

2006
GREATER
NANCY >

DIGITAL ECONOMY

ADUAN – A TEAM OF INWARD INVESTMENT PROFESSIONALS
ON HAND TO ASSIST AND ADVISE YOU, FREE OF CHARGE,
WITH ALL YOUR DEVELOPMENT PROJECTS

A FLAGSHIP SECTOR IN GREATER NANCY'S ECONOMY

- 764 companies and 8,500 jobs
- A turnover of 1.5 billion Euros
- A vast range of ICT-related activities (production, business services, commerce, advice, telecommunications, printing, etc.)
- Boosting synergy between the major international groups and promising local PMEs in innovative, technological know-how
 - Training and research geared to companies:
 - 900 diplomas awarded each year
 - 600 researchers and qualified research staff



ADUAN (GREATER NANCY DEVELOPMENT AGENCY)

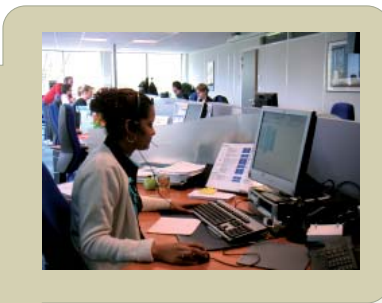
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NANCY: ONE OF THE TOP LOCATIONS IN FRANCE FOR CUSTOMER CONTACT CENTRES

- 48 platforms
- 2,500 jobs
- 4 leading networks: information and communication technology (ICT), banking and insurance, mail-order sales and health funds
- Presence of a new generation of multimedia contact centres processing telephone requests, e-mail messages and orders from e-commerce sites
- High-performance companies: Arvato Services, 3 Suisses, Pages Jaunes, Bank CIC-SNVB, etc.



A DYNAMIC CLUSTER

➤ The creation of the “**Digital Nancy**” cluster bringing together over 50 companies around workshops focusing on subjects such as:

- its on-line internet site: www.nancynumerique.net
- the creation of a quarterly **electronic newsletter** produced by and for key sector players
- the creation of an electronic **directory** of network companies

- the organisation of **annual conferences** in partnership with key regional players
- the organisation of the “**Digital Nancy Speed Meetings**”, which offer opportunities for companies working in the digital economy sector to meet up in an informal setting
- involvement in the **Mediapark** think-tank



SOPHISTICATED TELECOMS INFRASTRUCTURE

➤ **An important asset:** the Metropolitan Telecommunications Network (Réseau Métropolitain de Télécommunications - **RMT**)

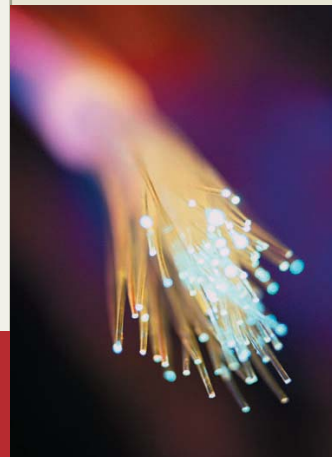
- 8,000 km of optic fibre
- an extremely high data transfer rate of 2.5 gigabytes per second (i.e. 40,000 times faster than a modem)
- serving all of the business estates in Greater Nancy

➤ **Local loop unbundling:** already a reality in Nancy

- 4th French city to benefit from local loop unbundling after Paris, Lyons and Marseilles
- presence of all the major operators: **France Télécom, Free, Neuf Cégétel, etc.**
- with unbundling, new services are available: Voice over IP, television over DSL, etc.

“Nancy’s RMT (...) network played a key role in the driving force essential for unbundling. (...) Greater Nancy represents an essential asset for the future development of our group.”

MICKAËL BOUKOBZA
MANAGING DIRECTOR, ILIAD / FREE



ATTRACTIVE OPPORTUNITIES FOR INVESTMENT

- **10,000 m²** of immediately available office space
- Numerous **new office building projects** in the pipeline
- **Top-of-the-range business estates** offering plots for the construction of new premises



THE MEDIAPARK: A SHOWCASE FOR THE DIGITAL ECONOMY

- **3,700 m²** of office space dedicated to ICT and digital economy companies, in particular those in the post-incubation phase
- New, independent building located in Nancy’s **new expanding business district:** Rives de Meurthe
- **Privileged location close to the city centre** of Nancy (excellent public transport facilities and numerous amenities close to hand)
- Scheduled for completion by the end of 2006
- Rent: 125 €/ m² / year, excluding charges and VAT