



## MISSION ATTRACTIVITE ET ANIMATION DES RESEAUX ECONOMIQUES

### Mission Brexit – Board in Bordeaux

Londres – 2 jours en février 2019

### Ebauche de programme de mission

#### Jour 1

Départ de Bordeaux

- Vol direct sur RyanAir (Stansted airport) ou British airways (Gatwick airport) ou EasyJet (Gatwick ou Luton airport)
- Vol avec escale sur Air France (City airport ou Heathrow airport, escale à Paris) KLM (City airport ou Heathrow, escale à Amsterdam).

après-midi et soir : **Rencontre investisseurs potentiels britanniques** (objectif : 50 personnes)

Sur la base d'une présélection faite grâce à une étude dédiée, et à des contacts préalables facilités par un prestataire local, rencontre avec une trentaine de chefs d'entreprise du secteur Asset management, et une vingtaine d'entrepreneurs d'autres secteurs ayant un projet de relocalisation en Europe :

- conférence de présentation des atouts Magnetic Bordeaux, notamment les avantages comparatifs par rapport à des villes comme Dublin, Luxembourg et Paris : intervention d'un élu bordelais et d'entrepreneurs-ambassadeurs du territoire bordelais.
- entretiens individuels avec les entrepreneurs les plus intéressés. Rendez-vous planifiés par un prestataire local. Les personnels de Bordeaux Métropole, d'Invest in Bordeaux et de la CCIBG apporteront des réponses précises aux questions posées préalablement par écrit par les entrepreneurs-ciblés.
- un cocktail dînatoire Magnetic Bordeaux, en partenariat avec le CIVB, en présence d'un représentant de l'Ambassade de France.

## **Jour 2**

### **matin et midi : Meet-up FrenchTech Londres**

Le FrenchTech hub de Londres et l'association FrenchSquare mobiliseront des startupper français installés à Londres, et des startupper britanniques intéressés par le marché français :

- Présentation de l'écosystème bordelais de l'innovation plus particulièrement dans les secteurs en fort développement : Industries créatives numériques, eSanté, Laser-photonique, Fintech, par un élu bordelais.
- Réception offerte par Bordeaux Métropole, pendant laquelle des entrepreneurs bordelais et des entrepreneurs basés à Londres seront invités à pitcher.

### **Retour de Londres**

- Vol direct sur RyanAir (Stansted airport) ou British airways (Gatwick airport) ou EasyJet (Gatwick ou Luton airport)
- Vol avec escale sur Air France (City airport ou Heathrow airport, escale à Paris) KLM (City airport ou Heathrow, escale à Amsterdam).

### **Option de programme pour la soirée du jour 2 à Londres**

#### **Dîner « Ambassadeurs Magnetic Bordeaux »**

Avec l'appui de l'Ambassade de France à Londres, une sélection d'une trentaine de personnalités françaises et britanniques ayant un lien avec Bordeaux (études, business, famille) seront réunis à l'occasion d'un dîner Magnetic Bordeaux pour une présentation du profil identitaire et des outils de promotion de Magnetic Bordeaux.

L'objectif est d'identifier des personnes qui pourraient assumer à l'avenir le rôle d'Ambassadeur Magnetic Bordeaux.

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#### Etude préalable secteur « Asset management »

Ebauche de questionnaire

##### Objectifs de l'étude:

- To estimate the number of Asset management firms (including Private equity) in London and in Edinburgh (300 ?),
- among them, to estimate the number of those which need european passport (200 ?)
- among them, to estimate the share of the companies sure to quit London for Europe, or sure to remain in London but planing to establish a subsidiary firm in Europe.
- to estimate the share of simple interest or official decision to move to Dublin, Luxembourg, another location in Europe (France, Netherlands, Germany, Spain, Belgium).
- to identify those which are sure to move, but still didn't publicly announced their choice of a european location (100 ?).
- to identify the main criteria of choice of the future location : cost of living, labour cost, transport fluency in particular to London, quality of life, size of local english community, english speaking of local people, school and higher education taught in english language, density of financial companies,...
- To select companies which would like to recieve information about Bordeaux area which already gathers the first British community in France.

## Questions

1) Are you generating a large part of your business in the European Union, meaning the use of the European passport to promote your products ?

If the answer is yes: Which percentage of your revenues are driven from your EU clients ?

2) Are you contemplating the idea to locate all or part of your activity in the EU to keep the European passport ?

If the answer is yes, which cities are of interest to move? Frankfurt, Paris, Luxembourg, Dublin, other ? please write...

3) Could you assess the criteria of choice of your future location, 0 is the minimum, 10 the maximum.

- Density of financial institutions
- Transport fluency to London and other major financial centers
- Attractiveness of the location to hire talents
- Labour cost and rents
- Quality of life
- School and education taught in English language
- English speaking of local people
- Cost of living
- Other please write

4) Would you like to receive information about Bordeaux area which already gathers the first British community in France (39 000 persons) and 50 English companies such as Barclays, Lloyd's, KingFisher, Sage group, Wolseley...?

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### Ebauche d'argumentaire spécifique

#### - Quality of life

A sunny and human-sized city (761,000 inhabitants) capital of France largest region, pleasant to live in, thanks to its marvellous environment : located at 30 miles from the Atlantic ocean, and only 120 miles from Spain, at the gateway to the Bay of Arcachon, the Landes forest, and the Pyrenees mountains, not forgetting the most prestigious vineyards in the world (20 bottles of Bordeaux wine are sold in the world, every second).

« One of the most beautiful sites to visit in the world » (according to Los Angeles Times) , « 1st city to visit in the world » (according Lonely Planet 2017).

Bordeaux ranks #1 French city for its quality of life (PwC 2017), and #6 of the least stressful cities in the world (Zipjet 2017).

#### - Cost of living

Bordeaux cost of living is 29% lower than in Paris (according to Eurocost 2016)

A lot of affordable housing in the city.

Affordable bilingual early learning, primary, middle and secondary schools ( Bordeaux International school, Lycée Magendie, Collège Sainte Clotilde ) higher education in english language Kedge , Inseec , University ...

#### - Transport infrastructures

A booming airport with 100 direct flights destinations (including 3 round trips per day between Bordeaux and London, and direct flights as well to Bristol, Liverpool, Edimburg, Glasgow, Belfast.

High-speed train line (LGV) that puts Bordeaux only 2 hours away from Paris. A direct train line London – Bordeaux is also currently under study (5 hours without a stop).

- **«Wine, work, and smile !»**

Bordeaux is internationally renowned, in particular for its excellence in wine. Yet, it is not all : Bordeaux reinvents itself, pursuing a dynamic of economic innovation that rises the city to the top 3 of the most attractive french cities : «Wine, work, and smile !» as summed up a Bordeaux-based entrepreneur.

For several years, Bordeaux has been chosen by French people as the best place to work (*Great Place to Work Institute 2014, 2015, 2016, 2017 and 2018*)

Organized in two worldwide Competitiveness clusters, *Aerospace valley*, *Alpha Laser*, the sectors in which Bordeaux Metropole excels – aeronautics, laser-photonics – make it a key centre in the businesses of the future.

Bordeaux cultivates the sort of creative energy that also attracts capital into its start-ups ecosystem (*1st City of France ahead of Paris for the rate of business start-ups in 2016*). This is mostly due to the FrenchTech label obtained in 2014. *FrenchTech Bordeaux* gathers 400 startups, 30 incubators and accelerators. This way, the economic development is also very important in such fields as cyber-commerce, e-health, smartcity, digital creative industries, cleantech, fintech.

Bordeaux Metropole was named by the Financial Times FDI department (Foreign Direct Investment) as No. 1 of the mid-sized European Cities and Regions of the Future 2018/2019– with the *best strategy for attracting foreign investment*.

**Newcomers into Bordeaux ecosystem, in last 12 months :** *UbiSoft* (world's 3rd biggest video games publisher) ; *OVH* (European cloud leader) ; *Deezer* ( music streaming leader in France); *Solidanim* (#1 french in virtual production and motion capture) ; *BetClic* (European leader of online bets); *ManoMano* (cyber-commerce French leader of do-it-yourself and garden equipment)...

This is what we call "Magnetic Bordeaux": an attractive city for one wanting to enjoy both professional and personal development, achieving the perfect work-life balance.

- **Hotbed of talents**

Bordeaux University is one of only 4 french universities accredited "campus Initiative of excellence" (IDEX). It gathers 93,000 students and 10,000 researchers and lecturers.

Bordeaux university ranked 1st french University for engineering & IT in Shanghai Top 200 ranking.. The most renowned areas of research are: neurosciences, materials of the future, laser/photonics, cardiology, archaeology, digital, environment and climate.

*Bordeaux has been chosen by French people as the best place to work (Great Place to Work / Think Tank Institute 2014, 2015, 2016 and 2017)*

*This year Bordeaux ranked as the most attractive French city, according to Parisian business executives (Cadremploi 2018)*

- **Bordeaux... so British !**

Bordeaux used to be under British Crown from 1154 till 1453. English King Richard II was born in Bordeaux. Today, with 39 000 persons, Bordeaux gathers the first British community in France. 50 english companies are established in Bordeaux, such as Barclays, Lloyd's, KingFisher, Sage group, Wolseley...



	average sunshine hours/year	average temperatures		
			January (min.)	August (max.)
<b>Bordeaux</b>	<b>2010</b>	°C	<b>3</b>	<b>27</b>
		°F	37	80
<b>Dublin</b>	<b>1410</b>	°C	<b>2</b>	<b>19</b>
		°F	36	66
<b>Luxembourg</b>	<b>1560</b>	°C	<b>-2</b>	<b>23</b>
		°F	28	73
<b>Paris</b>	<b>1680</b>	°C	<b>2</b>	<b>25</b>
		°F	36	77

Sources : [climatsetvoyages.com](http://climatsetvoyages.com)