships with cities from all over the world: in Europe, Asia, Africa and America. **The quest for internationalisation is also reflected by Lyon’s membership of international city networks:** United Cities and Local Governments, EUROCITIES (the network of major European cities), LUCI (the international network of cities on urban lighting), OVPM (the network of world heritage cities) and Délice (the worldwide network of gastronomic cities).

# EIGHT STRATEGIC PRIORITIES



Festival of Banners,  
Consular Festival,  
Place Bellecour,  
June 2013

## 1

### Lyon: territory of confluence

Lyon's geographical location has historically favoured an openness to the world and made it a crossroads of external influences.

Today, this remains an exceptional asset. It is also a fertile ground for international action with flourishing foreign communities where international tourism can develop, and where global economic, cultural and sports events support its international vibrancy and development.

## 2

### Icons

Silk, gastronomy, cinema, light: all iconic elements that affirm Lyon's specific identity and contribute to its international visibility. They are driving forces in attracting tourists, talents and international investors.

The international success of events associated with these landmarks, such as the SIRHA (the world hospitality and food service event) and the Lyon Festival of Lights, confirm the ambition and need to promote these areas of excellence internationally.



Dubai Festival of Light  
Ombrellum - TILT  
Quorum production,  
March 2014

## 3

### Humanism and solidarity

Lyon's tradition of social humanism and the part it has played in medical history worldwide have given rise to prominent NGO's. From Bioforce to Handicap International, from Forum Réfugiés to Triangle Génération Humanitaire, 50% of French NGO's in the field of solidarity are based in Lyon. On the firm foundation of its values of solidarity, Lyon has, for 20 years now, been helping to strengthen local authorities in developing countries. Either by mobilising its expertise to help partner municipalities, or through direct support to local international solidarity stakeholders.



Rehabilitation session  
for young Khembro following  
the earthquake in Nepal  
Handicap international,  
April 2015



TUBA X-Perts  
A place for developing innovative  
urban services - Part Dieu  
March 2015

## 4

### Urban innovation

Lyon has stimulated innovation in its traditional industrial sectors and is now a key player in the construction of the city of tomorrow by the implementation of an ambitious smart-city policy. Innovative practices and cutting-edge technologies serving urban development are at the heart of cooperation with city partners such as Barcelona, Montreal, Yokohama, Boston and others. By working with and drawing inspiration from the know-how and experimental work of others, cities are reorganising themselves to deal with energy and economic transitions.

## 5

### Lyon, a European city

The urban agenda is increasingly gaining recognition within European institutions and holds a special place in the Europe 2020 Strategy for smart, sustainable and inclusive growth. Lyon's visibility on the European stage strengthens its attractiveness. Indeed, European funding and networks help improve local projects, for example in the areas of innovation, mobility, inclusion and culture. This attachment to Europe is also reflected by the presence of a representation office in Brussels, the very hub of European institutions and networks.



EUROPEAN YOUTH PARLIAMENT  
PARLEMENT EUROPÉEN DES JEUNES  
FRANCE



Young people involved  
in the European Youth  
Parliament association.

## 6

### Economic diplomacy: bringing international markets to Lyon

Numerous official missions are conducted every year by Lyon's elected officials to territories strategic to Lyon's reach and development.

The objective: to meet economic decision-makers, to "open doors" by political relationships, and to promote cooperation with and investment in Lyon.

Managers of large, medium-sized and small businesses, and start-ups – for the most part in the areas of life sciences, cleantechs, and digital – have participated in delegations to China, Japan and the United States, and more recently to partner cities on the African continent: Algeria, Ethiopia and Burkina Faso.



Lyon showcased - Annual Gala  
of the Franco-Japanese Chamber  
of Trade in Tokyo.  
November 2015



The media library of INSA (National Institute of Applied Sciences), La Doua Campus.

## 7

### Metropolis of knowledge

Lyon's universities enjoy an excellent reputation and provide opportunities for 144,500 students (10% from abroad) and 13,300 researchers\*. Lyon is also the location of prominent organisations in the field of international research (International Agency for Research on Cancer, International Centre for Infectiology Research, etc.). Altogether, a strength for the territory's appeal and the attraction of new talents.

The challenge is to:

- continue our work to further reinforce the excellence of our universities and our international educational establishments (from kindergarten through to higher education),
- foster the international mobility of students and researchers,
- support the policy of welcoming foreign students by facilitating their stay in Lyon and by creating links with the local business world.

\* Data from the University of Lyon, 2015

## 8

### Key territory in the French-speaking world

Today, the global economy is built around communities – places of exchange and cooperation – reaching beyond national borders. France can benefit from its linguistic advantage by defining a road to sustainable growth: estimated at 220 million in 2010, the number of French-speakers is expected to rise to 700 million worldwide by 2050\*.

Lyon's objective is to hold a special place in this context, based on its cooperation with the French-speaking and Francophile territories throughout the world, on its sectors of excellence, on its university and on associations embracing the values of Francophonie.

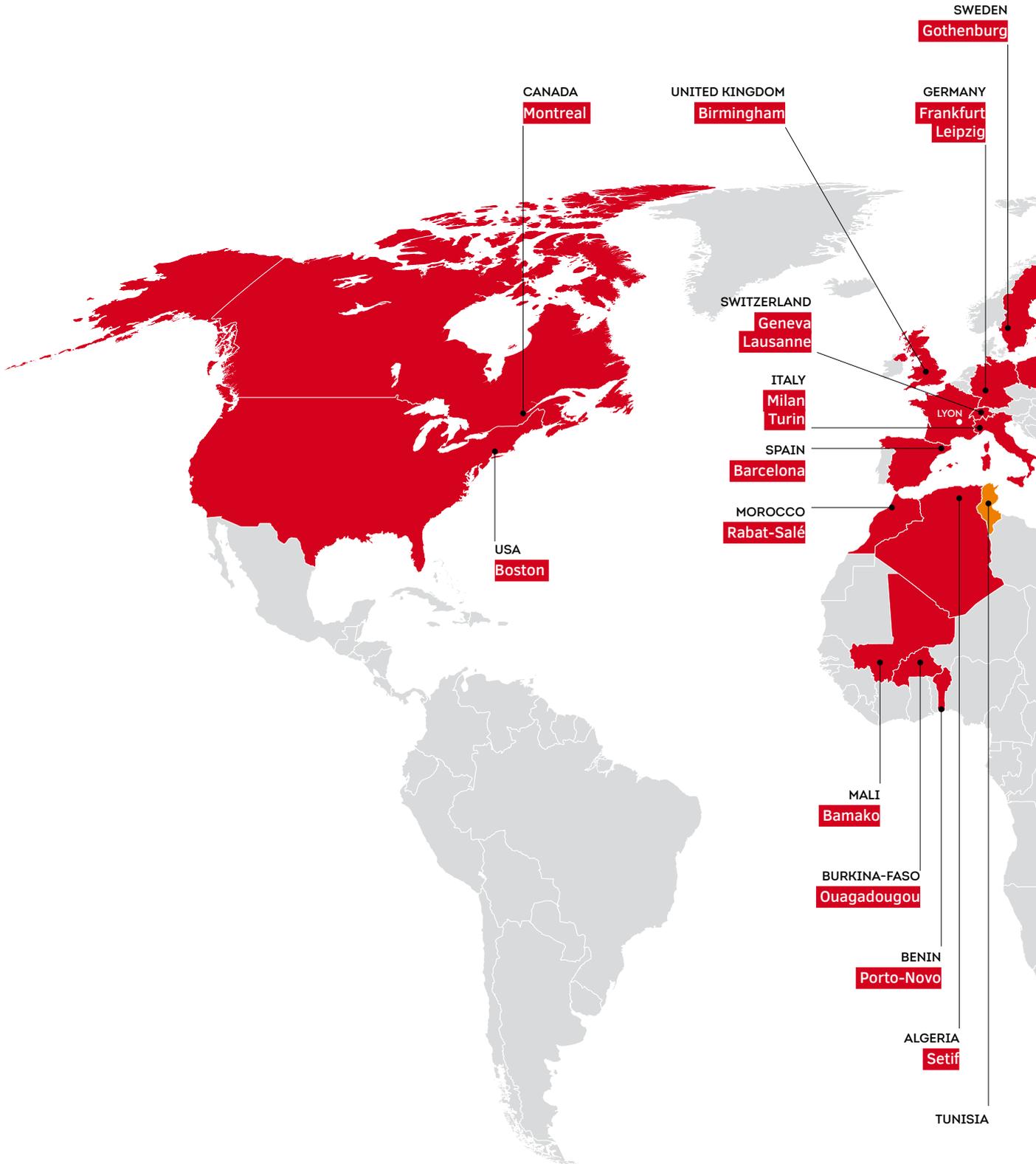
The aim is to position Lyon as a key territory in the French-speaking world, to generate new business opportunities, and to share its values of solidarity and humanism around the principles of human rights, peace and democracy.

\* Data from the International Organisation of La Francophonie.

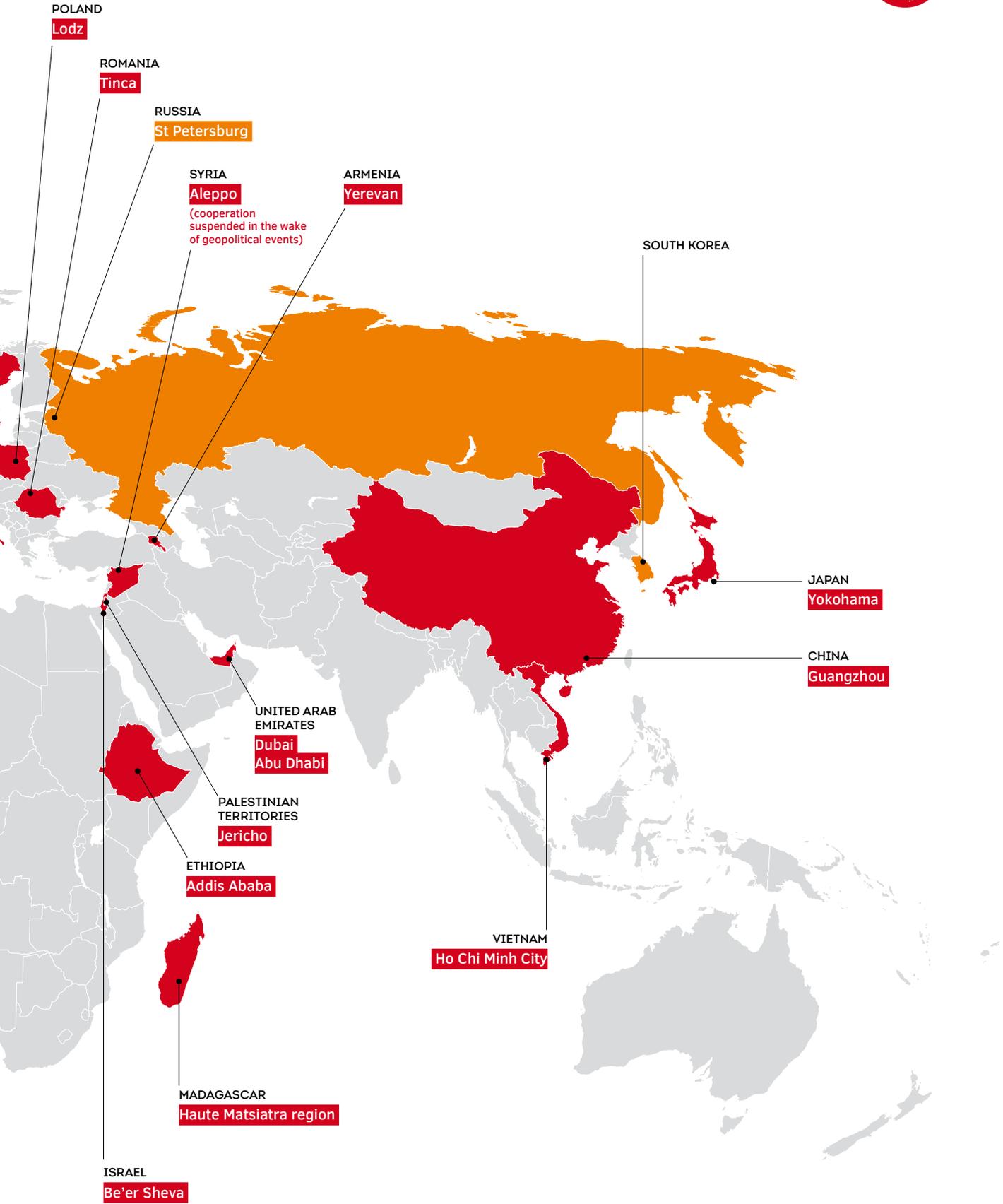


Inauguration of the International Institute for Francophonie (ZIF) in Lyon by Abdou Diouf, the General Secretary of the International Organisation of La Francophonie. Lyon III University June 2014

# PARTNER CITIES: GLOBAL REACH



- PARTNER TERRITORIES
- NEW TARGET TERRITORIES



# — ONE TEAM, THREE FIELDS OF ACTION —

The International Relations Department is organised around three areas of action: international projects and partnerships, development cooperation, and European affairs.



## INTERNATIONAL PROJECTS AND PARTNERSHIPS

Numerous international cooperation actions and projects implemented by the City and Lyon Métropole have been developed over recent years. **Close links based on trust have been forged** with historic partner cities such as Turin, Barcelona, Milan, Lodz, Leipzig, Frankfurt, Gothenburg, Guangzhou, Montreal and Yokohama. New partnerships have also been developed with strategic territories such as Boston, Dubai and Saint Petersburg.

**Our local authorities are also active in international city networks.** These alliances help to position local authorities as essential players in global development and facilitate the development of local projects of international importance.

### OUR MISSIONS

**TO DEVELOP** cooperation with our partner cities throughout the world in line with Lyon's strategic challenges.

**TO REINFORCE** the internationalisation of the territory and its main economic, cultural and academic players.

**TO PROMOTE** Lyon's assets on the international stage.

**TO DRAW** inspiration from good practices in Europe and the world, in particular in the area of Lyon Métropole's new responsibilities.

**TO PROMOTE** knowledge and recognition of Lyon's specific expertise in the key networks of local authorities in Europe and worldwide.

**TO COORDINATE** political missions abroad and to welcome foreign delegations.

### PROJECTS AND ACTIONS

#### IN ASIA

#### Lyon and Japan together building the city of the future

A long-standing relationship with Japan led to the signature in 2010 of a cooperation agreement with the Japanese public innovation agency, NEDO. This agreement formed the basis for the Hikari project, the first energy-positive mixed-use building complex in France. Designed by the famous Japanese architect Kengo Kuma, this project is an integral part of the "Lyon Smart Community" in the Confluence district. It includes a fleet of shared electric vehicles, energy-monitoring tablets available to the housing units and a data-analysis system for the building's energy consumption and production. It is one of the most iconic sustainable urban development projects in Lyon's Confluence district.



Hikari complex of three buildings, part of the "Lyon Smart Community" project.



Welcome for the President of the People's Republic of China, Xi Jinping, at the New Franco-Chinese Institute. March 2014

## The Franco-Chinese Institute: a symbol of strong relationships between Lyon and China

The creation in 1921 of the Franco-Chinese Institute arose from China's policy of openness to occidental studies in the early 19<sup>th</sup> century. The institute was the first Chinese university outside China and from 1921 to 1946, it welcomed 473 students, including 52 women.

The New Franco-Chinese Institute, inaugurated in March 2014 by the President of the People's Republic of China, Mr Xi Jinping, today plays an important role in relations between France and China. Located in Lyon's 5<sup>th</sup> arrondissement, this venue is a historic site and a place of exchange and culture, where artistic projects are promoted. In addition, it is a platform for higher and secondary education for Chinese and French businesses while also bringing together the Franco-Chinese associations in Lyon.

## IN NORTH AMERICA

### A new alliance between Lyon and Boston

After a 2-year exploratory period, an agreement was signed in 2016 with the city of Boston, the capital of Massachusetts. This partnership was developed in order to support stakeholders from Lyon in their international development. Boston is renowned for its eco-system which stimulates innovation, entrepreneurship and technology transfer in a framework of prestigious academic and cultural institutions, namely Harvard and the MIT. And thus the Big Booster project was born - a project which provides support to start-ups in their quest for internationalisation by connecting them to a network of French and international companies, experts and investors. Big Booster targets entrepreneurs in the areas of biotechnology, cleantech and the digital sector, reflecting Boston's and Lyon's sectors of excellence.

## IN EUROPE

### Turin and Lyon united

In 2012, Turin and Lyon renewed their partnership agreement, with a strong cultural focus. In 2014, Lyon Métropole supported the initiative carried by the Biennale de la Danse, which is developing its collaboration with the Torino-Danza festival. For the tenth anniversary of the Biennale procession, 872 amateur dancers from the metropolitan area of Lyon and from Turin paraded through the streets of the two cities under the direction of the choreographers Denis Plassard and Elena Rolla. This was a project combining an artistic dimension with citizen participation. And the experience is set to be repeated in 2016, with 200 amateur dancers and musicians from Turin welcomed to Lyon for the Biennale parade.



A group of amateur dancers from Lyon and Turin at the Biennale Dance parade. Rue de la République. September 2014

### Lyon and Leipzig: a partnership of Art and Culture

In 2009 and 2014, artistic teams from Lyon produced light creations on two iconic buildings in Leipzig to commemorate the peaceful revolution by the citizens of the former GDR in late 1989, which led to the fall of the Berlin Wall.

In recent years, the National Fine Art School of Lyon, the Leipzig Academy of Visual Arts (HGB), the regional conservatory, the Johann Sebastian Bach Music School, the Biennial of Contemporary Art, the Baumwollspinnerei Gallery, the Lyon Municipal Library and the Leipzig Museum of Printing have regularly collaborated on joint artistic projects presented to the public in both cities.



## DEVELOPMENT COOPERATION

Continuing a long tradition of solidarity, Lyon is involved in development cooperation actions with local authorities in Africa, Central and Eastern Europe, the Maghreb, the Near East and Asia. The aim of these partnerships is to support the development of emerging local authorities in their economic, social, environmental and cultural policies.

As a fully-fledged local public policy, this development cooperation action is recognised by international development agencies. It is in line with the strategy of the French Ministry for Foreign Affairs and International Development, combining sustainable development and the fight against poverty.

### OUR MISSIONS

**TO REINFORCE** the local expertise of partner cities (public policies, democracy, sustainable development etc.).

**TO PROMOTE** economic and social development (economic support, fight against poverty, urban development etc.).

**TO INVOLVE** businesses, associations and institutions in our territories by establishing a coherent framework for cooperation.

**TO BE INVOLVED** in the projects of international development agencies which rely on the know-how of local authorities.

**TO PROMOTE** cooperation between cities in the South, by supporting exchanges of experience between them.

### Lyon Métropole's solidarity and sustainable development fund for water

Arising from the Oudin law, the water fund (Fonds eau) allows Lyon Métropole, its operator (Eau du Grand Lyon - Veolia) and the Agence de l'Eau Rhône Méditerranée Corse (AERMC), to finance projects proposed by local authorities and NCO's in order to improve access to potable water and sanitation in developing countries. Since its creation in 2005, 10 million euros have been invested in Africa, Asia and the Mediterranean countries, helping to improve access to water and sanitation for over 1.5 million people.

### PROJECTS AND ACTIONS

#### OUAGADOUGOU / BURKINA FASO

##### Modernising urban services

Since 1993, Lyon has been working with the Burkinabe capital to assist its municipal services in addressing urban management and development challenges. Jointly funded by the French Development Agency (AFD) and the Ministry for Foreign Affairs, Lyon supports Ouagadougou in implementing the main urban public services, such as waste management, safety, roads, planning and urban mobility.

This cooperation has allowed solid and sustainable links to be forged between the two cities' technical services. In the area of culture, the street theatre festival held in Ouagadougou has benefitted from the support of the Frappaz studios (the Metropolitan Street Arts Centre, based in Villeurbanne).

#### RABAT / MOROCCO

##### Serving urban mobility

The City and Lyon Métropole together with their partners (SYTRAL, the Joint Public Transport Authority for the Rhone and Greater Lyon, the Centre of Studies and Expertise on Risk, Environment, Mobility and Development, and the Urban Development Agency of the Lyon Metropolitan Area) have been present in Rabat-Salé since 2007. They provided funding from the French Development Agency for the Rabat Salé Tramway Company when it was bringing the tramway into operation. This cooperation is set to continue in 2017 with support for the Rabat-Salé agglomeration's implementation of its urban transport plan.



Working meeting  
Mr Vincent, Mr Sadiki,  
Mayor of Rabat, and  
Ms Zaidi, Deputy Mayor.  
February 2016

#### TINCA / ROMANIA

##### Towards greater social inclusion

Lyon Métropole supports the association "Cities in Transition" in its mission to improve the living conditions of disadvantaged populations in the city of Tinca, Romania. The project has been implemented through a number of initiatives:

- a 300 m<sup>2</sup> multi-functional centre to facilitate the population's access to basic hygiene services (toilets and laundry),
- a social action programme (childcare centre, support for schools, assistance in social projects). In parallel, the provision of an electricity supply to a Roma district has helped improve daily life.



## EUROPEAN AFFAIRS

### TWO GEOGRAPHICAL LOCATIONS: LYON <-> BRUSSELS

Following the example of other local authorities, Lyon Métropole has formed its own in-house engineering team dedicated to European affairs (programmes, funding and networks). **However, Lyon differs from other cities in France in that its team has two geographical bases: Lyon and Brussels.**

This was decided as a permanent representation in Brussels allows the territory to be promoted to European decision-makers, funding opportunities to be seized and collaboration with potential partners to be developed. Lyon is a member of major European and French city networks, such as the French Association of The Council of European Municipalities and Regions (AFCCRE) and Eurocities. They both work to promote recognition by European institutions of the role, specific nature and importance of local authorities.

### MOBILISATION OF THE EUROPEAN SOCIAL FUND TO SUPPORT VULNERABLE PUBLICS

Since 1 January 2015, Lyon Métropole has been managing the European Social Fund (ESF). By controlling a fund of 6 million euros per year, or 25 million through to 2020, it will be able to optimise public employment and inclusion policies addressing long-term unemployment issues. These funding sources are, in a context of budget reductions, a real support for the implementation of effective public policies.

### OUR MISSIONS

**TO INVEST** in local authorities by providing funding to support the structural projects of the Métropole and its partners.

**TO COMMIT** Lyon Métropole to a European Social Fund management approach in order to support policies of inclusion.

**TO CONFIRM** Lyon Métropole's commitment to territorial solidarity by the implementation of Integrated Territorial Investment (ITI) which has 8 million euros of ERDF through to 2020, to support the metropolitan area's vulnerable districts (thermal renovation projects for social housing, entrepreneurship development and digital usage).

**TO REINFORCE** the presence of Lyon Métropole on the European scene thanks to the Brussels office.

**TO PROMOTE** the development of a European dimension, thus improving public services.

**TO DEVELOP** collaborative European projects as a factor of innovation in local sectoral policies.



### FOCUS ON EUROPEAN UNION FUNDING OPPORTUNITIES

## Funding for projects and public policies

The "Europe 2020" strategy, adopted in March 2010 by the European Commission, aims to stimulate innovative, inclusive and sustainable growth for all European territories. Funding programmes therefore support a large number of local public policies (social and territorial cohesion, the environment and sustainable development, mobility, culture etc.). Thus, in 2015, these various funding programmes supported the projects of the City and Lyon Métropole with more than 5 million euros. Numerous areas are concerned such as culture (joint "Autoportraits" exhibition of Lyon, Edinburgh and Karlsruhe, at the Museum of Fine Art), mobility (traffic control in the city), innovation (internet of things and urban development) and energy transition (development of the Confluence district).

## Stimulating collaboration

European funding is a strong incentive for the development of local and European partnerships by mobilising public and private partners. Lyon Métropole is focussing on the European dimension of its structural projects by, for example, developing the Confluence district, which has received 7 million euros from the Horizon 2020 programme.

## Smarter together

Smarter Together unites Lyon, Munich and Vienna in a project selected by the European Commission in the context of the Horizon 2020 "Smart Cities and Communities" programme.

This project brings together 30 partners from 9 countries (local authorities, research centres, industry, design and engineering offices, universities) and will receive 24 million euros from the European Union. The aim is to accelerate the implementation of innovative solutions in the area of renewable energy production and distribution, the thermal renovation of housing, sustainable mobility and the smart management of energy consumption.

In Lyon, this project will be developed in the Confluence district over a 5-year period.

> [www.smartertogether.eu](http://www.smartertogether.eu)



The partners at the project launch in Lyon. March 2016.

LYON'S INTERNATIONAL ACTION: WORKING TOGETHER



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