



WELCOME TO

# PAYS DE LA LOIRE

A LAND OF INNOVATIONS



**TEAM  
FRANCE**  
—EXPORT—



Région  
**PAYS DE LA LOIRE**

# A CONNECTED- TO-THE-WORLD REGION

© Région des Pays de la Loire / ouest Médias

The Pays de la Loire region is an area open to the world, ideally located with 450 km of coastline. Connected to the world, it boasts a high-performance infrastructure network of land, sea and air transport.

**GRAND PORT MARITIME  
NANTES SAINT-NAZAIRE**  
THE LEADING PORT  
ON THE ATLANTIC SEABOARD

**NANTES ATLANTIQUE AIRPORT**  
THE 1ST INTERNATIONAL AIRPORT  
IN WESTERN FRANCE

**TGV HIGH-SPEED TRAIN**  
20 RETURN TRIPS PER DAY TO PARIS

**A DENSE 660-KM  
MOTORWAY NETWORK**



**Christelle Morancais**  
President  
of the Pays de la Loire  
Regional Council

« *In Pays de la Loire, we are fortunate to live in a dynamic and attractive region. An area renowned as being the best place to live, study, work and do business. A region with a wealth of assets we are keen to share with visitors, who are sometimes charmed, sometimes surprised, but always won over by our beautiful Pays de la Loire region.* »



## A young and attractive region

**3.8** MILLION  
INHABITANTS

### The 3<sup>rd</sup>

YOUNGEST REGION IN FRANCE:  
1 in 4 inhabitants is under 20 years old

**+ 25,000**

INHABITANTS/YEAR (Insee 2019)

### The 1<sup>st</sup>

FRENCH REGION  
FOR QUALITY OF LIFE  
(BVA Salesforce 2018 opinion poll)



## An active and innovative region

**128,000** SMEs  
spread throughout the region

**33,000**  
COMPANIES FOUNDED  
in 2019

**10** WORLDWIDE  
COMPETITIVE CLUSTERS

**1** innovative clusters network

**6.7%**

ONE OF THE LOWEST UNEMPLOYMENT RATES IN FRANCE  
(Insee, in the first quarter of 2020).



## A top tourist region

**19** MILLION  
VISITORS welcomed  
each year

**450** KM OF COASTLINE

**2** ISLANDS and **4** REGIONAL  
NATURAL PARKS

**125**

CASTLES AND REMARKABLE  
ARCHITECTURAL SIGHTS

### INTERNATIONALLY RENOWNED ATTRACTIONS:

24 HOURS OF LE MANS,  
VENDÉE GLOBE,  
PUY DU FOU, 1<sup>st</sup> theme park in the world,  
FONTEVRAUD ROYAL ABBEY,  
LA FOLLE JOURNÉE DE NANTES...



## One region, many talents

**294,000**  
HIGH-SCHOOL PUPILS AND STUDENTS

**15,000**  
R&D RESEARCHERS

**over 110**  
RESEARCH LABORATORIES



# A LAND AN ECONOMIC OF EXCELLENCE

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## A winning area,

the Pays de la Loire region attracts entrepreneurs and investors from all around the world:

**1,000**  
COMPANIES WITH FOREIGN  
CAPITAL ESTABLISHED

**66,000**  
SALARIED JOBS

### TOP 3 COUNTRIES REPRESENTED:

United States	19.5% of jobs
Germany	18.9%
Netherlands	14.5%



## A region of industrial excellence,

Industry leaders from different key sectors, such as **Chantiers de l'Atlantique, Airbus, Beneteau, Lactalis, LDC, Manitou** are historically established in Pays de la Loire and others as **Longchamp** and **Louis Vuitton** have chosen to set up business in the Pays de la Loire.

**198,000**  
COMPANIES

**1.6**  
MILLION JOBS

**16%**  
OF JOBS IN THE REGION



## An innovative region,

Pays de la Loire aim to support all businesses that put creativity and rolling out innovative solutions at the heart of their development strategy. To this end, **the region has 6 Technocampuses** – unique innovation platforms – based on **6 key themes for the industry of the future:**

### COMPOSITES

**OCEAN**  
(naval and marine energy)

### FOOD

**SMART FACTORY**  
(virtual reality)

### ELECTRONICS & IoT

(Internet of Things)

### ROBOTICS

**In the health field**, the region is positioning itself as a leader in the health of the future and innovating thanks to its researchers and state-of-the-art hospitals and clinics:

### NANTES UNIVERSITY HOSPITAL

ONE OF THE TOP 10 NATIONAL RESEARCH HOSPITALS

### ANGERS UNIVERSITY HOSPITAL

SPECIALISING IN CARDIAC SURGERY

### ICO NANTES-ANGERS CANCER INSTITUTE

ONE OF THE LEADING NATIONAL AND EUROPEAN CENTRES IN THE FIGHT AGAINST CANCER



**A nourishing earth**, the Pays de la Loire region counts **170,000 jobs** in agriculture and agri-food. This is the 1<sup>st</sup> regional economic sector.

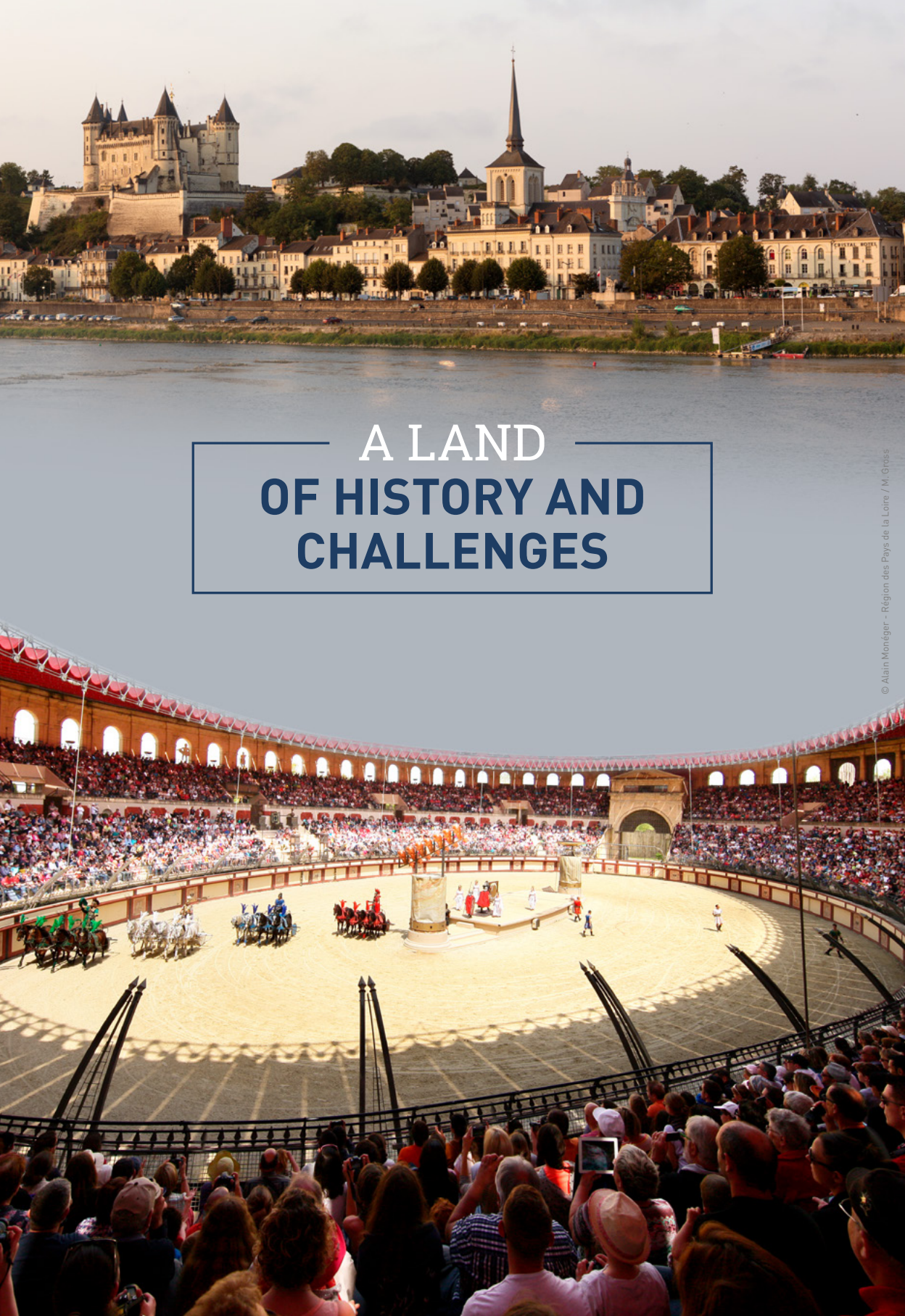
**72%**

OF THE REGIONAL TERRITORY DEDICATED TO FARMING PRODUCTION

### AGRI-FOOD LEADERS:

SODEBO, CHARAL, LACTALIS, YOPLAIT, UNITED BISCUITS, LDC, FLEURY-MICHON, TIPIAK, TERRENA...





# A LAND OF HISTORY AND CHALLENGES

© Alain Monégier - Région des Pays de la Loire / M. Gross



## A land of history,

the Pays de la Loire region displays its rich historical, cultural and artistic heritage.

**THE LOIRE VALLEY CHÂTEAUX**

**FONTEVRAUD ROYAL ABBEY,**  
a UNESCO-listed world heritage site

**LE PUY DU FOU, LE VOYAGE À NANTES, LES MACHINES DE L'ÎLE...**



## A land of challenges,

the Pays de la Loire region welcomes millions of fans during major international sporting and cultural events.

**VENDÉE GLOBE,**  
a solo non-stop yacht race around the world without assistance

**24 HOURS OF LE MANS,**  
a legendary automobile race

**LA FOLLE JOURNÉE DE NANTES,**  
a popular classical music festival that has been taken up by several major cities...



## A region that makes an excellent place to live,

it enjoys an incomparable quality of life, a wide variety of landscapes and terrains, and an unequalled array of natural treasures.

**450 KM**  
of coastline

**3000 KM OF CYCLE ROUTES:**  
Loire à Vélo  
Circuit Vélocéan

**4 REMARKABLE REGIONAL NATURAL PARKS**



[paysdelaloire.fr](http://paysdelaloire.fr)  
[agence-paysdelaloire.fr](http://agence-paysdelaloire.fr)  
[teamfrance-export.fr](http://teamfrance-export.fr)  
[business-solutions-atlantic-france.com](http://business-solutions-atlantic-france.com)



**YouTube**

***A wonderful day in Pays de la Loire***

Watch on Youtube / Paysdelaloire

**TEAM  
FRANCE**  
— EXPORT —



Région  
**PAYS DE LA LOIRE**