

THE OCCITANIE REGION TRADE BUREAU IN LONDON



LONDON



Agence de Développement Économique

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OUR MAIN AREAS OF EXPERTISE

Back in 2008, the main objective of the Bureau was to promote the Region, its **food** and its **wines**. More recently, the Bureau has extended its fields of expertise to new sectors covering **health and well-being as well as renewable energy**.

SERVICES AVAILABLE TO UK BUSINESS

- The Bureau acts a press office for the Occitanie Region and can provide economic and political reports
- The Bureau helps forge relationships between UK businesses and stakeholders from the Region of Occitanie
- The Bureau helps the internationalisation of your business abroad by supporting your expansion projects in Occitanie
- The Bureau escorts British decision makers when attending events organised by the Region of Occitanie.

TYPES OF ACTIVITIES OFFERED TO UK BUSINESS

- B2B meetings to help forge relationships between companies from the Occitanie Region and UK business through round tables and trade events.
- The London Bureau takes part in many trade fairs in sectors covering wine, food and well-being.
- Dedicated training to UK wine trade through masterclasses and webinars
- Sharing of expertise and knowledge on key subjects affecting both regions
- Welcome English-speaking delegations attending events in the region.
- Webinars and round tables on subjects relevant to both regions.



OUR FRANCO-BRITISH Networks

- The Bureau conducts ongoing dialogue with **French public institutions based in the UK** as well as **key British institutions** to enhance economic and political relationships between the UK and Occitanie.
- The Bureau de la Région has established close ties with the **French Embassy in the UK** as well as Business France. The Bureau is also a member of the **French Chamber of Commerce of Great Britain** and has led many partnerships with them.
- As the representative of the Occitanie Region in the UK, the Bureau liaise with the **Department for International Trade (DIT)**, **Scottish Development International (SDI)** as well as trade associations including the **WSTA** and **ADS Group**.

THE REGION OF OCCITANIE, A STRATEGIC LOCATION AT THE HEART OF SOUTHERN EUROPE

Bordered by the Mediterranean sea and the Pyrenees mountain range, the Region of Occitanie is home to two major cities (Toulouse and Montpellier) as well as 20 large towns. Occitanie is a region of excellence for innovation. This part of France has a diverse landscape and dynamic economic ecosystems.

THE REGION OF OCCITANIE PRIORITY SECTORS: *Mobility, Agri-food, Health, Digital, Renewable energy.*

THE REGION OF OCCITANIE KEY FIGURES

 **2nd LARGEST RÉGION**
in France. 72,724km² : larger than Ireland

 **1ST REGION** in mainland France
for **demographic growth: + 50,000 INHABITANTS A YEAR**

 **1ST RÉGION**
for tourist traffic

 **6 millions**
inhabitants

 **10 AIRPORTS** including
3 international, **3 SEAPORTS,**
5 FISHING PORTS

A DYNAMIC ECONOMY FOCUSED ON INNOVATION

A European Top 20 GDP:

173,5 Md€

1ST FRENCH REGION for **BUSINESS CREATION:** 74,565 new companies registered in 2019

1ST FRENCH REGION for **GDP EXPENDITURE ON R&D**
(3,5% of GDP, nearly 22,100 researchers)

4TH FRENCH REGION for **FOREIGN INWARD INVESTMENT** projects in 2020

 35 grandes écoles (higher education establishments) and universities,
nearly **245,000 STUDENTS**



Our missions statement

The Bureau de la Région Occitanie-Pyrénées-Méditerranée based in London is managed by AD'OCC, the trade agency of the southern French Region of Occitanie. The Bureau was established by the Region to provide a favourable economic and institutional environment and facilitate trade and synergies between the region's stakeholders and their British counterparts. The Bureau is also a point of contact for UK companies that wish to develop their operations in Occitanie.

THE OCCITANIE REGION TRADE BUREAU

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Bureau de la Région Occitanie -
UK Branch

