

# INVESTMENT OPPORTUNITIES FOR AMERICAN COMPANIES IN THE MIDI- PYRENEES REGION



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# INTRODUCTION

- Like the American Federal States, the Midi-Pyrénées region has its own clusters
- Midi-Pyrénées is one of the leading French regions for innovation

# INTRODUCTION

## Innovation in Midi-Pyrénées

- 3<sup>rd</sup> largest French region for patent applications, behind the Ile-de-France and Rhône-Alpes regions
- 703 patent applications per year (*Intellectual Property Journal, May 2011*)

# **I – IDENTIFYING INNOVATION IN MIDI-PYRÉNÉES**

## **A – Competitiveness clusters**

## **B – The place of American companies in competitiveness clusters**

# **A – Competitvity clusters**

**1 - Real synergy between companies**

**2 - Government-backed finance**

**3 - Tax policy challenged**

# I – Identifying innovation in Midi-Pyrénées

## Competitiveness clusters in Midi – Pyrénées

- These are clusters that bring together the industrial world and the world of research, focused on developing R&D and technological innovation, accredited and financially-backed by the Government.
- 3 competitiveness clusters:
  - Aerospace Valley: aeronautics
  - Cancer Bio-Health: healthcare
  - Agrimip Innovation: food processing

# A – Competitvity clusters

## Clusters in Midi-Pyrénées:

- **Midi-Pyrénées Saveur:** food processing sector
- **Pyrénées Industries Céramiques:** ceramics sector
- **Clust-IT:** information and communication technology cluster
- **Water Sensor Membranes:** water sector (filtration membranes for better quality water)
- **Digital Place**
- **Saveurs des Pyrénées:** sector for farm produce and locally-made products in the Pyrénées



## **B – The place of American companies in competitiveness clusters**

- 21% of foreign companies established in competitiveness clusters are American, representing 178 businesses *(source: French overseas investment agency, March 2012)*
- Examples:
  - GE HEALTHCARE (Cancer-Bio-Health)
  - NATIONAL INSTRUMENTS (Aerospace Valley)
  - BASF (Agrimip)
- Access to high-performance research institutes, networks of business partners, suppliers and customers

# **B – THE PLACE FOR AMERICAN COMPANIES IN COMPETITIVITY CLUSTER**

## **Means: consortium agreement**

- Purpose:
  - Organisation of governance
  - Rules for project management and monitoring
  - Rules for decisions, investments and rights of each party
  - Access to prior technology
  - Protection of expertise
  - Definition and division of intellectual property rights

## **II – HOW DO YOU INVEST IN INNOVATION?**

**A – Determine the scope of industrial property rights**

**B – Determine operating scope**

## **II – HOW DO YOU INVEST IN INNOVATION?**

- **A – Determine the scope of industrial property rights**
  - **1 – Procedures**
    - French patent
    - European patent
    - Patent Cooperation Treaty (PCT)
  - **2 – French issue of start-up finance**

# II – HOW DO YOU INVEST IN INNOVATION?

## B – Determine operating scope

- 1 – Two issues:
  - What about the effects of an ageing population on transfers of small and medium-sized businesses in Midi-Pyrénées?
  - What about the export market in Midi-Pyrénées?
- 2 – Recommendation