

PROVENCE

ALPES

CÔTE D'AZUR



# SUD Provence-Alpes-Côte d'Azur

Presentation and business opportunities

Entrepreneurship in the South of France seminar 22/10/21

# Who are we - RISING SUD: THE ECONOMIC DEVELOPMENT AGENCY FOR THE REGION SUD



[Motion design risingSUD 2020 – version anglaise - YouTube](#)



# Who are we - RISINGSUD: A LOCAL EXPERTISE COMMITTED TO YOUR SUCCESS

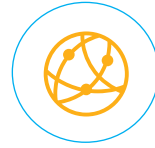
## 1/ A FREE AND CONFIDENTIAL ASSISTANCE DEDICATED TO YOUR INVESTMENT PROJECT



Site location support  
and visits



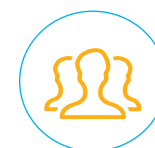
Assistance in setting up  
your structure in  
France



Connection with the  
local ecosystem



Grants and funding  
support



HR Support

## 2/ A RANGE OF AFTER CARE SERVICES ONCE YOUR INSTALLATION IS COMPLETE



**EXPAND** your company internationally



**DEVELOP** major structural projects



**ACCELERATE** the growth of your business



experts

 In 2020, out of 77 foreign investment projects accompanied, 6 were coming from the Netherlands, generating 75 jobs!

# WHY SUD, PROVENCE-ALPES-CÔTE D'AZUR?

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## 8 reasons to invest in Region SUD

1. A thriving and attractive regional economy
2. A region with a global reach and international renown
3. The #3 French region for Innovation
4. A region dedicated to the Industry of the Future
5. The region's talent pool, the added value you need
6. On pace to become the #1 green region in Europe by 2050
7. Get established in the smart city!
8. A remarkable quality of life and a sublime natural environment



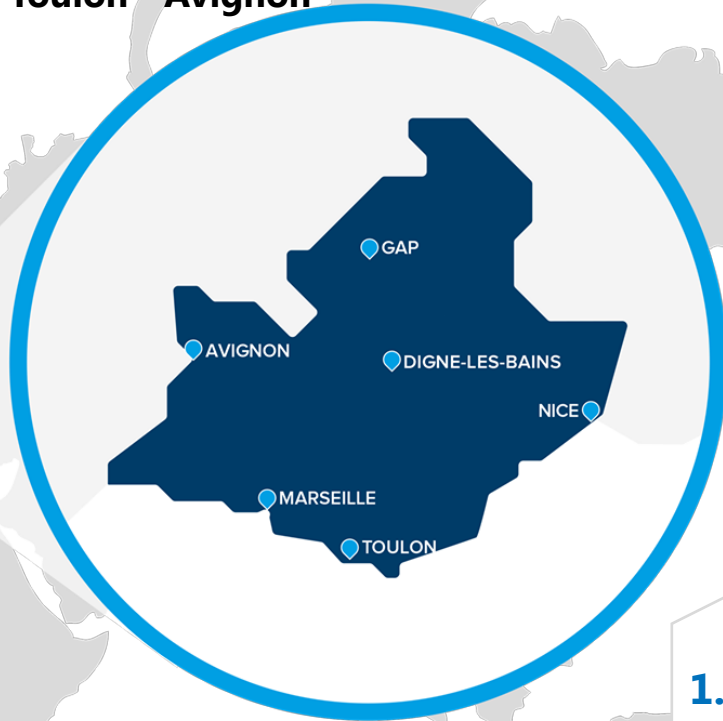


# WHY SUD, PROVENCE-ALPES-CÔTE D'AZUR?

**5 000 000** inhabitants

The only French region with 4 major metro areas

**Marseille – Nice – Toulon – Avignon**



## Ideal Location

At the crossroads between: Europe <> Africa <> Middle East



## Open to Talent & Innovation

### #1 University in France:

Aix-Marseille University (77 000 students)

**161 000 total students** (18 000 international students)

### #2nd region in France for R&D

29 000 R&D employees including 13 800 researchers

**The biggest technology park in Europe** : Sophia-Antipolis



## Work-Life Balance

**From mountain to sea:**

135 marinas & 70 winter sports resorts



**6**  
technology  
parks

**2 200+**  
foreign  
companies

**GDP**  
**€170b**

**1.9 million**  
jobs

# A WELL CONNECTED HUB

PORT OF MARSEILLE-FOS  
#1 FRENCH PORT (FREIGHT)

PORT OF TOULON  
#1 EUROPEAN MILITARY PORT

2

INTERNATIONAL  
CARGO PORTS



MARSEILLE PROVENCE AIRPORT  
#2 FRENCH AIRPORT (FREIGHT)  
10 MILLIONS PASSENGERS  
120 DESTINATIONS IN 34 COUNTRIES

4

INTERNATIONALLY  
CONNECTED  
TRAIN STATIONS



NICE CÔTE D'AZUR AIRPORT  
14,5 MILLIONS OF PASSENGERS  
121 DESTINATIONS IN 44 COUNTRIES

TRAVEL WITH TGV

Paris, Amsterdam, Barcelona, Madrid,  
Frankfurt, Geneva, London, Brussels,  
Luxembourg, Basel, Monaco, Genoa,  
Milano, etc.



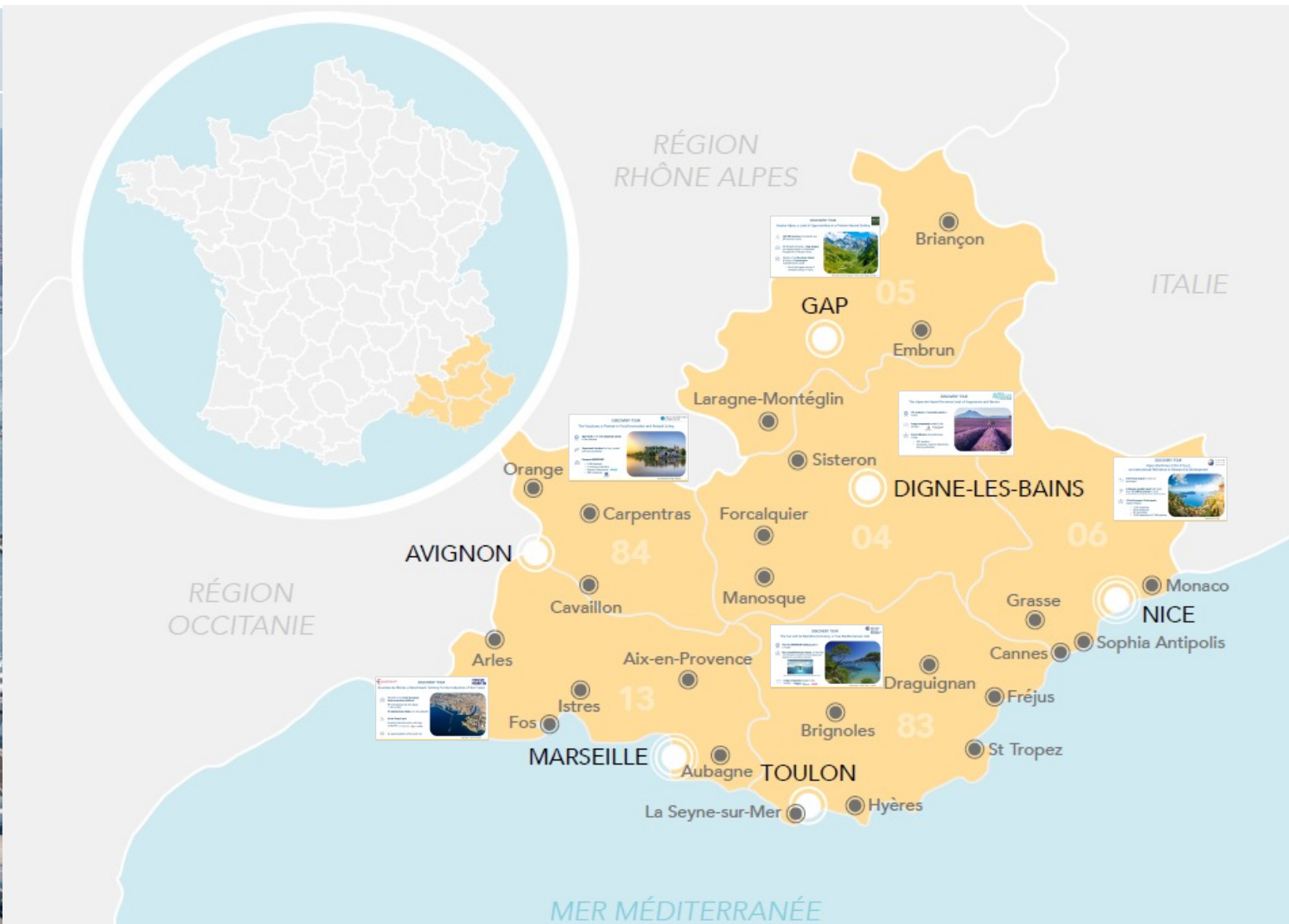
2  
INTERNATIONAL  
AIRPORTS





# DISCOVERY TOUR

## REGION SUD TERRITORIES





# DISCOVERY TOUR

## Alpes Maritimes (Côte d'Azur), an international Reference in Research & Development



**#2 French airport** in terms of  
passengers



**A famous seaside resort** with more than  
**13 million tourists in 2019:** *la French  
Riviera, le Festival de Cannes, la Baie des Anges...*



**#1st European Technopole:** Sophia-  
Antipolis

- 2.500 companies
- 38.00 employees
- 80 nationalities
- 4.500 researchers & 5.500 students





# DISCOVERY TOUR

## The Alpes-de-Haute-Provence, land of fragrances and flavors



**#1 producer of aromatic plants in France**



**Large companies located in the territory**



L'OCCITANE  
EN PROVENCE



**Innov'Alliance Competitiveness Cluster**

- **440 members**
- **Companies, research laboratories, training institutions**





# DISCOVERY TOUR

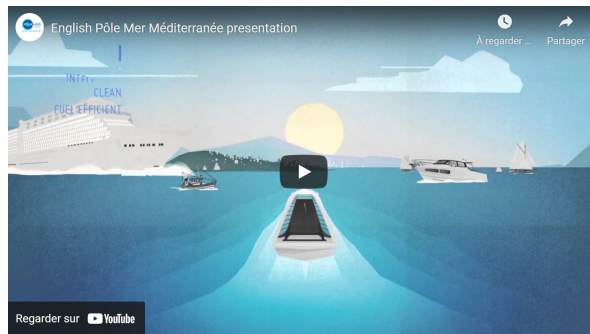
## The Var and its Maritime Economy, a True Mediterranean Hub



**The #1 EUROPEAN military port is in Toulon**



**Sea competitiveness cluster, or Pole Mer:**  
*#1st European scientific and technological park dedicated to sea & littoral activities.*



[Mission statement & challenges - Pôle Mer Méditerranée \(polemermediterranee.com\)](https://polemermediterranee.com)



**Large companies located in the territory**

**NAVAL**  
GROUP

**eca**  
ROBOTICS

**Coca-Cola**



Porquerolles – Photo credit : J. Quetin



## Bouches-du-Rhône, a Benchmark Territory for the Industries of the Future



**Marseille is the #1st European interconnection platform**

**9th international hub (for datas)  
4th in 2023**

->

**15 submarines cables (+2 new projects)**



**#1st French port**

**A leading Industrial sector with large companies:**   



**An experimentation of the smart city**



# DISCOVERY TOUR

## The Vaucluse, a Pioneer in Food Innovation and Natural Living



**Agri-food is the #1 industrial sector in the Vaucluse**



**Important location for fruit, cereals and wine production**



### **Campus AGROPARC**

- 6 000 students
- 14 training institutions
- Research laboratories **INRAE**
- 580 companies



*Saint-Bénézet's bridge, Avignon*



# DISCOVERY TOUR

## Hautes-Alpes, a Land of Opportunities in a Pristine Natural Setting



**120 000 hectares of protected area**  
**27 mountain resorts**



**Aix-Marseille University – Gap campus**  
**one degree program in Sustainable**  
**Management of Mountain Areas**



**Member of the Mountain Cluster**  
**& Partner of Capenergies**  
**Competitiveness Cluster**

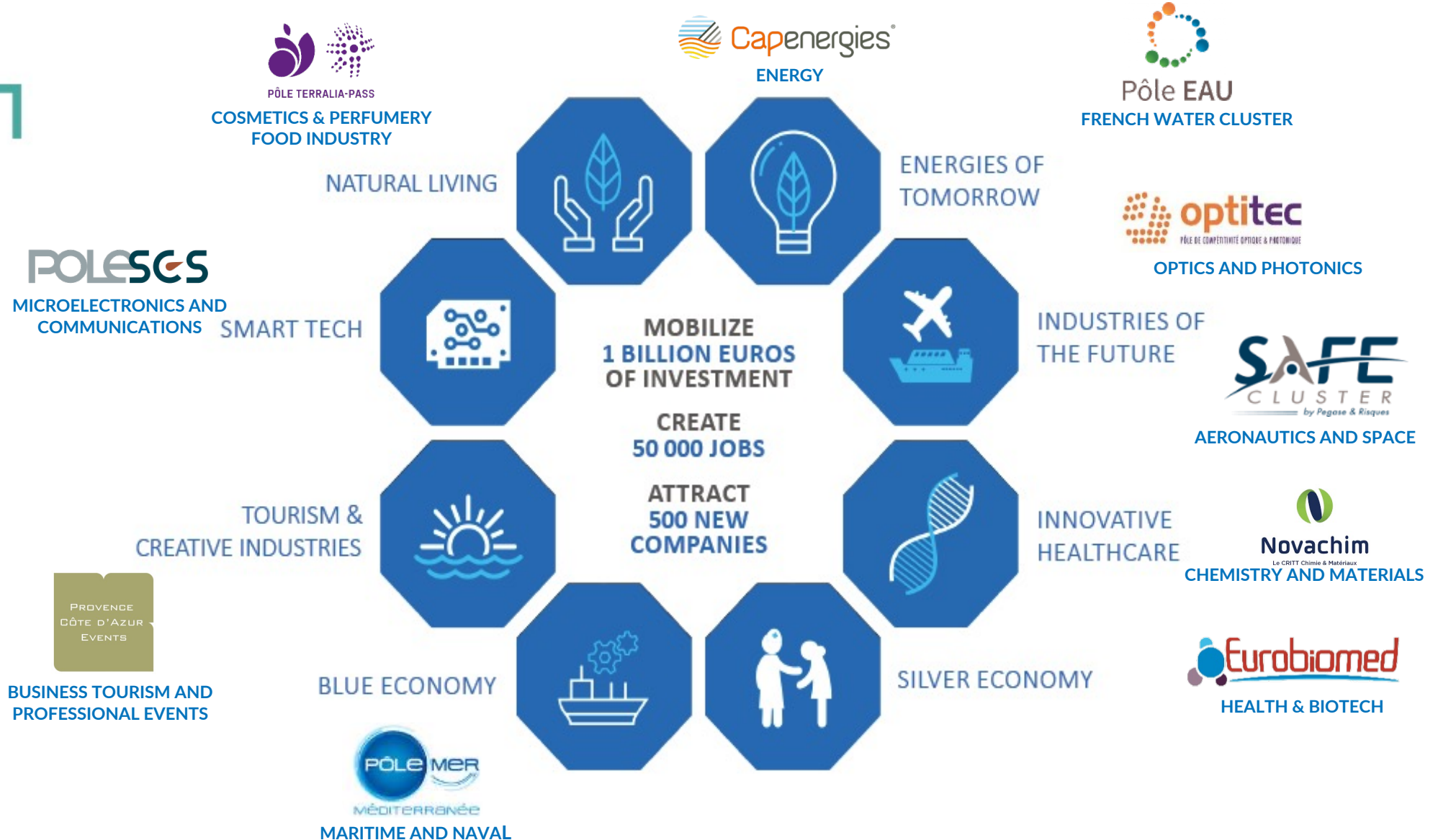
- **One of the biggest sources of renewable energy in France**



# OUR REGION'S 8 STRATEGIC SECTORS: OPERATIONS OF REGIONAL INTEREST (OIR)

## THEY'VE CHOSEN THE SUD REGION

- Airbus Helicopters
- CMA CGM
- L'Occitane
- Thales
- Dassault
- Naval Group
- Saint-Gobain
- Amadeus
- Malongo ARM
- Symphony
- Infosys
- Expedia
- Voyage Privé
- Haribo
- STMicroelectronics
- ArcelorMittal...





# A STRONG AMBITION : THE REGION'S CLIMATE PLAN



RÉGION SUD  
PROVENCE-ALPES-CÔTE D'AZUR  
UNE COP D'AVANCE

The Region SUD aims to be **the 1<sup>st</sup> Region in Europe for environmental protection** through its "Keep a COP (Climate Change Conference) ahead" policy. To realize such ambition, the Region plans to **invest 4bn€ between 2021 and 2025 in renewable energies** and **in the eco-industries of the future**, with the following objectives:

- **Achieve carbon neutrality by 2050**
- **Support initiatives and companies** promoting ecology and energy transition
- **Support the development of renewable energies, especially hydrogen technologies:** a new regional hydrogen plan has been unveiled in 2021 to promote low carbon produced from electrolysis and biomass.
- Development of new mobility practices

## OTHER KEY MEASURES

- Program 0 waste in the Mediterranean
- Rethinking the Smart Cities model to bring the city and nature together
- Coordinate actions regarding water demand and water quality on the territory.
- Develop the waste recycling, eco-design and industrial ecology sectors

# CLEANTECH AS A LEADING REGIONAL SECTOR

## THE SUNNIEST REGION IN FRANCE



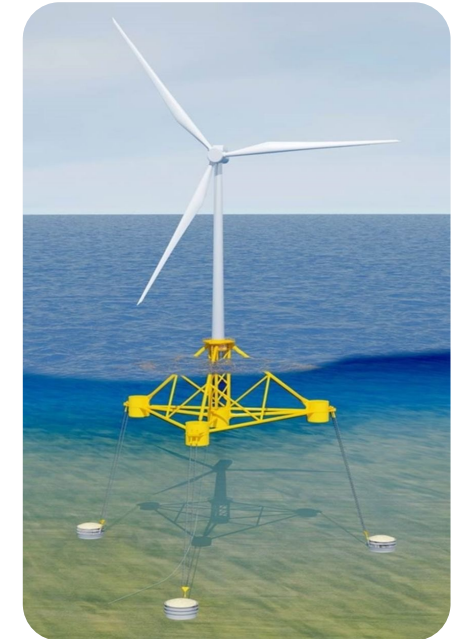
- **2,800 hours of sunshine** on average
- **The 1st French region** in terms of photovoltaics: 14% of French production



## 2 GW FROM FLOATING OFFSHORE WIND TURBINES BY 2050



- **Top 3 wind deposits** in Europe
- **1 demonstrator project "Provence Grand Large"** (3 wind turbines of 3MW)
- First commercial calls for projects **by 2022**



## WASTE RECOVERY AS AN OPPORTUNITY FOR BIOGAS PRODUCTION



- Enough waste for an **estimated biogas production of 5.4 TWh/year**.
- Sufficient potential to build **74 biogas production units of 6MW** in the region.
- Several demonstration projects (e.g. **Green Gas Provence, Combrigreen...etc.**).

## AT THE FOREFRONT OF THE SMART GRIDS TECHNOLOGIES



- **"Flex Grid"**, a national smart grid project from 2016 to 2020
- **24 projects** supported

## THE 1<sup>ST</sup> HYDROGEN PRODUCTION PLATFORM BY 2024

- More than **133 companies** working on hydrogen
- More than **30 projects** in progress (Jupiter 1000, Hynovar, etc).





# SECTOR FOCUS : CLEANTECH

## A STRUCTURED ECOSYSTEM



### DEDICATED CLUSTERS

- **Aqua Valley** in one of the three competitiveness clusters that support water sector in France (more than 200 members).
- the **EA Eco-entreprise cluster**: a unique organization dedicated to the **circular economy and environmental sectors: water, waste, renewable energies, etc.** (160+ members)
- **Capenergies** the smart energy cluster (530 members and 1800 partners).



### A DEDICATED TECHNICAL PARK

- **Arbois Méditerranée is the leading technical park dedicated to environmental technologies .**  
It gathers more than 400 researchers, 400 students, 4 technological platforms, 30 scale-ups and 40 startups.  
In addition to its business centers, the technology park houses a business incubator for cleantech companies



### AMONG OTHER ASSETS

- Hydroelectric installations on the Durance (2 000 MW)
- Cadarache (the #1 R&D site in Europe for nuclear energy)
- **ITER (International Thermonuclear Experimental Reactor), the international nuclear fusion project**: one of the most ambitious energy projects in the world today, ITER involves 35 countries working together in the South of France to build the world's largest tokamak. This experiment is designed to prove the feasibility of fusion as a large-scale, carbon-free energy source based on the same principle that powers the sun and stars.



# A UNIQUE TESTING GROUND FOR CLEANTECH



## SMART CITY

2 National Programs "Smart City"  
**MARSEILLE-EUROMEDITERRANÉE  
& ECOVALLEY PLAINE DU VAR**



## SMART MOUNTAIN

**Environment preservation**  
of mountain territories



## SMART BUILDING

**50,000** homes renovated since 2017  
**MEDGREENB project : Energy renovation**  
of Mediterranean buildings



- **+ € 10 billion of investment** in smart cities programs
- A testing ground of more than **25 000 acres**
- Demonstrations of revolutionary technologies : smart buildings, smart heating, smart parking, etc.



City Lab", an initiative of the metropolis "Toulon Provence Méditerranée", is an R&D project **dedicated to the city of the future.**

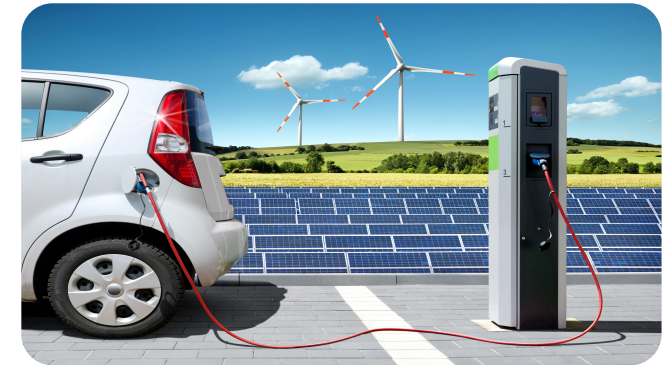
**MED'INNOVANT** is part of an operational strategy to launch, in the short- to medium-term, pilot and demonstration projects within the Euroméditerranée **Eco-City** in the field of **water cycle optimisation**, waste management, low carbon transportation... etc.





# SECTOR FOCUS : SUSTAINABLE MOBILITY

- **Our region's current focus lies on the decarbonization of the mobility sector**, through the development of **hydrogen, batteries and bio NGV technologies**.
- **Our region has launched its "Zero emission on road" plan for 2021-2023, underlining a strong support for electric, hydrogen and BioNGV mobilities.** This new plan is encouraging further development of charging stations on our territory, the coupling of electric vehicle charging facilities with locally produced renewable energy and provides grants to acquire green and NGV vehicles. **Public transportation is similarly turning more and more towards decarbonized solutions.**
- **Several sustainable mobility projects are currently being developed:**
  - **Hynomed:** a decarbonized land and maritime mobility program
  - **CATHyOPé** : "High Autonomy, High Tonnage, Electric-Hydrogen, 0 Pollution, Economic Truck" operating with a high-power hybrid electric / electric hydrogen powertrain
  - **Hyammed:** A fleet of 8 hydrogen trucks and a line of 3 hydrogen buses in the Ulysse network of the Aix-Marseille-Provence metropolis
  - **Hygreen Provence:** production and deployment of green hydrogen
  - **MassHylia:** production of hydrogen by electrolysis



## A SMART VEHICLE INITIATIVE IN COTE D'AZUR

### ASSETS

- +35 major industry players
- Cross innovation between Sophia Antipolis and Nice Côte d'Azur Metropolis
- An ecosystem linking the entire IT value chain

### GOALS

- To conduct sustainable mobility projects
- To create a market oriented
- To become an experiment park for smart vehicles
- To use the automotive sectors as a key factor of attractiveness worldwide





# SMART MOBILITY: SUCESS STORIES IN THE REGION

The Hitachi logo is displayed in a bold, red, sans-serif font.

The Hitachi Group recently celebrated 20 years of presence in Europe's leading technology park. Opening of a research and development center in 2000: Hitachi Europe - Sophia Antipolis Laboratory (HSAL). This center was the second Japanese R&D center to be set up in Sophia Antipolis. Researches are now focused on new mobilities (sustainable mobility) and intelligent transport systems (connected and autonomous vehicles)

The Renault Software Labs logo features the word "SOFTWARE" in black, "LABS" in yellow, and "GROUPE RENAULT" in black below it.

A subsidiary of the Renault Group since 2017, Renault Software Labs is a **software R&D center** that develops software architectures and embedded systems integrated into connected, autonomous and electric cars. This innovation center brings together more than 400 engineers and is located on two sites, Sophia-Antipolis and Toulouse, at the heart of two ecosystems focused on the smart car.

The Vulog logo consists of a blue icon of three dots forming a triangle, followed by the word "vulog" in a blue, lowercase, sans-serif font.

Founded in 2006 by Georges Gallais, Vulog is the **European leader in car sharing technologies**. The start-up was accommodated within the Métropole Nice Côte d'Azur EC BIC before joining the Allianz start-up Accelerator in 2015.

The Wever logo features the word "wever" in a blue, lowercase, sans-serif font, with a red curved line underneath the letters.

Wever is the first platform to propose to reinvent an inclusive and efficient mobility by placing the user and the needs he expresses at the heart of the design of the offer. Wever offers to everyone the opportunity to express their needs, to test new solutions and to vote to put in place sustainably the ones that have the most interest.



# SECTOR FOCUS: A TERRITORY OF SMART TECH

## A MAJOR ECOSYSTEM:

**22 000**  
COMPANIES

**€ 14 billion**  
TURNOVER

**55 000**  
JOBS

## A DYNAMIC OF INNOVATION:

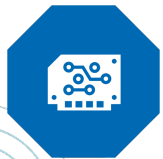
**167**  
R&D ESTABLISHMENTS

**12,000**  
PRIVATE RESARCHERS

## A SOUND TEACHING OFFER:

**500**  
TRAININGS

**10 000**  
STUDENTS



## A REGION COMMITTED TO INNOVATION AND DIGITAL TRANSFORMATION

ICT are part to the **8 Operations of Regional Interest (OIR)** identified as the core of the regional economy and as strategic sectors to **shape the economy of the futur**. Local governments and economic development agencies are fully committed to support these sectors.

**One billion euros** was invested in these ecosystems to ensure they remain global leaders in their 8 sectors, and notably be the **1<sup>st</sup> smart region in Europe** !



# A DYNAMIC COMMUNITY GATHERED AROUND SPECIALIZED CLUSTERS



The SCS (Secured Communicating Solutions) cluster is a world-class competitiveness cluster dedicated to digital technologies. It gathers 320 industrial players, large multi-national groups, SMEs and startups, research laboratories and leading universities in their fields.

- 310 members and partners
- 250 projects funded
- more than 1 billion euros R&D investments made



THALES



NXP AMADEUS



Medinsoft cluster is dedicated to the emerging of digital technologies leaders in Region Sud.

Medinsoft helps for business connecting, the development and PMEs, micro-enterprises, the organization of professional events, and the amelioration of the visibility of the ICT sector.



# A GRAVITY CENTER FOR AI PLAYERS



+12 AI pure players



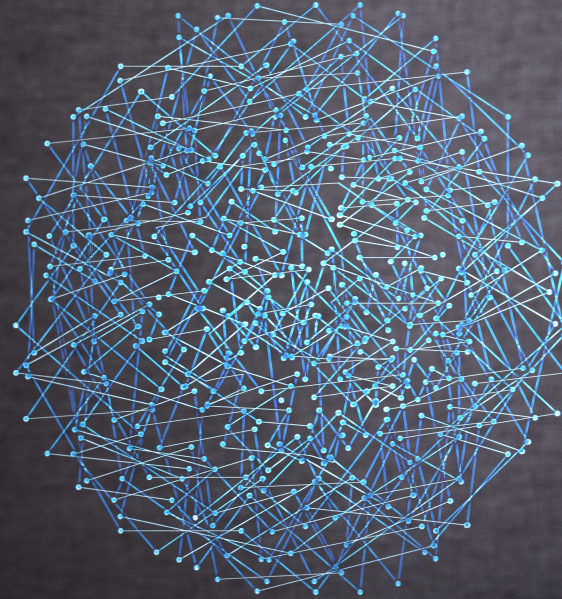
+80 startups and SME's



500 researchers in more than 30 research units



Labelised 3AI



## THEY CHOOSE THE REGION SUD:



**ICAIR**  
Industrial Council  
of Artificial Intelligence Research

## ON ORGANIZATION TO COLLABORATE:

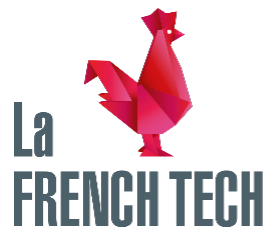
**11 big AI companies (NXP, Air France KLM, Orange, Amadeus, IBM...)** have chosen to settle their AI research laboratories in Sud. They decided to collaborate together, pooled their discoveries and testimony about their last researches. For this purpose, they created **ICAIR, the Industrial Council of Artificial Intelligence Research.**

## A PRESTIGIOUS PLACE FOR RESEARCH:

- **3IA Côte d'Azur** is one of the four "Interdisciplinary Institutes of Artificial Intelligence" in the **Sophia Antipolis' first science park of Europe.**
- **Microsoft** involved in the Aix-Marseille area by the **opening of the Lab reality experience.**
- **The Computer Science Laboratory of the University of Avignon (LIA)** is a **national and international leader** in human-machine dialogue, information retrieval, voice services and networks.



# THE FRENCH TECH NETWORK in REGION SUD



**La French Tech** represents all the actors of the French start-up ecosystem. It is a national network that recognizes territories where digital technologies are present and where growth conditions are gathered.

## #2 Capitals FT : Aix-Marseille & Côte d'Azur

## #2 Hubs FT : Avignon & Toulon

**180+**

Tech Champions  
(annual revenue > 5M€)

**More than 70 000**

Jobs in Tech

**The only**

French Tech Culture Label  
in France

## FRENCH TECH FUNDING PROGRAMS :



Program designed for entrepreneurs from all over the world who want to create their startups in France.



National program of support for strong growing companies in Digital, Industry and Health fields

# LIFE SCIENCES HIGHLIGHTS

## • FOCUS ON E-HEALTH !

They have chosen the Region Sud...

**omonovo**

Marketplace

**VOLTA**  
MEDICAL

Application of diagnostic

**xRapid**  
GROUP

Creation of a R&D center in 2016

Application of diagnostic

## A DYNAMIC SECTOR:

**41.000**

PRIVATE COMPANIES

**170**

RESEARCH  
LABORATORIES

**€18 billion**

TURNOVER

**2nd REGION**

In France for patents

**39.000**

SCIENCES STUDENTS

**170.000**

JOBS

## SECTORS OF EXCELLENCE:

Immunotherapy, **oncology**, infectious diseases, neurology



- **8 universities and 4 teaching hospitals**
- 6 hospital grouping and **more than 50 structures** across the territory
- The Aix-Marseille teaching hospital is the **2nd hospital grouping in France**



# LIFE SCIENCES ACTIVITY HIGHLIGHTS



## LEADING AND HIGH POTENTIAL COMPANIES:



## EXAMPLE OF STARTUPS:



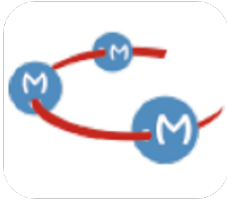
## THE EXAMPLE OF SANOFI

**An historical symbol of a health industry firmly established in region Sud.**

Sanofi is the **leading European group in the health and vaccines sector**. Sanofi has been established for a long time in the Southern Region, its **production plant at Sisteron**, has just celebrated its **centenary**. Active ingredients are produced there which require expertise and constant monitoring by the **680 employees** present on the site.



# RESEARCH CENTERS



The **Mediterranean Centre for Molecular Medicine (C3M)** is working closely with practitioners, particularly on cancer projects. The center has been a hotbed of innovation and has produced laboratories of excellence such as **Signalife, which explores new drugs to treat cancer and neurological and cardiac disorders.**



**Genetics Institute for Patients, Therapies, Innovation and Science will be the largest Euro-Mediterranean institute for the fight against rare genetic diseases.** The institute must see the day in Marseille and will bring together, more than 150 health professionals, 350 of the best French and international researchers, public institutions, teaching and research, 12 biotechnology companies, associations of patients, experts in drug development and all economic actors in the territory.



The **Center for Immunology Research of Marseille-Luminy** is one of the **Top Ten** immunology centers in the world.

- ✓ 20 research teams with core facilities
- ✓ Long-term collaborations with universities, hospitals, and private companies
- ✓ 3 biotech start-ups based on CIML work: **Immunotech, Innate Pharma, and Oz Bioscience).**



The **Pasteur Hospital in Nice** has fostered the creation of new organizations such as the **Fondation Claude Pompidou**, which focuses on the treatment, research and prevention of Alzheimer's disease, the **Institut de la Face et du Cou**, which specializes in oncology and neck and face surgery, and the **Institute of Research on Cancer and Aging.**



The **Paoli-Calmettes Cancer Institute** is the **second largest cancer care center** in France (207 beds, 17 360 patients) and **one of four registered research and evaluation centers** for gene therapy.



The **INSERM's Health Technologies institute (TS)** coordinates the technology research that is playing a crucial role in biomedical progress at both a fundamental and clinical level. Its scope of activity includes **imaging, technologies associated with drug development, biotechnology and bioengineering, surgery and other interventional techniques, and digital health technologies.**



**Marseille-Luminy Immunopôle** is one of the only clusters in the area dedicated to **innovation in immunology and applied immunology.** It's objective is to accelerate the discovery and development of new immunotherapies for various cancers and inflammatory diseases.



**CoReBio PACA offer support services** to academic and industrial partners in order to accelerate **biological research and development programs.** The group provides specialized equipment and expertise that is not readily available to individual laboratories.



# A DEDICATED HR TASK FORCE FOR YOUR PROJECT



## A unique tool in France

- ✓ A team of multidisciplinary experts
- ✓ Mobilization of regional HR and training actors
- ✓ Coordinated offer at each stage of your project
- ✓ Services for hosting talents in the region



## Advices and guidance

- ✓ Project needs analysis
- ✓ HR round table



## Recruitment

- ✓ Remuneration benchmark
- ✓ Identification of HR data bank
- ✓ Labor legislation information
- ✓ Contact with the targeted actors



## Training

- ✓ Identification of the training offer
- ✓ Links with targeted actors



## Financial support

- ✓ Advice and guidance on financial schemes in accordance with regulations
- ✓ Mobilization of public grants

## A REGION THAT ATTRACTS TALENTS:



**743**

New foreign investment projects since 2010



**3<sup>rd</sup> Region**

In France in terms of job creation



**2 Million**

Active workers



**72%**

of senior executives are considering the region to be the most attractive in France

## REGIONAL EMPLOYMENT AND APPRENTICESHIP BANK

### What ?

- Online platform to post job, apprenticeship and internship offers

### For whom?

- All companies

### Service:

- **Free** + included: recruitment support by a job center company advisor
- Solution proposed to the manager within a maximum of 10 days

<https://brea.maregionsud.fr/>

### Did you know?

- You can benefit from a **state aid to recruit an apprentice**
- Amount: up to a **maximum of €8,525** for the first four years of the contract

## THE SOUTH eHRD TOOL AT YOUR DISPOSAL

### What ?

- Recruitment platform specialized in the industrial and digital sectors

### For whom?

- All companies

### Service:

- Recruiter/Candidate matching algorithm
  - HR Services
  - Skills Observatory
  - Training catalog

<https://edrh.fr/>

## OPERATIONAL PREPARATION FOR EMPLOYMENT & PRE-RECRUITMENT TRAINING

### What ?

- Two grants for pre-employment training
- Granted according to the nature and/or duration of the employment contract

### For whom?

- All companies

### Maximum amount (up to 400 hours of training) :

- 5€ net/hour of in-house training (i.e. a total of 2 000€)
- 8€ net/hour of external training (total of 3 200€)



# FINANCIAL SUPPORT FOR YOUR INVESTMENT PROJECT



RÉGION  
SUD **INVEST.**

RÉGION SUD INVESTISSEMENT



RÉGION SUD ATTRACTIVITÉ

*A co-investment fund – Equity loans for SMBs*

## For who?

All SMBs with less  
than 250  
employees and  
50M€ turnover

## Amounts:

Equity loans from €15K to  
€200K  
Capital participation from  
€200K to €2M

*Direct support to encourage companies' set up*

## Amounts:

Subsidy from €100K to €500K  
Repayable advance loan from €500K to 1M€

A background image showing a group of diverse people smiling and looking at a tablet. A semi-transparent white box is centered over the image, containing text and links.

# Thank you very much for your time!

[https://www.risingsud.fr/wp-content/uploads/2021/07/Brochure-Welcome\\_web\\_GB.pdf](https://www.risingsud.fr/wp-content/uploads/2021/07/Brochure-Welcome_web_GB.pdf)

[https://www.risingsud.fr/wp-content/uploads/2021/07/Brochure-Guide\\_web\\_Gb.pdf](https://www.risingsud.fr/wp-content/uploads/2021/07/Brochure-Guide_web_Gb.pdf)

**Contact risingSUD**  
Antonin CHEF  
achef@risingsud.fr



Bâtiment Provence  
81-83 boulevard de Dunkerque  
CS 30394 – 13217 MARSEILLE Cedex 02  
+33 (0)4 96 17 07 40  
contact@risingsud.fr - www.risingsud.fr