

MULHOUSE ALSACE

CITY OF INNOVATION
& ENTERPRISE



MULHOUSE ALSACE
AGGLOMÉRATION

MULHOUSE ALSACE ECO 2020

A DEVELOPMENT STRATEGY BUILT ON 4 CORE VALUES

THIS DEVELOPMENT STRATEGY REVOLVES **AROUND FOUR PRINCIPLES** THAT WILL MAKE OUR AMBITIONS A REALITY BY 2020.

➔ EUROPEAN

Strengthen and boost Mulhouse's position in relation to the large economic centres nearby; Basel, Fribourg, Zurich and Strasbourg. Our proximity to international borders offers companies a unique European perspective.

➔ CREATIVE

Innovate to generate growth and remain competitive. Our **creative spirit** permeates all aspects of life; economic, cultural and urban lifestyle

➔ SUSTAINABLE

Protect the balance between **economic, social and environmental factors**, encouraging the involvement of local people to achieve this. An ethos of sustainability means looking after **the best interests of future generations**.

➔ ENTREPRENEURIAL

Invigorate our economy by **becoming specialists** in new sectors and high-added-value niche markets. **The entrepreneurial spirit** that has been vitalising the area since the 18th Century continues to nourish the projects of its people, companies, public bodies and organisations.



OUR ASSETS

- Located at the geographic centre of the European market
- Transport hub
- Exceptional potential for logistics
- Large, highly qualified workforce with diverse skills
- Major focus on innovation
- Wide variety of available commercial property and land
- The *Vert & Eau* station business district is at the centre of the European market and transport network
- Highly desirable quality of life
- Rapidly expanding retail sector
- Unique leisure and tourism offer
- Rich history and artistic heritage
- Mulhouse, a dynamic and entrepreneurial city



MULHOUSE ALSACE EUROPEAN

→ AT THE CENTRE OF ONE OF THE LARGEST ECONOMIC MARKETS IN THE WORLD...

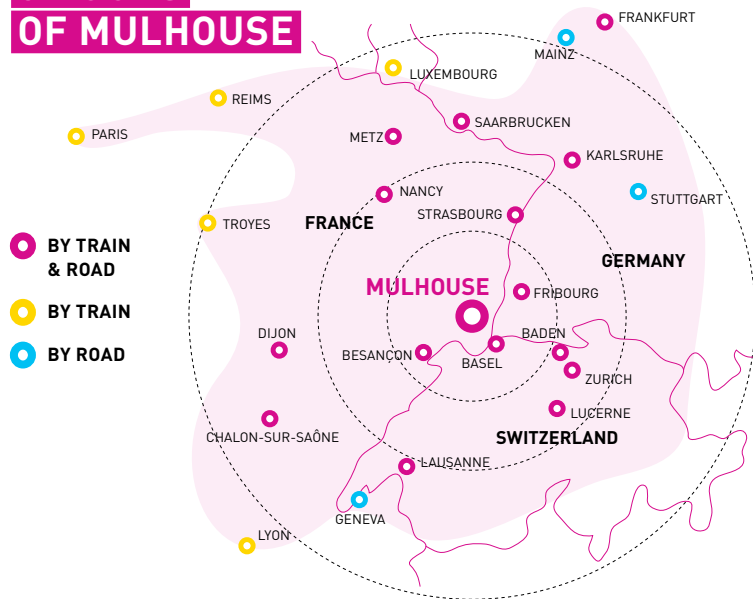
Along with its close neighbours, Basel (20 minutes), Fribourg (40 minutes), Strasbourg (1 hour), and Zurich (1 hour), Mulhouse is situated in the middle of two major European trade routes: one stretching from northern Italy to London, and the other extending the length of the Rhine valley. Concentrated within a 500 km radius of Mulhouse are:

- Over 60% of the European workforce
- Almost 75% of its buying power

Mulhouse joined forces with Strasbourg in December 2011 to form **the first urban partnership in France**. The objective of this partnership is to strengthen our impact on a European and international level, through ambitious joint projects.

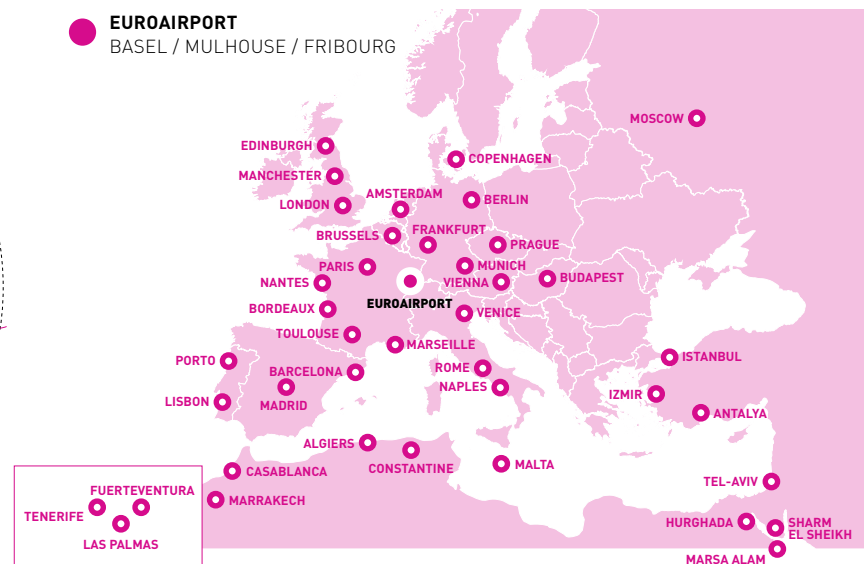
→ **Develop your international business from Mulhouse Alsace.**

CITIES WITHIN 3 HOURS OF MULHOUSE



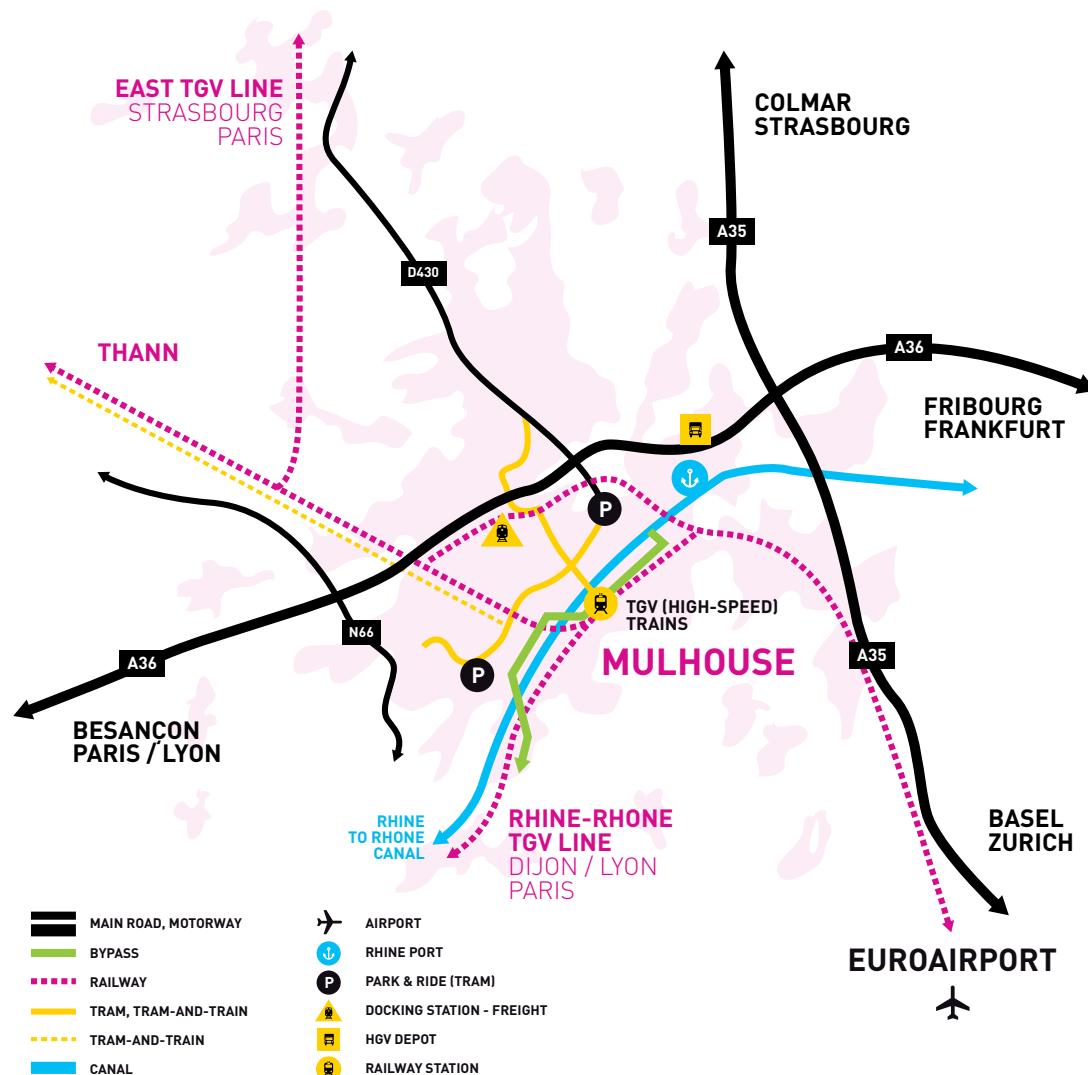
DIRECT AIR LINKS

● EUROAIRPORT
BASEL / MULHOUSE / FRIBOURG



EuroAirport: over 5 million passengers in 2011

→ AT THE CENTRE OF THE EUROPEAN MARKET AND TRANSPORT NETWORK



→ AIR:

EuroAirport, an international airport offering regular flights to over 100 destinations. The airport served over 5 million passengers in 2011.

→ RAIL:

TGV (high speed) train services run on the East Europe and Rhine-Rhone lines, linking Mulhouse to Paris, Bordeaux, Marseille and Lyon. Direct connection to the German ICE and the Italian Pendolino via Switzerland, from December 2012.

→ ROAD NETWORK:

On the junction of the motorways A36 and A35, the Swiss motorways N2 and N3, and of the German motorway HaFraBa.

→ WATERWAYS:

Third largest inland port in France, after Paris and Strasbourg, linked with the railway network and with Europe's northern seaports.

→ 1ST COMBINED TRAM-AND-TRAIN SYSTEM IN FRANCE



TGV (high-speed) train station in the heart of the city

MULHOUSE ALSACE CREATIVE

➡ **MULHOUSE ALSACE / A CREATIVE HOTHOUSE, ENCOURAGING EXPANSION AND ENTREPRENEURIALISM**

Mulhouse can offer the ideal conditions for your company's development, thanks to its centres of excellence and a support network of industry specialists.

➡ **LEADING CLUSTERS**

→ **Alsace BioValley:** medical technology and medical research

→ **Véhicule du Futur:** transport technology, including new modes of transport.

→ **Alsace Energivie:** greentech

→ **Bâtiments Basse Consommation:** construction of energy efficient buildings

→ **Rhenatic:** Alsace digital technology

→ **Fibres Grand Est:** fibre innovation

→ **Textile Alsace:** textile innovation

→ **Aeronautical Maintenance:** top cluster in the world, ahead of Dallas

Innovative businesses have also developed around:

→ Hydreos: cluster for water quality technology

→ Rhénaphotonics Alsace: photonics

→ Chemistry Alsace cluster

→ Construction materials cluster

→ Nanoscience cluster

➡ **CUTTING EDGE FURTHER EDUCATION**

The University of Haute-Alsace is home to the Carnot Institute, or MICA (Materials Institute Carnot Alsace) and is a member of EUCOR – the European Confederation of the Upper Rhine Universities, along with the universities of Strasbourg, Karlsruhe, Fribourg and Basel.



The university hosts 30 teams of researchers employed by companies



Mulhouse Alsace sparks innovative initiatives

A selection of premises
is available to companies



→ A POOL OF ORGANISATIONS IS READY TO SUPPORT YOUR BUSINESS:

- **Sémia:** business incubator
- **Alsace Innovation:** supports innovative companies
- **Alsace Business Angels:** a group of private investors
- **SATT Conectus Alsace:** helps with accessing innovative solutions (technology and practices) produced through public research
- **Alsace Tech:** association of the engineering and management schools in the Alsace region
- **Economic Development & Advanced Training Service for the Mulhouse area**

→ CITY CENTRE ZONE DEDICATED TO INNOVATION: THE TECHNOLOGY CLUSTER

A whole range of innovative organisations working in cutting edge sectors have made this area their home: transport technology, digital technology, biotechnology, design, technical textiles, construction materials, green industry and photonics, to name a few.

→ BUSINESS AND INNOVATION CENTRE, BUSINESS INCUBATOR:

600 sq. m. dedicated to innovation, development and growth.
Office space and business support services.



Innovation and industrial excellence for
transport solutions of tomorrow

→ INNOVATION FACTORY

A unique concept to encourage technology transfer. Research laboratories and serviced offices are available to rent.

→ TECHNOPOLE MULHOUSE

Incubator for technology companies
Offices, services and event hosting are available for emerging SME's.

→ HOST YOUR EVENTS IN MULHOUSE ALSACE

Experts on the area, our conference centre team offers free assistance and advice, as well as support for arranging your events. You'll be allocated your own dedicated representative who will facilitate the efficient organisation of conferences, seminars, conventions and meetings. We guarantee personalised care, tailored to your objectives and budget.

CONTACT: REGIONAL CONFERENCE CENTRE, MULHOUSE

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CONGRES@TOURISME-MULHOUSE.COM
WWW.CONGRES-MULHOUSE.COM

MULHOUSE ALSACE SUSTAINABLE

Tram and self-service bicycles allow complete freedom of movement around Mulhouse



→ SUSTAINABLE DEVELOPMENT, A BONUS FOR YOUR BUSINESS

As a pioneer in the production of construction materials for sustainable development over the last 20 years, Mulhouse offers exceptional advantages for business. Mulhouse was one of the first local authorities to launch a **Climate & Energy Strategy**, which it did in 2006. This action spurred numerous businesses to take part in over 300 initiatives to tackle future climate and energy issues.

→ NUMEROUS BENEFITS AND SERVICES FOR YOUR BUSINESS

→ Business parks with official 'High Environmental Quality' status, and developed according to a **charter of sustainable development**.

→ **Centre of expertise for energy efficient buildings** - developing the market for energy efficient buildings and renovations.

→ **Alsace's Energivie cluster** offers financial support for your research and development projects.

→ Bespoke support with **planning the relocation of your business**.

→ LIVE THE MULHOUSE ALSACE EXPERIENCE...

Due to its remarkable industrial heritage, the city of Mulhouse received the title of '**City of Art & History**', from the Minister for Culture in March 2009.

→ **Nine outstanding museums** make up Europe's top cluster of industrial museums, including *Cité de l'Automobile* (Car City) with the Schlumpf Collection, the textile design museum and the *Cité du Train* (Train City).

→ **A rich cultural life**, thanks particularly to our national theatre and contemporary performing arts centre that host shows throughout the year. Other events on the Mulhouse calendar include the world renowned car festival, the famous Christmas markets, the international festival of children's theatre (*Momix*), and Mulhouse Carnival.

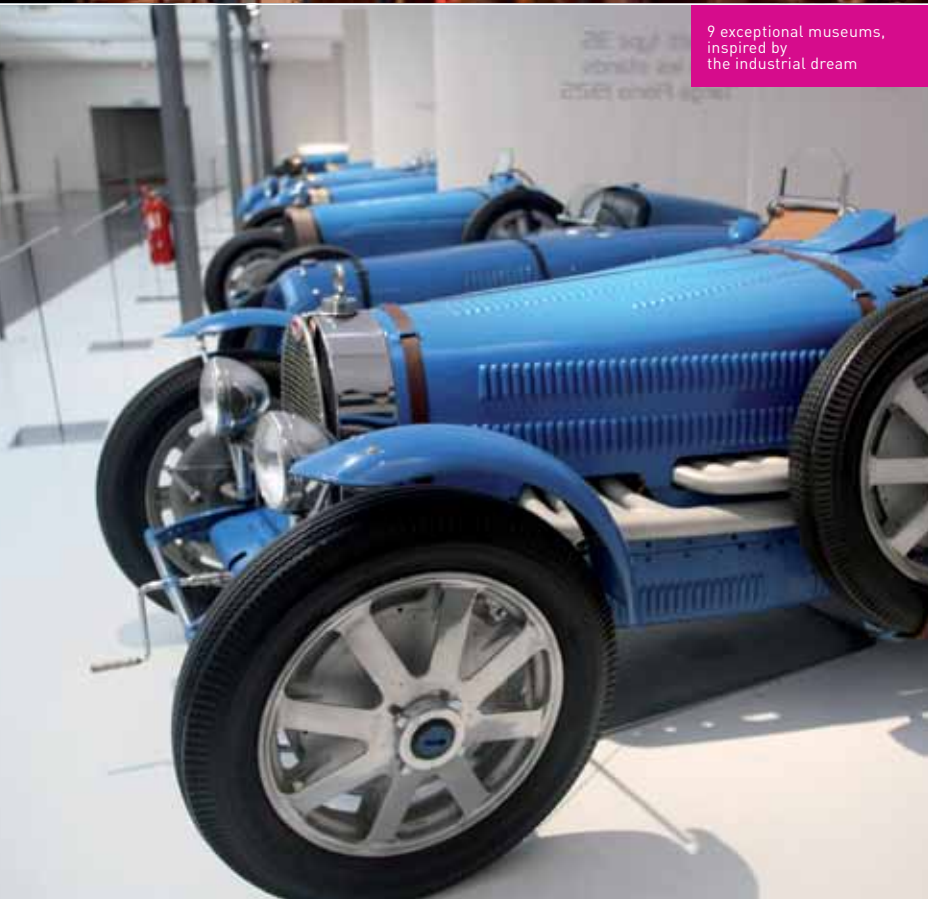
→ **A zoo set within botanical gardens** classed as an 'Outstanding Garden'. The zoo is the number 1 tourist attraction in Haut-Rhin area, and the third most popular attraction in the Alsace region. It receives over 370,000 visitors a year.

→ Mulhouse makes every **provision for children and families**, with guaranteed nursery places and pre-school activities that benefit 9,200 children between the ages of 3 and 11.

→ Quality sports offering, including the **Mulhouse Olympic Swimming Club**, which offers high-level swimming training.



The magic of the
Christmas markets



9 exceptional museums,
inspired by
the industrial dream



Over 1,200 animals from
around the world live
at the zoo and botanical
gardens

MULHOUSE ALSACE ENTREPRENEURIAL

➔ THE IDEAL LOCATION FOR YOUR BUSINESS

The **technology cluster** occupies an economic area that's characterised by a spirit of entrepreneurialism and innovation. It stretches from the Station Business District to the Mer Rouge business park, and includes the research facilities of the University of Haute Alsace.

01 VERT & EAU - STATION BUSINESS DISTRICT

- A 57,000 sq. m. office development
- Dedicated to the high-end services sector
- High quality urban environment
- Transport hub (TGV, tram-and-train, buses, taxis, cycling)
- Whole raft of business services

02 LA FONDERIE INDUSTRIAL VILLAGE

- 50,000 sq. m. of industrial and service sector property available
- Area of 11 hectares

03 UNIVERSITY CAMPUS BUSINESS PARK

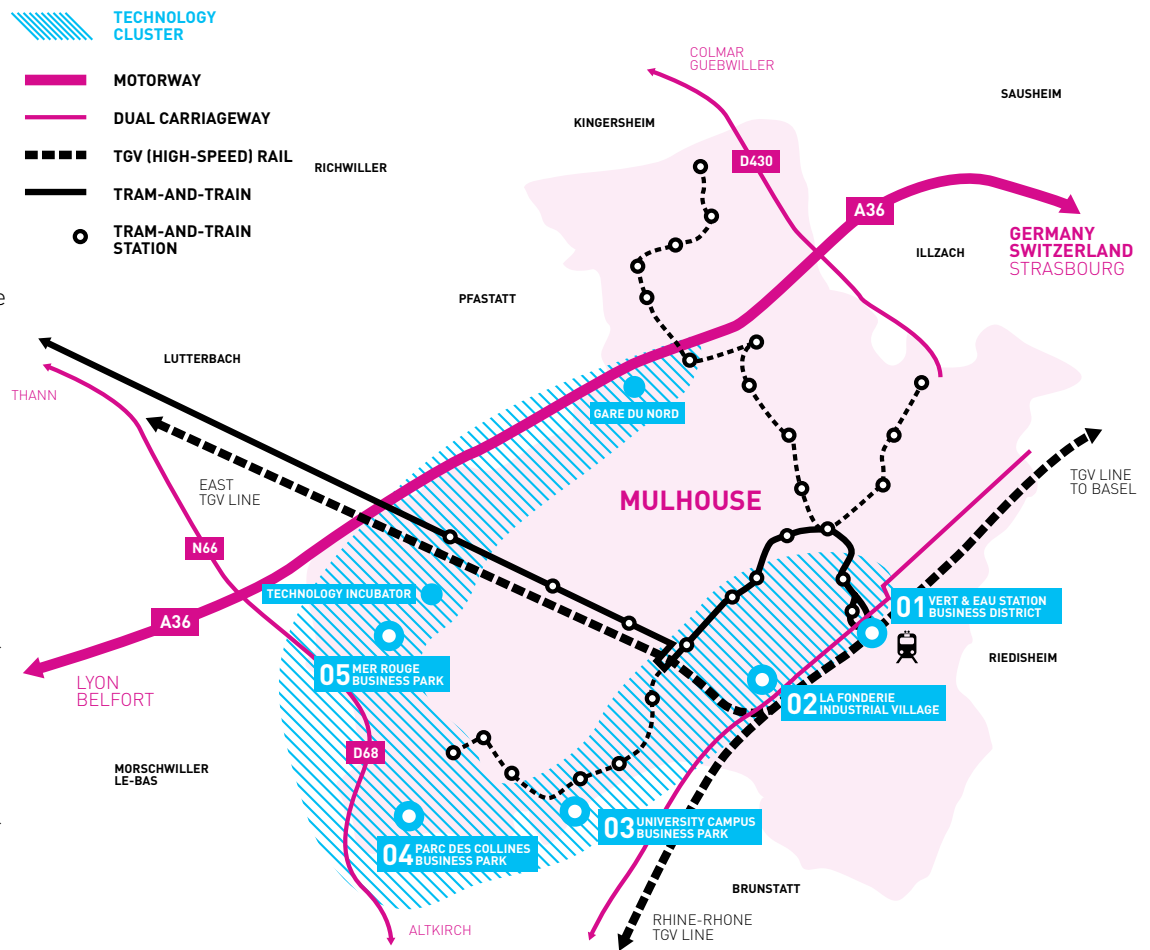
- Dedicated to business incubation
- Department for Business & Innovation

04 DES COLLINES BUSINESS PARK

- 140 hectares
- Already 210 technology, service sector and non-polluting industrial companies
- Around 2,500 jobs

05 MER ROUGE BUSINESS PARK

- 886 hectares
- Already 130 technology, service sector and non-polluting industrial companies
- 1,500 jobs
- Incubator and service centre
- Innovation Factory



The background of the entire page is a stylized topographic map. It features a diagonal split: the upper-left portion is white, while the lower-right portion is a solid magenta color. Overlaid on the magenta section are white contour lines of varying thickness and style, including solid and dashed lines, which represent the topography of a landscape.

WE HAVE THE SPACE TO WELCOME YOUR COMPANY

350 hectares has been set aside specifically for businesses by Mulhouse Alsace. Mulhouse boasts a diverse commercial property and land offering that can accommodate the needs of any company - multinationals, SME's, crafts and trades, R&D and training.

Services, industrial, logistics: whatever your sector, in Mulhouse you'll find the perfect business location in which to grow and develop.

THESE COMPANIES CHOSE MULHOUSE ALSACE:

Activis
AMAC Aérospace
Appalette Tourtellier Systèmes
Amcor Rentch Anvebor
Boomerang
CellProthera
Clemessy
Chronopost
Décathlon - Village Oxyane
Euro-Information Services
Faurecia
FedEx
FH Orthopedics
Habasit
Index et Komax
Immupharma
Jet Aviation

Kimoce
Knauf
Mäder Research
Manurhin
Mitsubishi Equipment Alsace
Photon&Polymers
PSA Peugeot-Citroën
Rector-Lesage
Rhenovia Pharma
Pertech
Technitude
Système U - Centrale
d'achats Grand Est
Synergylace
Wärtsilä

→ WHAT ABOUT YOU ?

MULHOUSE

CONTACTS

MULHOUSE ALSACE

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