



# Invest

in **South Champagne**

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# 10

## 10 GOOD REASONS TO INVEST IN SOUTH CHAMPAGNE

- 1. At the heart of flows** and markets in Europe
- 2. International multimodal logistics**  
rail, air, road, waterway
- 3. A dense industrial network** of suppliers, subcontractors, and 5.0 solution providers
- 4. An employment pool** of productive, skilled talent
- 5. Industrial or tertiary training** adapted to your needs
- 6. Attractive real estate and land opportunities**  
at competitive prices
- 7. A land of renewable energies**
- 8. Collective intelligence ecosystems**  
Textile, Bioeconomy, Logistics, Wood
- 9. Local actors working with you**  
to assist with your procedures and organise your set-up
- 10. Quality of life like nowhere else**

**BEC**  
**Business**  
**Sud Champagne**  
AGENCE DE DÉVELOPPEMENT ÉCONOMIQUE

The economic development agency  
of Aube and South Haute-Marne accelerates  
your industrial, logistics, or tertiary project  
and facilitates your success.

Our latest  
set-ups

GRUPE  
**CLARINS**

**JR**  
JEAN ROUSSEAU  
Paris

**NutExpert**

**tap**

**PANATTONI**

# Key figures

**24,000**  
companies

**157,000**  
jobs

**12,000**  
students

**421,000**  
inhabitants

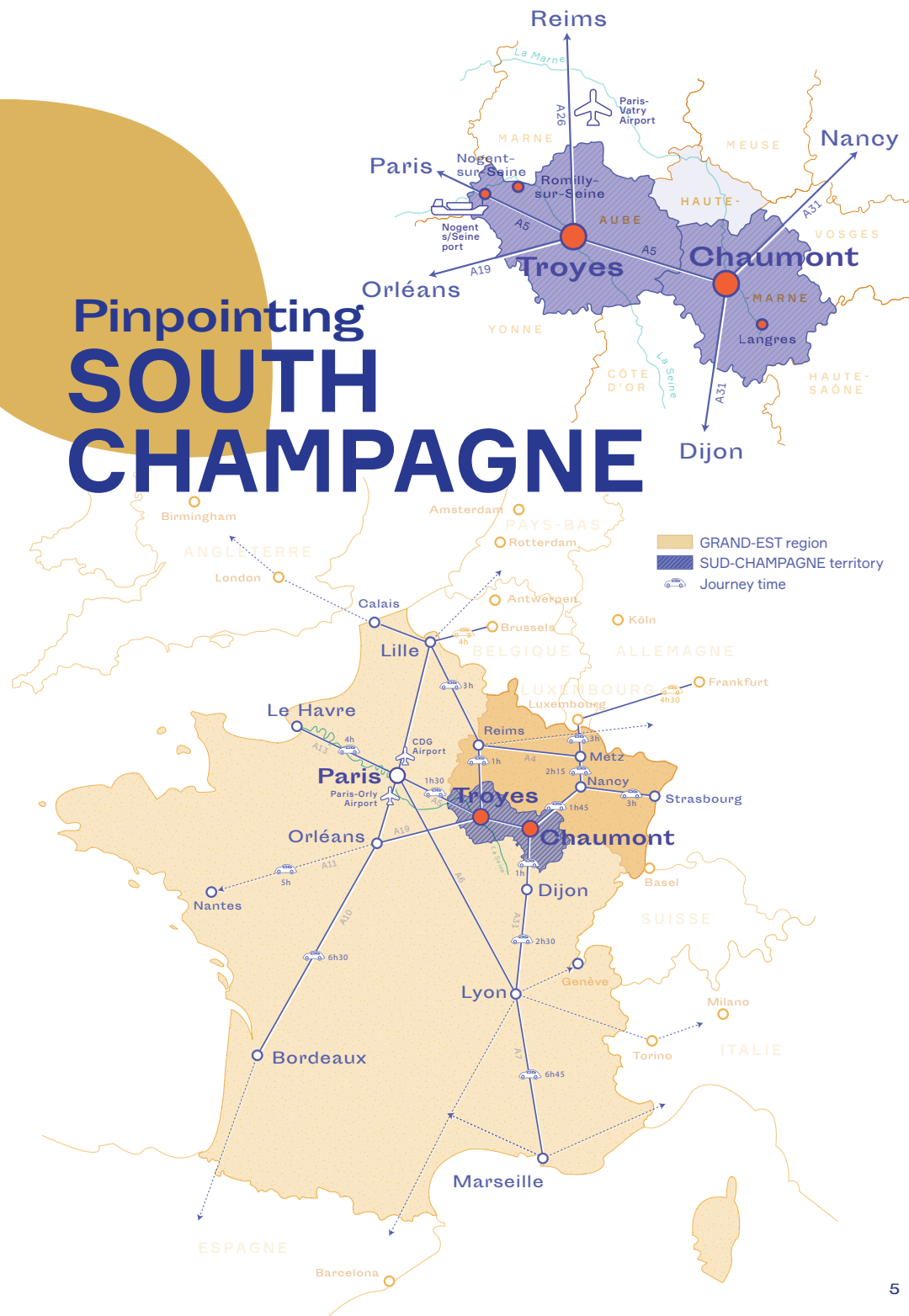
**175,000**  
inhabitants in the  
Troyes  
metropolitan area

**45,000**  
inhabitants in the  
Chaumont  
metropolitan area



© Le Bonheur des Gens

## Pinpointing SOUTH CHAMPAGNE





Transforming local resources

# AGRI-FOOD SECTOR



© Philippe Montigny



## → What South Champagne offers you

### Varied local resources

Sugar beets, cereals, rapeseed, hemp, alfalfa, sainfoin, vegetables, apples, grapes, meats

### A dynamic ecosystem

Club i3A: Association of Agri-Food Industries of Champagne-Ardenne

### Conditioning & Packaging

Machine, packaging and agri-food packaging manufacturers: Eppe Packaging, Tecma Aries, BrodartPackaging, Montgolfier, Natur'al Packaging...

### Specialised logistics for fresh, chilled, frozen, and dry products, and wines and spirits

STEF, Gamba & Rota, GPC Stralog, Primever, Constellation Cold Logistics, GJ Service Froid Logistique & Transport

## → Key figures

**780,000**  
hectares  
of agricultural area

**No. 1**  
producer of hemp  
in France and Europe

**No. 1**  
producer of rapeseed  
oil in France

**2<sup>nd</sup>**  
largest producer  
of champagne in  
the world

## → Research & Innovation

### Bioeconomy for Change

World competitiveness cluster working on themes related to producing and recovering biomass resources for food, industrial and energy purposes

### Millbäker

Innovation centre for the wheat-flour-bread sector: carries out analyses, controls, and diagnoses, and provides training, advice and support for development projects for artisans and manufacturers



© Gabor Chris



# BIOECONOMY



© Le Bonheur des Gens

## → What South Champagne offers you

### Agricultural and forestry raw materials

Beech, poplar, and oak, cultivation of hemp and sainfoin.

### Network of cooperatives and manufacturers

Involved in transforming bioresources and their logistics: InVivo/Soufflet, Vivescia, Saipol groupe Avril, Scara, Cristal Union, La Chanvrière, Sainfolia.

### A spirit of Innovation

Multifolia launches the first industrial demonstrator to extract molecules of interest from sainfoin. WOODOO transforms underutilised wood into high-performance, low-carbon materials to replace the most energy-intensive materials in construction, such as concrete, aluminium, and steel, at a competitive price.

Cibbios produces prefabricated walls with a wood structure and hemp concrete.

La Chanvrière conducts numerous R&D projects in the fields of textiles and construction.

### Collective Intelligence

Hemp European Hub, Pôle Bois Sud Champagne, Biogaz Vallée®, Club d'Ecologie Industrielle de l'Aube

### Troyes/St Lyé Business Park

58 hectares dedicated to research, innovation, and training (Bioeconomy Campus) and multi-sector industrial transformation activities.

### Skilled workforce

Agriculture, viticulture, forest management, wood construction, maintenance of production tools... initial and continuing training from CAP to Bac +5.

## → Key figures

**No. 1**

hemp producer in France and Europe

**No. 1**

hemp transformer

**2<sup>nd</sup>**

At the heart of the second largest French forest area - Grand Est Region

**1**

agro-ecological sainfoin cooperative

## → Research & Innovation

### Bioeconomy For Change

International reference cluster, supporting innovation and the recovery of biological resources for food, industrial, and energy purposes.

### FRD-CODEM

Technological resource centre dedicated to developing bio-sourced materials and eco-materials and broadening the market base: insulation, panels, concretes, plastics, composites, etc.

### ARD

Expert in industrial biotechnologies: extraction, fractionation, white biotechnologies, and plant chemistry.

### Wood Technology Platform

Study, design, and improvement of industrial processes: Wood processing - Wood construction - Furniture - Carpentry, Layout.



© Adobe Stock

**WOODOO**  
AUGMENTED WOOD

**Soler**

**Palettes**

**wepa**

**garnica**  
Challenge the ordinary

**Multifolia**  
L'EXPERTISE INNOVATION SAINFOIN

**LA CHANVRIÈRE**  
Le change de face les possibilités

**PHILIPPE TARTERET**  
10190 Estissac - France

**EL**  
FRANCE  
EDME-LACROIX

**NT BOIS**  
Le Spécialiste du Chêne Français  
1990

**CIBBIOS**

**MONNIOT**  
INNOVATION - RECHERCHE - FORMATION



A leading territory in decarbonisation

# ENERGY



© Adobe Stock

## → What South Champagne offers you

### Decarbonised electricity

The Nogent/Seine nuclear power plant (19 TWh/year) covers 40% of the electricity needs of the Grand Est region; a project for a 2nd EPR is being studied.  
600 wind turbines in operation and 300 under consideration (wind turbine industry training with GRETA).  
Several solar power plants and numerous projects underway, including the first Orange park in Europe.

### Green Gas

30 biomethane sites and more than 20 projects to come.  
Nearly 800 km of GRTgaz pipelines present in the territory.

### Biofuels

1 biogas service station in Thennelières (A26).  
100% plant-based biodiesel produced from rapeseed by Saipol (Avril group).

### Shared heating network

Inter-company boiler projects to optimise costs and energy consumption.

### Tomorrow, hydrogen

Study underway of the European H2 network H2Med with its French section HYFEN, which will pass through Haute-Marne.

## → Key figures

**2<sup>nd</sup>**  
largest biogas  
producer in France

**3<sup>rd</sup>**  
largest wind farm in  
France

**39%**  
of green electricity

**96%**  
of the territory's  
needs covered by  
Renewable Energy  
Sources (RES)

## → Research & Innovation

**Biogaz Vallée®**  
French methanisation cluster in Troyes.

**Innolab**  
European laboratory expert in biomass  
valorisation.



© Cedric Helsly - Saipol



South Champagne at the forefront of technology

# INDUSTRY X.0



© Assa Abloy

## → What South Champagne offers you

### A network of industrial subcontractors

Mechanical engineering, metallurgy, plastics processing, electronics, surface treatment, conditioning, packaging, sterilisation.  
Application areas: automotive, rail, aerospace, defence, orthopaedic implants and medical instrumentation, food processing, construction.

### Support towards Industry X.0

Data capture and analysis, robotics, digital twins, predictive maintenance, human and machine safety, IoT Academy, Okenite, Distrame, Alcom Technologies

### Collective Intelligence

Nogentech Cluster (Flaam and Prosthesis Valley), Aube Industrial Ecology Club, Industry 4.0 Cluster of the Technopole de l'Aube en Champagne.

### Specialised recycling and circular economy partners

Artemise, Dislaub, Elise, Paprec, Veka Recyclage, Veolia, Remondis, SNCF, Derichebourg

### Specialised training

From vocational training certificates to doctorates and continuing education.  
3 engineering schools (UTT, ESTP, EPF), UIMM, Factovia, IUT, vocational high schools, Métaltech production school, IoT Academy...

## → Key figures

**2,500**  
companies

**21,000**  
jobs

**No. 1**  
France's leading forges  
in medical, aerospace  
and automotive

**3**  
key industrial sites  
ready to use

## → Research & Innovation

### CRITT Matériaux Innovation

Technical centre specialising in the study and characterisation of materials and their properties.

### ISIFT

Institut des Services et de l'Industrie du Futur de Troyes which provides solutions for setting up a factory and a connected logistics platform with the most appropriate technological building blocks (data, IoT, AI)

### Technopole de l'Aube en Champagne

Hosts and supports innovative start-up projects.

### UNIVERSITÉ DE TECHNOLOGIE DE TROYES (UTT)

330 researchers, the Connected Innovation Chair to optimise companies' performance around artificial intelligence as part of the factory of the future, 5 laboratories and 9 scientific and technological platforms.

### OKENITE

An image technology research laboratory creating 3D digital twins with real-time visualisation. Optimise your industrial processes: monitoring, predictive maintenance, organisation...



© Business Sud Champagne



ACCURIDE

DEGOISEY

sedis  
we make you stronger

THALES

TECMA  
ARIES

lisi

MARLE  
GROUP

rakon

MICHELIN  
we make you stronger

ASSA ABLOY



Behind the scenes of luxury

# PERFUMES & COSMETICS



© Clarins

## What South Champagne offers you

### Land of production

Clarins and major perfume and cosmetics brands either produce their own products or use a network of subcontractors known for their excellent expertise: regulatory advice, manufacturing-mixing, bottling-filling, drawn glass bottle manufacture and packaging, decoration of all supports, packaging-conditioning-copacking, logistics and transport.

### Cradle of innovation

Connected Cosmetics: the connected formulator HyLab, allowing creation of personalised, 100% fresh cosmetic skincare products at home, was started in Troyes.  
Cosmetics for Men: the first range of face and beard skincare infused with whiskey.  
Biotechnologies: Numerous natural agricultural, wine, and forestry resources to study and integrate into the bio-cosmetics of tomorrow.

### International logistics reach

At 1 hour 30 minutes from Paris, choose secure modes of transport by plane, lorry, train, or boat to international destinations.

## Research & Innovation

### FRD-CODEM

Development and production of plant ingredients from micronised, sterilised, and traced flours.

### Sainfoia-Multifolia

Sainfoin biorefinery, enzymatic extraction of active ingredients from sainfoin and other biomass.

### Hemp European Hub

A cooperative company dedicated to supporting collective projects and facilitating the hemp ecosystem (building, textiles, food, etc.)

### ARD

Expert in industrial biotechnologies: extraction, fractionation, white biotechnologies, and plant chemistry.

### Clarins sets up its 2<sup>nd</sup> production site

Faithful to its societal and environmental values, the French cosmetics group has chosen the Grand Troyes Park to set up its new factory, which will eventually employ 300 employees. Business Sud Champagne has contributed along with local economic and institutional players to provide tailor-made support for this project.



© VTA-SOVER



CONDITIONNEMENT  
PARFUMS COSMÉTIQUES

DORLIA





# HEALTH



© Viant

## → Key figures

**2,500**  
jobs

**35 %**  
of global production  
of orthopaedic  
implants

## → Research & Innovation

### CRITT Matériaux Innovation

Testing and expertise centre specialising in the characterisation of medical devices

### BIOVALLEY

Competitiveness cluster of the Grand Est region: medicines and innovative therapies, medical technologies, diagnostics and e-health

### PROSTHESIS VALLEY

Global reference for medical prostheses (Nogentech cluster with certification labels #FrenchTech #HealthTech for medical devices)

### LL2A

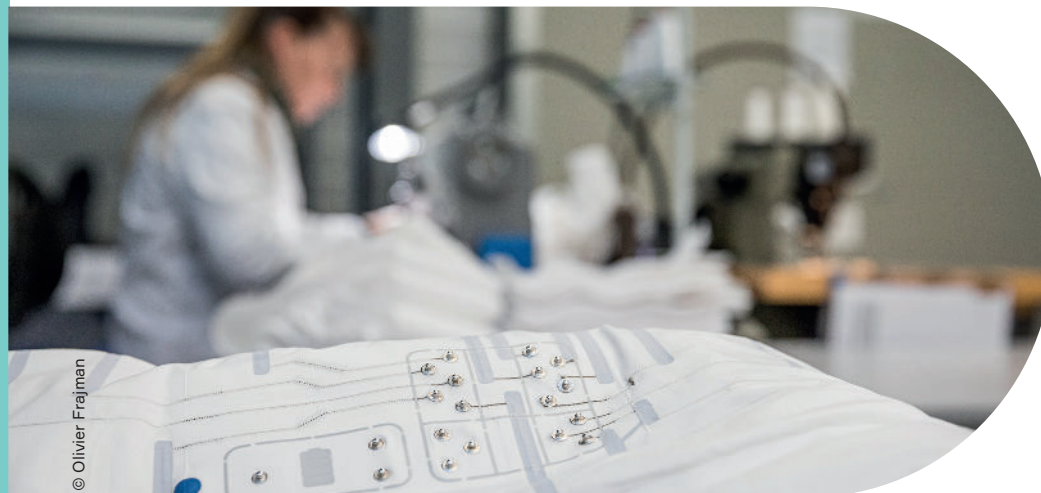
Living Lab ActivAgeing (UTT) researches and designs support solutions for the autonomy of the elderly

### ISTT

Institut Santé et Technologies de Troyes (UTT) federates the various health players, gives visibility to research, leads the scientific community, promotes the emergence of partnerships, develops training in the field of technologies for health

### The Bioserenity lab

An R&D laboratory that studies innovative technical and/or connected textile projects. Possible combination of 4 technologies: textile, mechanical, electronics and pneumatics



© Olivier Frajman

## → What South Champagne offers you

### Advanced medical device processes and technologies

Industrial know-how: forging, precision welding, machining, surface treatment, assembly, sterilisation, packaging.

Leading global in surgical instrumentation, prostheses and implants (knee, shoulder, hip, spine, teeth, etc.), hospital and medical.

Nuclear medicine: AAA (Novartis group) develops products for cancer therapy and diagnosis.

### Network of innovative start-ups

Healthtech: Damavan Imaging, specialist in gamma imaging - Optacare, artificial intelligence solutions to optimise the organisation of healthcare establishments - Omedys, medical teleconsultation.

Biotech: Innology, manufacturer of injectable medical devices.

The Technopole de l'Aube en Champagne supports, among other things, innovative projects in the field of health and well-being.

### Technical textile expertise

Experts in technical textiles for medical and paramedical use: Daw, Medistyl, the Lab Bioserenity

AESCLAP

apperton

optacare

IONISOS

VIAANT  
WE'RE IN IT FOR LIFE.



Luxury, fashion and technology

# TEXTILE & LEATHER



© Ronan Mouchéboeuf

## → What South Champagne offers you

### Major brands started in Troyes and the Aube region

Lacoste, Petit Bateau, Le Coq Sportif

A network of expert subcontractors in designing and producing quality clothing, underwear, and accessories for major French luxury and ready-to-wear brands: Materials R&D, creation, design, yarn covering, knitting, weaving (labels, braids and badges), dyeing, finishing, cutting, assembly, bonding, embroidery, printing, screen printing, manufacturing, packaging, logistics.

### Innovation and technical textiles

Design and manufacture of specific yarns and high-tech materials applied to the fields of health, sports & leisure, agriculture, construction, civil engineering, defence, electronics, protection & security, transport, etc.

### Expertise and collective intelligence

The Union of Textile Industries of Champagne-Ardenne facilitates and supports the network of textile manufacturers through the Maille 4.03 Pole of Excellence, a collective of players, and promotes their know-how under the banner «Les Faiseurs de Maille» (The Knit Makers). Events: every 2 years in Troyes: CITEXT (International Business Convention on Technical Textiles and Flexible Materials) and the Assises de la Maille (Knitwear Conference).

### Textile Logistics

Lacoste, Petit Bateau, Le Coq Sportif, Bouchara, Logtex, and the French Army manage their logistics or those of their customers at a European or global level from South Champagne.

## → Key figures

**3,000**  
jobs

**8**  
companies with the  
certification label  
«France Terre Textile»  
(France Textile Land)

**1**  
logistics park partly  
specialised in textiles

## → Research & Innovation

### IFTH

National technical centre specialised in knitting.

### The Bioserenity lab

An R&D laboratory that studies innovative health or connected textile projects. Mastery and association of 4 technologies: textile, mechanics, electronics and pneumatics.

### FRD-CODEM

Technological resource centre that offers support solutions throughout the natural fibre application value chain.

### ISIFT

Institute of Services and Industry of the Future of Troyes which provides solutions for setting up a connected factory and logistics platform.

### Chaire Connected Innovation (UTT)

IFTH and Petit Bateau have signed a partnership with the Connected Innovation Chair to optimise their performance in the fields of artificial intelligence and the factory of the future.

### Luxury leather goods alongside textile know-how

Maison Jean Rousseau has chosen the Troyes conurbation to establish its 3<sup>rd</sup> leather goods production site, with a target of 200 jobs. Atelier d'Ariane has acquired Atelier Troyen de Maroquinerie, thus giving it a textile and leather synergy to create and manufacture mixed and high-end products.



© Maison Jean Rousseau



L'ATELIER  
D'ARIANE  
FRANCE

BUGIS  
LES FRÈRES

Compositex  
Laminating Solutions

LACOSTE

1968  
LAFITTE  
FRANCE



France Teinture  
★★★



Tismail  
Créateur de vêtements

JEAN ROUSSEAU  
PARIS



1hr 30 from Paris to serve France and Europe

# TRANSPORT & LOGISTICS



© Gamba & Rota



## → What South Champagne offers you

### Access to the European market

115 million consumers less than a day's lorry journey away.

### Location at the crossroads of 3 regions

Grand Est, Bourgogne Franche Comté and Île-de-France.  
A5, A26, A31 highways with connections to the A4 and A19.

### Multimodal transport

Road, river, air and rail.

### Turnkey location solutions

Land immediately available and 190,000 m<sup>2</sup> of new or to-be-built warehouses.

### Qualified workforce

Vocational training from Bac Pro to doctorate level: vocational schools, AFTRAL, UTT.

## → Key figures

**1**  
million m<sup>2</sup>  
of warehouses

**over 250**  
companies

**1**  
river port in Nogent/  
Seine connecting to  
Le Havre

**1**  
250-ha park  
dedicated to logistics

## → Research & Innovation

### University of Technology of Troyes

330 researchers, 2 laboratories specialising  
in research on the themes of logistics and  
the mobility of the future: LIST3N, LASMIS.

### Chaire Connected Innovation (UTT)

Leverages data from logistics, production  
and market systems, with a view to optimising  
performance.



© TEP







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© Olivier Gobert



© Pierre Defontaine ART GE

**Quality of life like nowhere else and a personalised welcome service to facilitate your employees' move and getting settled.**

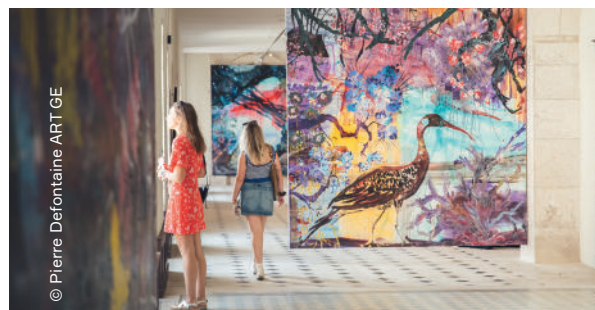
**Live  
Work  
Relax**



© Troyes Champagne Métropole



© Direction de la Communication - UTT



© Pierre Defontaine ART GE



© Olivier Gobert

## → Missions for businesses

*Tailored support for setting up or developing your industrial, logistics, or service company*

- 1. Analyse your project**  
Company profile, strategy, challenges, specifications, sectoral environment...
- 2. Propose adapted solutions**  
Real estate/land, private/public financing, partners, key skills, training...
- 3. Organise your visit**  
Visits to land/buildings/offices, meeting with economic, academic, and institutional partners
- 4. Facilitate your procedures**  
Intermediation and follow-up of administrative requests with economic and institutional actors
- 5. Provide long-term support**  
Connecting with the ecosystem, integration into local events, acceleration of future development projects

## → Missions for the South Champagne territory

*Extend the South Champagne territory's reach in France and internationally*

Promote local assets and know-how  
Support actions in favour of development  
Prospect for new talents and investors  
Support and coordinate the deployment of new activities  
Advise on building and promoting an attractive land and real estate offer

**Enjoy life your way.**



© Troyes Champagne Métropole





# Business Sud Champagne

## Contact us



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CCI TROYES ET AUBE



CCI MEUSE HAUTE-MARNE