

## **Investors**

More than 100 companies have decided to locate in Lyon over the last ten years, half of them coming from other countries. Grenoble has fifty-two foreign firms that altogether employ 13,000 people. The multinationals that have chosen to locate in the region include:

- Hewlett Packard (its world production facilities for personal computers)
- Monsanto (its agrochemistry and animals foodstuffs division, French headquarters and South European financial services)
- Carrier (its head office for France and its biggest manufacturing facility in Europe)
- Wang (software translation services division)
- Caterpillar (construction equipment)
- Saurer Diederichs (textile machinery)
- Becton, Dickinson (surgical equipment)
- Dow Chemical (pharmaceuticals)
- Fasson Avery Products (adhesives)
- Boehringer Mannheim (pharmaceuticals)

## **Performance**

One sign of Lyon's economic development is its growing stock market. Due to the prosperity of local companies, its turnover rate rose from \$1.8 million in 1980 to \$3.61 billion in 1986.

## **Programs**

The following points of contact can help Canadians identify regional institutions that promote partnering:

The Lyonnaise Economic Development Agency is a good starting point for companies interested in partnerships with companies located in Lyon:

Association pour le développement économique de la région lyonnaise (ADERLY)  
20, rue de la Bourse  
69289 Lyon CEDEX 02  
France  
Tel. (33) 78. 38. 10. 10

The Grenoble Development Agency (BIEN) has helped 450 firms set up operations in the area. It provides free assistance with project assessment and implementation; economic and statistical information; visits to suitable sites; and assistance for contacts with local authorities. There are also a variety of benefits available such as development bonuses for new jobs created, security for loans, low interest loans and allowances, a land price allowance of up to 99%, and assistance with industrial real estate.

Bureau D'implantation D'entreprises nouvelles (BIEN)  
4, Place de Verdun  
38000 Grenoble  
France  
Tel. (33) 76.44.23.26

DATAR, the National Government Foreign Investment Agency, is responsible for assisting foreign investors. In the U.S. and Canada, it is represented by the French Industrial Development Agency. DATAR can provide companies with expert advice on site selection, on the availability of incentives and on compliance with EC rules.

Most of DATAR's cash grants for industrial projects are only applicable for ventures located in France's more disadvantaged regions and therefore neither the Ile de France nor Rhône-Alpes qualify. However, there are government grants offered for the setting up of new R&D centres, engineering, management and software development operations in most of France's cities with the exception of Paris.

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