

MAISON DE LA RÉGION OCCITANIE IN NEW YORK CITY



NEW YORK CITY



Economic Development Agency

WWW.AGENCE-ADOCC.COM



LA MAISON DE LA RÉGION OCCITANIE IN *New York City*



OUR MAIN AREAS OF FOCUS

Since its creation in 2009, La Maison initially dedicated its time to growing the region's prevalence and visibility in the North American **wine and agricultural markets**. However, in recent years, the team broadened its scope and now support projects in **the aeronautic, space, environmental, renewable energies, technological, innovation, health and industrial sectors**.

OPPORTUNITIES AVAILABLE TO NORTH AMERICAN PROFESSIONALS

- Register your company on an active databased used for future prospects
- Connect directly with key players in the Occitanie region
- Access robust networks of US-based Franco-American professionals and of local businesses in the Occitanie region
- Guide your company through the internalization process or with project implementation in Occitanie.
- Use of la Maison office space
- Support American and Canadian decision-makers during events organized by the Occitanie region

KEY SERVICES OFFERED TO NORTH AMERICAN PROFESSIONALS

- Organization of trade shows, conferences, private tastings
- Sharing of knowledge and expertise on emerging subjects that concern both Occitanie and North America
- Welcoming American and Canadian delegates to events in the Occitanie region
- Planning of networking events at la Maison de la Région Occitanie office
- Scheduling of B-to-B meetings with delegates from Occitanie companies during trade shows or events in North America
- Hosting of conferences and round tables on themes, sectors or issues affecting Occitanie and North America

THE NEW YORK CITY SHOWROOM

Companies are welcome to rent La Maison de La Région Occitanie's showroom for conferences, tastings, round tables, networking events or any other professional gathering.

The 250 square meters offer a versatile space that can accommodate up to 70 people.



OUR Network OF FRANCO-AMERICAN PROFESSIONALS

Throughout its existence, La Maison has maintained healthy relationships with major American and US-based French institutions in order to strengthen economic and political relations between Occitanie and the United States.

- The French Consulate in New York
- French American Chamber of Commerce of New York, Philadelphia, Boston and the Carolinas
- French Institute and Alliance Française of New York
- French Founders New York
- Conseillers du Commerce Extérieur Français du Chapitre Amérique du Nord
- Business France North America
- Select USA

THE OCCITANIE REGION , 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 an ideal environment to foster innovation and excellence. This part of France has a diverse landscape and dynamic economic ecosystems.

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

THE OCCITANIE REGION AT A GLANCE

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

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

 **1ST REGION**
for tourist activity

 **6 millions inhabitants**

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

A DYNAMIC ECONOMY FOCUSED ON INNOVATION

Top 20 European GDP
\$198 Billion

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 LARGEST RECIPIENT
for **FOREIGN INVESTMENT** projects in 2020

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



Our missions

La Maison de la Région Occitanie – Pyrénées Méditerranée in New York City is managed by the economic development agency AD'OCC. La Maison was born out of the region's desire to build an effective economic and institutional environment that facilitates exchanges and fosters synergy between regional partners and their American and Canadian counterparts. In addition, the team is the central information and support hub for any North American business looking to invest in or move to the Occitanie region.

MAISON DE LA REGION OCCITANIE

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