The Toulon Metropolitan Community Committed to the Future
A Highly Competitive Greater Metropolitan Area
The exceptional landscape of the Greater Toulon Metropolitan Area stretches between land and sea, from Six-Fours-les-Plages to Hyères-les-Palmiers, showcasing the natural beauty of preserved paradisical beaches and hiking trails overhanging Europe’s most beautiful harbor. The 12 communes of Toulon Provence Méditerranée (TPM) pool their vital forces to protect this rare environment through regional action plans targeting the just balance between environmental protection and the economic and urban development required for the current growth of our population.

The Toulon area, as the third urban growth area of the French Mediterranean seashore and the first national Defense base, is strategically located. Its metropolitan ambition is furthered by the establishment of blue-chip companies, the support of the world-class Sea Competitiveness Cluster and four other major clusters. Around the harbor, itself a site of Euro-Mediterranean interest, TPM is working on large-scale developments, particularly in the field of healthcare and tourism, acting as coordinator for major investments planned for the future (establishment of the Marine Techno Park, high-tech sites, new activity parks, network of business incubators and business centers, new university campuses, renovation of the Toulon and Seyne-sur-Mer city centers, Reserved-Track Public Transport, port infrastructures, ultra high-speed communication networks…).

The region’s high economic potential is ideal for investments, businesses and growth, offering a well-preserved natural environment and blue-chip employment...

Welcome to Toulon Provence Méditerranée.

Hubert Falco
French Secretary of State for Defense and War Veterans
President of the Toulon Provence Méditerranée Community
Toulon Provence Méditerranée, a strategic position

- How to get there
- Our Territory

Toulon Provence Méditerranée, sharing ambition for future generations

- Contrat de baie (Bay Contract): our partnering approach
- Harmonised Territorial Development: planned consistency
- Ports of Toulon Provence: a shared approach to the sea
- The Council for Development: for participative democracy

An Innovative and Competitive Greater Metropolitan Area

- A cutting-edge economic environment
- Marine Safety and Security
- Health and Well-Being
- Environment and Sustainable Development
- Agriculture
- Aquaculture and Fishing
- Competitiveness Clusters
- The global calling of the Pôle Mer PACA
- Pégase, the Aeronautics and Space Cluster
- CapÉnergies, the Cluster for energy generation without greenhouse effect
- OPTITEC, the Optics and Photonics Cluster
- Eurobiomed, the Health Cluster
- Homeland Defense and the French Navy

Project-based development for the future

- Toulon Grand Projet Rade (Toulon Greater Harbor Project)
- Higher Education and Research for a growing metropolitan area

Setting up in the Greater Metropolitan Area

- Local Activity Parks
- Supporting the creation and establishment of firms
- Support to entrepreneurs

An exceptional setting to live in

- Environment and Heritage
- Harmonized Mobility
- Health and Daily Life
- Music, Dance, Opera, Theater and Exhibitions, experience the cultural tempo of Greater Toulon
- The Culture of Sports
The Var and its economic driver, Toulon, are located at the heart of the Provence-Alpes-Côte d’Azur Region, strategically placed along the Mediterranean arc... The urban area of Toulon, with over 500,000 inhabitants, located between Aix-Marseille and Nice-Sophia Antipolis on the seafront ranks tenth among French cities (Source: Ministry of the Interior).

How to get there
- TGV to Lyon, Paris and Northern Europe
- Toulon-Hyères International Airport
- Sea links to Corsica and Turkey
- Harbor facilities for large Mediterranean cruise liners
- Motorway Access:
  - Marseille at 60 km
  - Sophia Antipolis at 130 km
- Public Transport:
  - Réseau Mistral: visit all communes in the Toulon area for 1.40€ (www.reseaumistral.com)
  - Varlib: network of 86 intercity lines for 2€ only (www.var.fr)
Our Territory

- 12 communes:

- 427,850 inhabitants
- 200 km of sea coasts (including the Hyères islands)
- 36,654 hectares

- Over 27,000 businesses (source: INSEE)
  - 5.8% industry
  - 10.2% construction
  - 23.5% shops and repairs
  - 60.4% services

- Nearly 125,000 employees
  - Production: 20.6%
  - Residential: 47.7%
  - Public administrations: 31.9%

- Research and Higher Education:
  - Nearly 15,000 students
  - University (Humanities and Languages, Communication and Media, Law, Economics, Management, Sciences and Technologies, Sports)
  - 3 Engineering Schools (Electronics and Digital, Mechanics, Sciences of the Sea)
  - Higher School of Business and Technology (Euronmed Toulon)
  - School of Design
  - Higher School for the Fine Arts
  - National Conservatory for Regional Development (Conservatoire National à Rayonnement Régional)

- 2 Urban Free Zones (one established in the town center)
From 2002 to 2009, Toulon Provence Méditerranée acted as leader and coordinator for the Contrat de baie of Toulon Harbor and its watershed. This action plan pooled all local stakeholders in a common project to restore the quality of water and marine habitats. A new 5-year version of the Contrat de baie is planned for 2011, stretching from Carqueiranne’s Pradet Point to Epenon Point at Six-Fours-les-Plages and a similar approach could be applied to the îles d’Or in 2012.

For more information, visit www.contratdebaie-tpm.org

Toulon Provence Méditerranée is a member of the joint ScuT Provence Méditerranée Syndicate along with the neighboring Public Establishments for Intercommune Cooperation (EPCI). The syndicate is in charge of designing, approving, monitoring and updating the Territorial Development Harmonization Program. The ScuT is composed of 32 communes working together to harmonize regional policies on urban development, the environment, construction, civil engineering projects, and mobility, to control development and reduce risks and hazards.

For more information, visit www.scot-pm.com

To further the growth of marine and port activities in the region, the General Council of the Var and Toulon Provence Méditerranée (TPM) have joined forces to create the Joint Authority of Toulon Provence Ports, to manage 18 ports in the Var, in the harbors of Le Brusc, Toulon and Hyères. The new port authority asserts its leadership position on Corsica with the Corsica Ferries, caters to over 200,000 cruise tourists, celebrates the 30th anniversary of its urban sea shuttle network and, with its Turkish partners, basks in the success of the first “Marine Highway”. Current and future projects for Port Toulon Provence, Europe’s most secure harbor, and a leading French and European naval base, include the launch of a multi-site Sustainable Development policy and the design of a development master plan for the economy of the sea which comprises the return of the 45 km coastline to local inhabitants.

The Toulon Provence Méditerranée Council for Development is an advisory body acting as the interface between civil society and political decision-makers. In 2006, the scope of its responsibilities was extended to the entire Toulon area to include the representatives of the ScuT Provence Méditerranée communes. The Council for Development is a forum for discussions and debates, advising local decision-makers on policies and territorial development projects, focusing on three components:

- Regional appeal and promotion
- Health, demographics and aging
- Sustainable Development
The rich economic fabric of the metropolitan area, with its major national and international corporations, its high-tech SMEs and blue-chip industries and research centers, attracts new players from all sectors of business (non-exhaustive list).

**Marine Safety and Security, Defense, Marine and Submarine Technologies, Complex Systems**

- The Direction Générale de l’Armement (DGA - General Direction for Ordnance): as the contracting authority for armament programs, the DGA is responsible for the design, acquisition and evaluation of the equipment used by the armed forces.
- DCNS Services: as a naval defense expert, partnering with its clients in the design and maintenance of military vessels, DCNS is a leading European player on the global market of naval defense systems.
- DCNS Information Systems and Safety (Combat Management Systems) is specialized in complex high-tech (NTIC) and high-quality systems.
- THALES Services is part of the THALES group and is specialized in the design and sales of embedded calculators, operational IS, defense integration and development systems, crisis surveillance and management systems, command systems.
- The Constructions Industrielles de la Méditerranée (CNIM - Mediterranean Industrial Construction) is a French industrial player focused on the environment, mechanical engineering and energy products and services.
- ECA specializes in naval and terrestrial robots, and provides a full range of services, such as the detection, inspection and destruction of mines, nuclear plant inspection systems, command control systems, and terrestrial robots for counter-terrorist missions, etc.
- France Télécom Marine is expert in underwater cable installation and maintenance and in the construction and maintenance of France Télécom’s marine networks.
- Ifremer is a European leader in research and in marine surveillance and exploration. It is also the contracting authority for large national and international projects.
- The French Navy represents 70% of the national defense fleet and ranks among the principal procurement authorities in the regional economic fabric.
Health and Well-Being

- The Intercommunal Hospital Center of Toulon-La Seyne-sur-Mer (CHITS) ranks 1st among regional non-teaching hospitals and 10th on a national level, and is the 2nd employer of the Var.
- The Sainte Anne School of Medicine for the Armed Forces is the reference in hyperbaric medicine, neurosurgery, burn victims and research through its Naval Medicine Institute.
- Bio Veto Test of the VIRBAC Group is a member of the Eurobiomed Competitiveness Cluster and is specialized in tests and diagnostics for domestic animals, developing animal and zoonosis vaccines for diseases transmissible to man.
- MEDINORME, also a member of the Eurobiomed Competitiveness Cluster, is a specialist in the manufacture of endoscopic disinfection modules and in the installation of disinfection rooms.

A cutting-edge economic environment

- Foselev Marine and IMS of the COUACH Group, experts in repairs of large pleasure boats and in yacht revamping and maintenance operations.
- Océanide is a design office for coastal and oceanographic engineering, operator of BGO FIRST, the Oceanographic Engineering basin.
- Terra nova ingénierie, designer of specific IT solutions for waste collection, urban cleaning operations, transport and logistics.
- Watteco manufactures communication micro-modems in the fields of energy efficiency and home automation systems. Member of the CapÉnergies Competitiveness Cluster.
- Envisan is expert in on-site depollution operations, sludge and dredging/cleaning sediments management and enhancement.
Toulon Provence Méditerranée has implemented a full-scale strategy for the conservation and enhancement of local farmlands. The main agricultural sectors include:

- **Horticulture** (cut flowers, potted plants, tree nurseries) is a major contributor to agricultural activities and its products are widely distributed all over Europe. The economic actors involved are members of the Horticulture SPL (Local Production System) and have jointly responded to the CIACT call for projects from the 160 enterprises within the Florisud Var Méditerranée Enterprise Cluster, to amplify and boost business competitiveness.

- **Viticulture** has engaged a quality approach with AOC labels for Côtes de Provence and Bandol wines, as well as for the regional denomination of the “Vins de La Londe”.

- **Arboriculture** is endowed with such AOC labels as “Figues de Solliès” and “huiles de Provence” for olive trees (Ollioules).

**Aquaculture and Fishing**

- Local fishermen use traditional fishing methods and tackle, adapted to the species they select, their habitat and depth. These diverse approaches constitute a wealth of tradition and techniques. They also make it possible to fish the species present along the narrow continental shelf, thus protecting stock (source: FEP varois).

- **Aquaculture** is concentrated in Toulon Harbor (6 fish-farms) and supported by TPM.
The Pôle Mer PACA, and its twin the Pôle Mer Bretagne, are two of the largest French global clusters. Since its creation in 2005, the Pôle Mer PACA has chosen to gear its actions towards sustainable development and safety around 5 areas:
- Marine safety and security
- Naval activities and water sports
- Marine energy resources
- Marine biological resources
- Environment and coastal development

The Cluster now hosts over 284 members, i.e. +42% in one year (since 2009).

A dynamic program
- Over 200 projects submitted since 2007
- 146 projects earmarked for the R&D Budget to the tune of 238 million €, 85 of which have been funded since 2007

Future Outlook
- 200 million € invested by 2011
- Extension to include Languedoc Roussillon and Corsica

For more information, visit www.polemerpaca.com

The Centre for Testing and Expertise in Deep Sea
The construction of scientific underwater observatories and deep and very deep offshore fields as well as the development of renewable marine energies require the design, construction and underwater testing of innovative and complex equipment and systems. The project involves a large number of French industrialists, and mainly in the PACA Region.

The Centre for Testing and Expertise in Deep Sea (CEEMP) will allow underwater system, machine and equipment designers, in the PACA Region as well as national and international players, to conduct real-scale testing operations and demonstrations at a minimal cost (no support vessel) sheltered from weather constraints.

“Sustainable Solutions for Coastal Towns” Inter-cluster
Beyond its partnership with the Pôle Mer Bretagne, the Pôle Mer PACA also works transversally with three other regional competitiveness clusters: Secured Communication Solutions, Risks and CapÉnergies.

In May 2010, the Inter-ministerial Committee for Territorial Development and Competitiveness (CIADT) recognized the specific interest of this approach in boosting joint contributions and complementarity between competitiveness clusters, to enhance our regions through innovative projects on a topic essential for the future of the Mediterranean.

135 SMEs
67 groups and non-SME businesses
80 research and training organizations

17
<OPTITEC, the Optics and Photonics Cluster>
The object of the Optics and Photonics Cluster (POPsud association) is to strengthen the ties and partnerships between businesses, research laboratories and the universities of Southern France in the field of optics, photonics and image processing.

- Sectors of activity
  - Space - Defense - Safety
  - Energy
  - Sea
  - Biotechnology - Medical
  - Information and Communication Technologies (ICT)
  - Environment

- Goals
  - For more information, visit www.popsud.org

<Eurobiomed, the Health Cluster>
The Health Competitiveness Cluster, Eurobiomed, covers the Provence-Alpes-Côte d’Azur and Languedoc-Roussillon Regions. Born on January 1, 2009, Eurobiomed includes the ORPHEME, Holobiosud and Bioméditerranée Clusters. It is one of the major French and European clusters for health in terms of the number of businesses, research and scientific excellence capabilities and of equipment dedicated to innovation and to the creation of innovative firms.

- Goals
  - The Cluster is dedicated to the emergence of innovative collaborative projects in the field of emerging pathologies and orphan diseases.

- For more information, visit www.eurobiomed.org

<Pégase, the Aeronautics and Space Cluster>
The purpose is the development of a competitive ecosystem, bringing together the network of large corporations, research and testing centers and the fabric of the existing or future innovative SMEs in the PACA Region. The Cluster is expecting to generate over 800 million € in revenue over the next 5 years and to create 15,000 jobs within 10 years.

- Sectors of activity
  - Aeronautics
  - Space
  - Stratosphere

- Goals
  - The detection and implementation of new aeronautic and space applications.

- For more information, visit www.pole-pegase.com

<CapÉnergies, the Cluster for energy generation without greenhouse effect>
Since its creation, CapÉnergies has focused on developing and installing energy systems which provide concrete solutions to the necessary replacement of fossil energy. The Cluster’s 400 members, including 200 in the PACA Region, aim at preparing the industry to the coming technological mutations, through specific training programs, and to draw on regional assets to develop a national energy approach adapted to the “energy mix of the future”.

- Sectors of activity
  - Space - Defense - Safety
  - Energy
  - Sea
  - Biotechnology - Medical
  - Information and Communication Technologies (ICT)
  - Environment

- Goals
  - The Cluster is dedicated to the emergence of innovative collaborative projects in the field of emerging pathologies and orphan diseases.

- For more information, visit www.capenergies.org
First European port and first French naval base for Defense in the Mediterranean, Toulon is the only port to launch and support outgoing armed forces. Toulon’s naval base is equipped with all the necessary industrial and logistics capabilities required for inter-army and multinational naval operations.

Toulon’s high-profile in Defense will be further strengthened in the future by its cooperation with riparian countries through inter-army functions for external operations and an increase in fleet capacity (within the scope of the European Safety and Defense Policy).

The naval base of the Greater Metropolitan Area of Toulon endows the local economy with world-class high-tech scientific, industrial and research capabilities. The presence of such international leaders as DCNS, expert in armament and combat systems, brings high added value in the field of marine and submarine technologies as well as in the areas of microelectronics and image processing, among others.

KEY FIGURES

1st industrial park in the Var
1st employer in the Var
24,000 salaried employees
1.2 billion € injected yearly in the local economy
As the driver of economic competitiveness, urban and environmental quality renewal, booster of innovation, new businesses and job creation, Toulon Harbor is the subject of the metropolitan area’s overarching attention. TPM and its partners are launching the Toulon Grand Projet Rade (Toulon Greater Harbor Project). This sustainable development project involves 10 operations which, under rigorous governance, will transform the urban and economic landscape of the area.
<Toulon Grand Projet Rade (Toulon Greater Harbor Project)>

10 main operations

1. Marine Techno Park
2. Harbor Infrastructures and City/Harbor Interface
3. Marine Activity Park of Saint-Mandrier-sur-Mer
4. Metropolitan Center - Train Hub
5. Contrat de baie (Bay Contract)
6. Renovation of the Large Pier
7. Sea Links
8. TCSP and Urban Renewal Areas
9. Ultra High-Speed Communication Network
10. Road Works for the Toulon Grand Projet Rade
A sustainable approach

The Toulon Metropolitan Area has made sustainable development the focus of all the operations planned for the Toulon Greater Harbor Project. We strive to implement the “Grenelle de l’Environnement” and the “Grenelle de la Mer”, taking into account regional features, applying common methodologies, developing the tools to monitor and assess the environmental impact of all projects. All projects will be based on a “sustainable development reference guide”, which recommends the obligation to conduct systematic feasibility studies on the implementation of an environmental approach to urban development. This guide and the support and determination of our project partners will guarantee improved control of the environmental impact of our operations and help us focus on the added value potential for the Greater Metropolitan Area.

The Marine Techno Park

The Marine Techno Park is the response of the Greater Metropolitan Area to the needs of the “Pôle Mer PACA” Cluster to establish or create high-tech firms in the Mediterranean. The project is emblematic of our sustainable development approach.

- Goals and Challenges:
  - Building berthing sites for the Pôle Mer PACA and its members.
  - Accommodating schools for higher education and research laboratories.
  - Offering the optimal growth environment for high-tech activities (business incubators, business centers, sea access platform).
  - Finding solutions to the operational and access issues in the west of the Greater Metropolitan Area.
  - Supporting the economic project with the corresponding urban functions (housing, infrastructures, quality public areas).
- In the future, the 200,000 m² of buildings in the Marine Techno Park will accommodate over 5,000 employees and 1,000 students.
The Contrat de baie for Toulon Harbor and its watershed, quintessential to a high-quality environmental policy, was signed in 2002, to involve all the actors of the harbor around common projects to restore water and sea habitat quality.

The 2002-2009 Contrat de baie essentially targeted the reduction of pollution flows. For the period 2011-2015, the emphasis will be placed on flooding prevention, biodiversity and chemical contamination.

In support of these goals, the Toulon Grand Projet Rade includes transversal operations:

› Renewal of the Large Pier of Toulon

Originally erected by the military, the 1208 meter-long dyke known as the Large Pier of Toulon, is of interest to all operators and occupants of the public maritime domain and plays a major role in the protection of the harbor.

› Development of Sea Links

The purpose is to tackle this unique offer to the ever-increasing demand for larger infrastructures and higher frequency rates through the upgrading of the boat fleet (clean, hybrid shuttles), modernization of existing berthing sites and construction of a new harbor station.

› Upgrading and enlarging road works for access from the west

Improving access routes for all transport modes in the Greater Metropolitan Area.

› Deploying Reserved-Track Public Transport

Heart and symbol of quality metropolitan-scale mobility, the Reserved-Track Transport System meets the requirements of sustainable mobility and urban renewal.

› Ultra-High-Speed Communication Network

No matter their scale, the development outlooks of businesses involve the quality and availability of their telecommunication networks. The Ultra High-Speed telecommunication infrastructure implemented in Toulon Provence Méditerranée is geared towards performance and use by all operators, offering private and public stakeholders the broadband required for the innovative services and operations of the future Information and Communication Technologies. The sustainability of the new infrastructures will endow the businesses established in the region with Ultra High-Speed professional connections to foster growth and innovation.

The Toulon Grand Projet Rade (Toulon Greater Harbor Project)

› A Metropolitan Activity and Business Center

At the heart of the metropolitan area, around Toulon’s TGV (high-speed train) station, the center will be dedicated to higher tertiary services, corporate headquarters, and management and research activities. The 42 ha development project will be dedicated to the creation of office space, public and residential infrastructures.

› Upgraded Harbor Infrastructures and City/Harbor Interface

The links between the city and the port, required for economic and leisure purposes, will be strengthened by major infrastructures installed around the harbor, including the return of the coastline to local inhabitants. Beyond the enhancement of the patrimonial value of the harbor, increasing cruise tourism, and small and large pleasure boating, Toulon’s new harbor strategy is intended to strengthen the city’s strong position in marine highways and ferry traffic.

› Marine Activity Park of Saint-Mandrier-sur-Mer

Dedicated to professional yachting and to marine and submarine technologies, the Marine Activity Park will in the future offer several hundred jobs.

› The Contra**t de baie (Bay Contract)

The Contrat de baie for Toulon Harbor and its watershed, quintessential to a high-quality environmental policy, was signed in 2002, to involve all the actors of the harbor around common projects to restore water and sea habitat quality.

The 2002-2009 Contrat de baie essentially targeted the reduction of pollution flows. For the period 2011-2015, the emphasis will be placed on flooding prevention, biodiversity and chemical contamination.

In support of these goals, the Toulon Grand Projet Rade includes transversal operations:

› Renewal of the Large Pier of Toulon

Originally erected by the military, the 1208 meter-long dyke known as the Large Pier of Toulon, is of interest to all operators and occupants of the public maritime domain and plays a major role in the protection of the harbor.

› Development of Sea Links

The purpose is to tackle this unique offer to the ever-increasing demand for larger infrastructures and higher frequency rates through the upgrading of the boat fleet (clean, hybrid shuttles), modernization of existing berthing sites and construction of a new harbor station.

› Upgrading and enlarging road works for access from the west

Improving access routes for all transport modes in the Greater Metropolitan Area.

› Deploying Reserved-Track Public Transport

Heart and symbol of quality metropolitan-scale mobility, the Reserved-Track Transport System meets the requirements of sustainable mobility and urban renewal.

› Ultra-High-Speed Communication Network

No matter their scale, the development outlooks of businesses involve the quality and availability of their telecommunication networks. The Ultra High-Speed telecommunication infrastructure implemented in Toulon Provence Méditerranée is geared towards performance and use by all operators, offering private and public stakeholders the broadband required for the innovative services and operations of the future Information and Communication Technologies. The sustainability of the new infrastructures will endow the businesses established in the region with Ultra High-Speed professional connections to foster growth and innovation.
« Higher Education and Research for a growing metropolitan area »

“In the global economy, technology and knowledge are paramount. Toulon Provence Méditerranée puts the emphasis on the development of quality higher education, geared to recognized fields of competence and aligned with business requirements.”
Hubert Falco, President of the Toulon Provence Méditerranée Community

The determined engagement of Toulon Provence Méditerranée in the deployment of local higher education and research facilities is based on three over-arching goals:

- Positioning the conurbation at a metropolitan scale in the Mediterranean.
- Placing innovation at the heart of economic growth through higher education and research.
- Reinforcing higher metropolitan functions and consolidating the appeal of the Toulon area.

Local universities offer Bachelor, Masters and Doctorate degrees (in Law, Economics, Management, Humanities and Foreign Languages, Communication, Sports, Science and Technology). There are three Engineering Schools (ISEN, ISITV, SupMéca), Higher Education Schools (ESCT, EID, training programs for Baccalauréate graduates (IUT-University technology Institute, BTS sections-Advanced Vocational training certificates) as well preparatory classes and vocational programs (nursing, professions of the seal). Toulon’s education framework offers students and firms a wide choice of vocational training and degrees. The regional, national and international scientific community is open to local expertise through many research laboratories (Université du Sud Toulon Var, IFREMER, CNRS).

« A New University Campus Program »

To further increase training opportunities, both in quality and number, and to strengthen ties with the high-profile economic professions through the development of research, Toulon Provence Méditerranée will act as the contracting authority for the New University Campus Program. The program includes the construction of university buildings and of student residences as well as the acquisition of scientific equipment.

The project will be completed in tranches from 2011 to 2013, simultaneously with the metropolitan area’s Reserved-Track Public Transport System (TCSP) which will connect the main universities.

NEW SITE

« On the La Garde - La Valette Campus: synergy between Engineering Schools »

The Mechanics Institute SupMéca (Institut Supérieur de Mécanique), offering courses in Science and Technology, knowledge of the world and international experience, will soon move into new buildings (5,000 m²), near the Institut des Sciences de l’Ingénieur de Toulon et du Var (Engineering Sciences Institute), where engineers are trained in marine technologies, materials and telecommunications.

Both schools will thus increase their capacity to train high-profile engineers as well as their visibility in the national scientific arena and their research potential.
The Cultural and University Cluster

Toulon’s old covered market will become a cultural and entertainment center to benefit both the student population (expected to increase to 4,000 in the future) and the inhabitants of the old town. This memorial to the bustling economy of the past is expected to reenergize the neighborhood.

NEW SITE

On the Toulon Campus: Maison de la Recherche Euro-méditerranéenne (Euromediterranean Research) and the Ingémédia Institute

Located near the old city center of Toulon, close to the Faculty of Law, a new magnificent architectural complex is planned (9,000 m²), to house university teaching and research premises:

- The Maison de la Recherche Euro-méditerranéenne, home to all university laboratories specializing in Human Sciences (researchers and doctorate students).
- Masters 2 Training programs in these disciplines.
- The Institut Ingémédia, preparing Baccalaureate graduates from +2 to +5 to the highest qualifications in Internet and multimedia engineering, and, on an adjacent site, an incubator for innovative firms in the field of the new information and communication technologies.

Innovation, Creation, New Technologies

With the Toulon Var Technologies association, nationally renowned for its expertise in supporting innovation, with the ISEN (Institut Supérieur de l’Électronique et du Numérique - Institute of Electronics and Digital Technology) whose graduates are head-hunted by businesses and whose laboratories are engaged in many competitiveness clusters, with the Mediterranean Foundation for Strategic Studies, with the new business incubators and centers, it is an entire neighborhood, essentially located in the Urban Free Zone, that is looking to the future, prepared to welcome creators and young enterprises.
The competitiveness of the Activity Parks rests on the creation of added value, growth and long-term existence, requiring prospective strategies. This approach is included in the economic development strategy of the SCoT program for Harmonized Territorial Development in Provence Méditerranée.

The Agence d’Urbanisme de l’aire toulonnaise (AUdat-urban development Agency of Greater Toulon) conducted an initial audit to profile these zones. The ZAEs (Economic Activity Zones) offer the best conditions for growth and employment to very small businesses and SMEs that are essentially local as well as to national and international blue-chip corporations. It is to be noted that ZAEs and other peri-urban areas foster professional fields of excellence.

TPM and, more widely, the SCoT program have chosen to work on two priority pillars to ensure economic performance:

- Improving economic zones through the selection of sites best-suited to specific activities (Marine Techno Park and Marine Activity Park in the west, metropolitan governance in Toulon...).
- Improving the quality of existing activity zones: proper access routes, signage, parking facilities, ultra high-speed networks, road works.
In the west

- The Marine Activity Park on the former defense site of Saint-Mandrier
  Acquisition and concession operations are now completed, the Marine Activity Park is prepared to become home to large pleasure yachting firms, and particularly to such shipyard operators as Nautor Swan and Chantier Naval Couach, who are ensured that local subcontractors and entrepreneurs will show flair for innovation.

- La Millonne Activity Park and the Prébois Activity Park in Six-Fours
  La Millonne, stretching over 23 ha, is the first activity park created for the tertiary and industrial sector, where all infrastructures have been provided by TPM. Practically all the available plots of land in La Millonne have now been sold and an additional 5 ha surface will be put up for sale in 2011 in the new Prébois zone in Six-Fours.

In the center

- La Grande Chaberte
  Located in La Garde, the activity zone is dedicated to the industry and to services. Its 10 ha surface and its proximity to the expressway are propitious to growth.

In the east (Hyères)

- Le Roubaud
  Near the center of town, close to the train station, the 16 ha zone is characteristic of its other urban counterparts and has already attracted a major distribution outlet. The activities will be divided between trade (30%) and the tertiary and services sectors (70%).

- The Health Activity Park
  The zone stretches over 5 ha and is located across from Hyères hospital. Its purpose is to leverage all health-related activities in the region.

- Le Palyste (airport zone)
  The future airport Economic Activity Zone for the tertiary sector (hotels, business centers) is currently under study to meet the requirements of airport metropolitan functions.

- The Extension of the Saint-Martin Zone
  This Economic Activity Zone is dedicated to craftsmen and services to professionals.

- Hortipôle (Horticulture Cluster)
  Approximately 10 ha dedicated to agricultural and horticultural activities.

- AFUZI and ADETO
  Two associations, AFUZI in the east and ADETO in the west, work closely with Toulon Provence Méditerranée and have establishments in over 60% of the ZAEs. They protect the interests of 1,500 businesses.

For more information, visit
Supporting the creation and establishment of firms

The Toulon Provence Méditerranée Community and its partners deploy their business creation support mechanisms through the installation and management of business incubators and centers in almost all economic sectors. These are in fact “exsourcing centers”, open in particular to creators of sensitive urban areas to optimize development opportunities and development projects.

According to the sector of activity (general business or technology/innovation) and the location, the offer includes:

- Regular business and development monitoring.
- Customized business planning advice from professionals.
- Shared services: secretarial, photocopiers, telephone services, mail, high-speed Internet.
- Preferential partnerships with neighboring enterprises.

Chancel Complex
Location: La Valette-du-Var
Business Incubator: 125 m²
Business Center: 230 m²

Noral Complex
Location: La Seyne-sur-Mer
Business Incubator: 88 m²
Business Center: 521 m²
Technology Incubator: 290 m²

For more information, visit:
- General Business Incubator: tpm-der@tpmed.org
- Technology/Innovation Incubator: tvt@tvt.fr

In its mission to support the creation and establishment of businesses in the region, Toulon Provence Méditerranée partners with:

Professional Organizations
- Chamber of Commerce et d’Industrie du Var
  www.var.cci.fr
  espace.entreprendre@var.cci.fr
- Chamber of Métiers et de l’Artisanat du Var
  www.cm-var.fr
  contact@bma-var.fr
- Chamber of Agriculture du Var
  www.ca83.fr
  contact@var.chambagri.fr

Support Organizations (non-exhaustive list)
- Maison de l’Emploi de TPM
  www.tpm-agp.fr
  mete@tpmed.org.fr
- Pôle Mer PACA
  www.polemerpaca.com
  contact@polemerpaca.com
- L’Union Patronale du Var
  www.upv.org
- Var Accueil Investisseurs
  www.var-invest.com
  vaail@bar.fr

For more information:
- General Business Incubator: tpm-der@tpmed.org
- Technology/Innovation Incubator: tvt@tvt.fr
- Professional Organizations:
  - Chamber of Commerce et d’Industrie du Var
    www.var.cci.fr
  - Chamber of Métiers et de l’Artisanat du Var
    www.cm-var.fr
  - Chamber of Agriculture du Var
    www.ca83.fr

Support to entrepreneurs

Support to entrepreneurs

The 252 members of this association of entrepreneurs and local authorities work to create and organize an efficient environment for businesses and for innovative creators. TVT is recognized nationally and internationally through its participation in many networks and is certified by European and national labels.

For more information: tvt@tvt.fr - www.tvt.fr

IMQ - The Mediterranean Institute for Quality (Institut Méditerranéen de la Qualité)

The IMQ, as member of the regional network for innovation in the PACA Region, supports SME-SMIs in their Quality control metrics. In this capacity, the IMQ was involved in quality controls of the A380 and participated in the Computer-Assisted Visual Control project with the DCNS, European leader of Naval Defense.

For more information:
- info@imq-fr.com - www.imq-fr.com

Seminars, Conferences...

Toulon Var Technologies

Toulon Provence Méditerranée is a popular coastal venue in Provence. Located in the center of the city, close to the train station and Toulon-Hyères Airport, the Palace Neptune in Toulon and the Forum du Casino in Hyères-Palmiers are conference centers specialized in hosting seminars, conferences, conventions and in designing customized incentive and tourist products.

For more information:
- agglo-toulon@tpmed.org
From the large natural spaces to the fresh urban oasis, there is green everywhere. Preserved, wild, landscaped... Nature is all around!
Mountains loom above the cities, giving their populations the opportunity to bask in cool, fresh air during the summer season. Walking trails for all adepts give access to untamed natural space. Culminating at 294 m, the Colle Noire is one of the highest viewpoints of the Provencal coast. Cap Sicié is easily accessible through the Forêt de Janas and Notre Dame du Mai and can be visited on foot, horseback or mountain bikes. Mont Faron, offering natural landscape enjoyment near the city, covers 400 ha of forest massif, landscaped and maintained by the Office National des Forêts (ONF). It is one of the region’s largest “green lungs” and combines authentic natural spaces with public infrastructures and activities (zoo, memorial to the landing of allied troops, picnic areas, discovery trail).

Meeting places, leisure areas, parks and gardens flourish in city centers. An exceptional heritage close to the main boulevards.

The saltmarshes of Hyères are one of the most remarkable natural sites of the Var coast line. They form a group of wetlands composed of two distinct parts: the Pesquin saltmarsh with the redon marsh, covers 350 ha in the center of the double tombolo of the Giens peninsula. The old saltmarshes covers 350 ha along the coast over approximately 3 kilometers.
From Six-Fours to Hyères and the Îles d’Or, the coastal trail stretches over 7 of the 12 communes of the area, covering nearly 200 km of coastline (including the Hyères islands).

Sand beaches, pebble creeks, the sea in all its glory...

Renowned for its bay... “the most beautiful bay in the Mediterranean” according to Vauban, the area is also famous for its military past, illustrated by numerous fortifications, 30 of which are located in Toulon Provence Méditerranée. The citadels were erected over a period of 450 years and are an integral part of our history and heritage.

Fragrant and naturally tasty, the cooking of Provence and its sun-soaked products (fish, fruit, vegetables, and local produce) can be discovered on the market stalls. Wine lovers are sure to love the multiple colors of different varieties (in moderation, of course).

The Toulon Provence Méditerranée Greater Metropolitan Area is favored by many film crews. Every year, short and long feature films, advertisements and documentaries are shot in Provence Méditerranée*. In 2009, it was used as the setting for 38 films, representing approximately 3 million € of revenue for the region.

*Location of the Toulon Provence Méditerranée Greater Metropolitan Area and 22 neighboring communes.
TPM is located at the heart of the Var which has 14 public health establishments, 56 private healthcare clinics and 180 retirement and convalescence homes (source: Var Accueil Investisseurs, 2009).

In the TPM area (non-exhaustive list):

- **Buses and Sea Shuttles**
  Réseau Mistral, 25 million passengers in 2009 (+60% over 5 years)
  With 3 regular sea links, the public transport system of the Greater Metropolitan Area is the first boat-bus network in France catering to 1.2 million people. 51 land lines are available to the 12 communes in the area. The prices of tickets on buses or sea shuttles are the same everywhere, whatever the length of the trip.

- **Cycle Tracks**
  Toulon Provence Méditerranée is determined to reduce car traffic in favor of public transport, pedestrians and bicycles, more secure, cleaner and less energy-intensive. Over the 140 km of local cycling areas, 50% are exclusively dedicated to bicycles. Along the coasts, inland or for urban rambles, there are more and more sites to discover.

- **Varlib, let yourself be carried away!**
  With Varlib, the intercity transport network implemented by the Conseil général du Var, visit the region by bus, for only 2 €.

- **Harmonized Mobility**
  - **Hospitals**
    - Centre Hospitalier Intercommunal de Toulon – La Seyne-sur-Mer (CHITS) 1,200 beds, 1st non-teaching hospital of the region and 10th worldwide, 2nd employer in the Var. The future “Hôpital Sainte-Musse” in Toulon equipped with the latest technologies. End of construction scheduled for 2011. 730 beds and nursing facilities planned.
    - Hôpital d’Instruction des Armées de Sainte-Anne
      The reference in hyperbaric medicine, neurosurgery, care for burn victims… 730 beds.
    - Le Centre Hospitalier Général de Hyères (General Hospital)
      Composed of two units, caring for different populations: the Marie-José Treffot Hospital, with 212 beds, equipped with the latest technologies, and a geriatric center with 195 beds and permanent medical staff.
    - Hôpital San Salvador
      Care for children, adolescents and adults presenting multiple disabilities, a CV5/MCS unit (Chronic Vegetative State/Minimally Conscious State), dietary reeducation, polyvalent follow-up and rehabilitation care. 351 beds.

- **Infant Care**
  There 81 infant-care establishments in the TPM Community (Conseil général du Var).

- **Music, Dance, Opera, Theater and Exhibitions, experience the cultural tempo of Greater Toulon**
  - **The Opera House**
    Located in mid-town Toulon, the Opera House was inaugurated in 1862. Famous for the quality of the acoustics, it can seat 1,300 people. The annual program includes theater plays, operas, ballet performances, operettas. [www.operadetoulon.fr](http://www.operadetoulon.fr)
Music, Dance, Opera, Theater and Exhibitions, experience the cultural tempo of Greater Toulon

Châteauvallon
Located in Ollioules at the heart of 200 ha of woods, the site of Châteauvallon enjoys a national and international reputation. Throughout the year, it offers contemporary dance shows, music concerts, circus attractions as well as film projections and theater plays in the outdoor amphitheater or indoor theater.
www.chateauvallon.com

La Villa Noailles
In Hyères, Villa Noailles stages exhibitions in design, fashion, photography and architecture. In early May, it stages the International Festival of Fashion Arts and Photography (fashion shows, exhibitions, encounters), a highly popular event.
www.villanoailles-hyeres.com

La Villa Tamaris Center for the Arts
Contemporary painters and photographers are exhibited year round in the splendid Villa Tamaris of La Seyne. And for a full month every year since 2004, the Villa organizes the “L’Œil en Seyne” festival to showcase the work of many artists around a chosen theme.
www.villatamaris.fr

For Young Audiences
The PôleJeunePublic Maison des Comoni located at Le Revest stages multidisciplinary shows (circus, dance, theater...) for young audiences year round.
www.polejeunepublic.com

La Villa Tamaris Center for the Arts
Contemporary painters and photographers are exhibited year round in the splendid Villa Tamaris of La Seyne. And for a full month every year since 2004, the Villa organizes the “L’Œil en Seyne” festival to showcase the work of many artists around a chosen theme.
www.villatamaris.fr

For Young Audiences
The PôleJeunePublic Maison des Comoni located at Le Revest stages multidisciplinary shows (circus, dance, theater...) for young audiences year round.
www.polejeunepublic.com
The Culture of Sports

Toulon Saint-Cyr Var Handball, French Champions

French Track-Cycling Championships

Held in the Toulon Provence Méditerranée track-cycling arena.

The Toulon Rugby Club in the TOP 14 and H-Cup

The Hyères Toulon Var Basket in PRO A
Since the Tall Ships’ Races, Greater Toulon has been considered as the reference in welcoming large and prestigious tall ships in the Mediterranean and hosts many nautical events throughout the year, such as the Tour de France à la Voile or the French Olympic Sailing Week, with 4,000 competitors and 450 small boats.

In September 2009, the Hydroptère won the record in absolute speed at over 51 knots (close to 100 km/h) in the bay of Hyères, making it the world’s fastest stretch of water.