

Vichy Val d'Allier



Since its creation in 2001, the agglomeration community has been at the root of multiple activities that transform the territory and reinforces its economic, touristic, and sportive attractiveness. With its 23 municipalities, its urban center surrounded of rural and natural areas, the agglomeration offers a frame of high quality life to its habitants, to which its raise serves as testimony. Its diversity and economical value makes it the second business activity area of Auvergne.

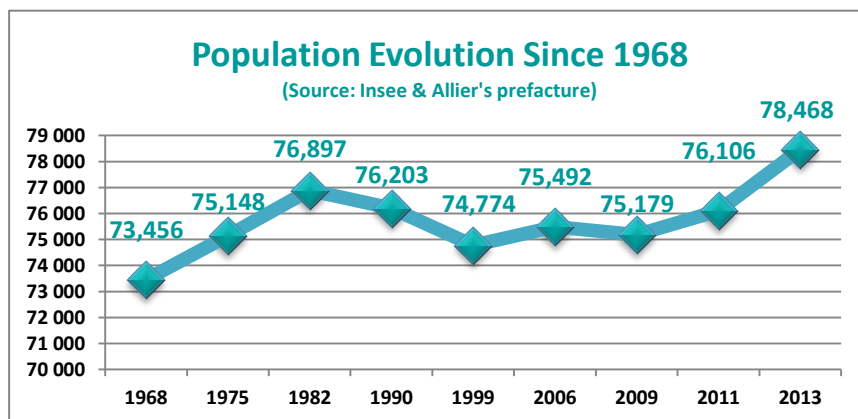
Recently chosen for the presidency of our agglomeration community of Vichy Val d'Allier, I reaffirm my will of realizing whatever's necessary to increase the value of the assets and resources of our agglomeration and assure its development.

Second industrial sector and second academic territory of Auvergne, its strength in services and high quality infrastructure allows the hosting of international events. Our agglomeration will see its development potential reinforce even further with the direct access to the freeway in 2015. But we have to keep on pushing the region and the state in order to improve our railway transport and roads, indispensable for welcoming new enterprises, job creators.

Our economic, tourist and environmental advantages, should allow us to take our position in the construction of the metropolitan area of Clermont-Vichy-Auvergne and in the future great region of Auvergne/Rhône-Alpes which is for us, a great opportunity.

I warmly thank the Vichy Val d'Allier Développement agency and I know that I can count with it to support efficiently our agglomeration community in favor of the growth of our business and in the search of innovating channels. .

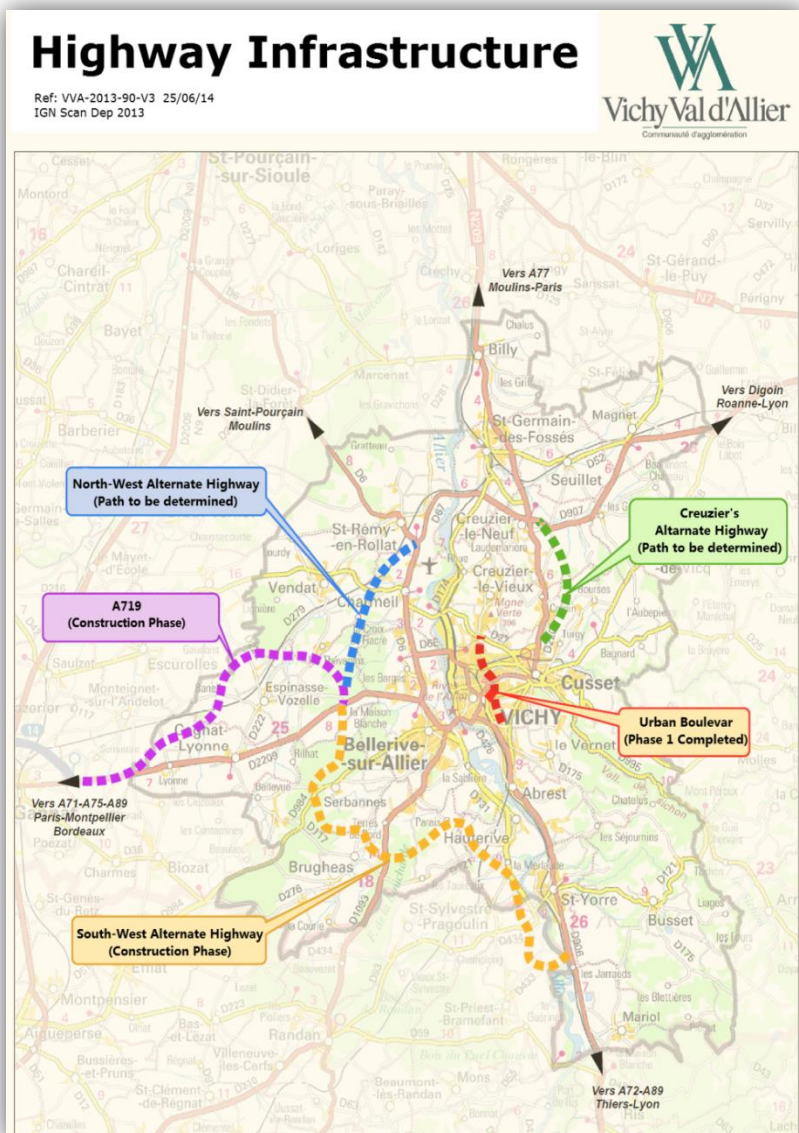
Claude Malhuret
 Vichy's Mayor
 President of Vichy' Val d'Allier Agglomeration Community
 Regional Council of Auvergne
 Former Minister



100% High-Speed (HD) – Like all Auvergne's agglomerations, Vichy Val d'Allier is in the technological front and disposes of a complete high-speed coverage. The access to very high-speed would be available by 2017

- 1**
President
- 14**
Vice-Presidents
- 68**
Community Councils
- 260**
Agents
-
- 78,468**
Habitants (2013)
- 320**
Km² of surface
- 45**
Minutes from
Clermont-Ferrand
Airport, Auvergne
- 55**
Km from
Auvergne's Capital
-
- +8%**
Growth rate
till 2030
- 1,300**
Number of new
residents since 1999
(Source: Insee)
-
- Jobs Zone**
- 120**
Communities
- 2076**
Km²
- 131,511**
Habitants

Transportation: A territory opened to the exterior



Because the attractiveness of a territory goes through efficient roads of communication, the connection of the big routes axes is a main priority. The highway section **Gannat-Vichy**, expansion of the A719, would be delivered in spring 2015. The opening of **Vichy's South-West Alternate Highway**, an 18.6 km road in front of the Bellerive-sur-Allier to Saint-Yorre connection, is schedule to be launched by 2016. All this without forgetting the **North-West Alternate Highway**, which added to the two precedents, adds even more strength to this coherent scheme. The **Urban Boulevard** allows an efficient traffic flow between Vichy and its neighbor cities Cusset and Creuzier-le-Vieux. The **center of intermodal exchange** created in Vichy's station, offers every citizen a transportation solution adapted to their needs and allows the utilization of numerous means of transportation in the same trip. (Bus, car, bicycle, taxi, among others)

The friendly and economic mean of transport, the covoiturage (car sharing), it's getting more and more compatible with the Vichy Val d'Allier territory. A parking space has been especially devoted to this in the

activity areas from Ancises to Creuzier-le-Neuf (www.covoiturageauvergne.net).

In addition, with the collaboration of the students of Pôle Universitaire Lardy de Vichy, the agglomération's economic development agency has recently launched a web page which facilitates the organization of meetings, taking in consideration transportation as an important factor. (www.ecoreunion.com)

25 years of Vichy Val d'Allier Développement

Issued from an association of enterprises created in 1986 (Vichy Entreprendre) having as its main objective managing an strategy for the industrial development, the agency Vichy Développement was created in 1989 by city of Vichy. In that time it was the 3rd agency for local development in France. Since then, Vichy Développement has assisted in the creation of the interconnected communities. In 2004, after a collaborative convention with the agglomeration communities of Vichy Val d'Allier, the agency changes its name and becomes:

Vichy Val d'Allier Développement.

Nowadays the agency manages annually on average 200 projects and hosts the websites vichy-economie.com, bioparc.com y atrium-vichy.com. The agency also edits *l'Annuaire Economique de l'agglomération de Vichy*, in which over 1,700 references can be found.



Economy: Between Tradition and Innovation

The economic tissue of the agglomeration extracts its wealth of multiple small & medium businesses (SMEs) present in the territory and the diverse activity sectors that they propose. Cosmetics, agro alimentation, biomedical, plastic manufacture, electronics, aeronautic maintenance, mechanic and luxury leather goods are just some examples of this wealth. The centenary businesses rub shoulders with the younger businesses that decided to install themselves in one of the twelve areas of activity that the territory offers.



Vichy Val d'Allier involves itself in a real process of global support of businesses. The innovation and the niche sectors develop at BioParc, a zone dedicated to the fields of health, fitness, beauty and bio-medicine.

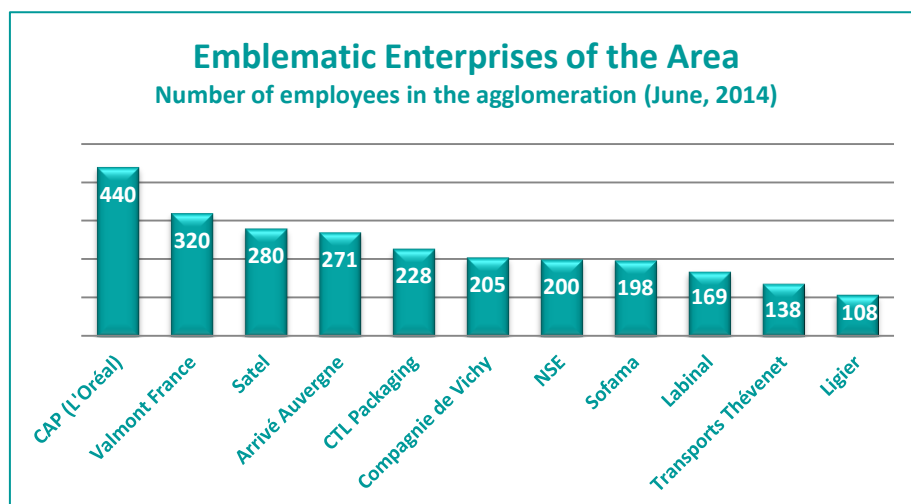
With the arrival of new businesses and the installation of leisure structures (Kizou Aventures, Soccer Club), the activity area of **Croix Saint-Martin** has soared up. The **Atrium René Bardet** regroups on its core, of 8,000 m², over thirty enterprises coming from the tertiary sector. These have at their disposal adjustable spaces, meeting and videoconference rooms.



With the conversion of the **Montpertuis** site (124 hectares and 162 buildings) managed from de 1937 to 2006 by the armament society Manurhin Défense (in a zone of industrial activity) makes part of the projects that the agglomeration community hopes gets involved with the metropolis Clermont-Vichy-Auvergne.



The biomedical, industrial and tertiary sectors are very present in the territory, the second industrial area of Auvergne

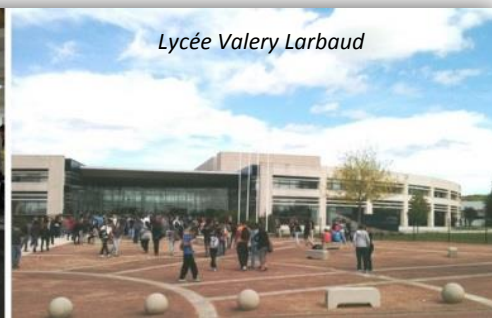


Academic: 2nd University Territory of Auvergne

With its **11** establishments of higher education and its **50** post-high-school training open to **2,300 students**, the educational installation Campus Albert-Londres offers a high-quality education, in an attractive education environment. Invested in their area, the agglomeration community has started an initiative of anchoring their formations in the economy of the territory, democratizing its access and looking for the benefits that these can bring to local enterprises. Because of this, the agglomeration contributes to the approaching of two, traditionally, separated worlds: the academic and businesses worlds.



Pôle Universitaire Lardy



Lycée Valéry Larbaud

CAVILAM celebrates its 50 years

Created in 1964 from indicatives of Clermont-Ferrand's universities and the city of Vichy, CAVILAM Alliance Française is a masterpiece for the learning of French and the teaching of French as a foreign language. For half a century, close to **130,000** interns have been welcomed in Vichy and accommodated in host families in **60%** of the cases. This school of Worldwide recognition has welcomed **3,913** foreigners of **133** nationalities in 2013. For a stay of three weeks all the way to some months, the foreign students come to be immersed in the French culture. The center also offers courses to future diplomats, business managers and other show business personalities.

www.cavilam.com



Higher-Education Establishments:

- Pôle Universitaire Lardy
- Institut Européen de la Qualité Totale (IEQT)
- CREPS (Centre de Ressource d'Expertise et de Performance Sportive)
- Institut de Formation en Masso-kinésithérapie (IFMK)
- Institut de Formation en Soins Infirmiers (IFSI)
- Institut de Formation en Soins d'Ostéopathie (IFSO)
- Lycée Valéry Larbaud
- Lycée Privé d'Enseignement Supérieur
- Cité Scolaire Albert Londres
- BTP CFA Allier
- CAVILAM Alliance Française

The **Pôle Universitaire et Technologique** is equipped with a dozen of sectors (health-nutrition, communication networks and services, internet, international commerce, among others) linked to two universities of the Auvergne's region and the IUT of Montluçon.

Since 2014, it poses its own Web TV that deals with news regarding the university.

www.dailymotion.com/WebTEV

Sports: A Territory that Moves

“OPEN DE NATATION” until 2016

The international elite (+250 swimmers) meet in Bellerive-sur-Allier to encounter the French swimming team. The aquatic stadium has proven its hosting capacity for a meet of this international importance, which generated 250,000 euros for the direct economy and 1.4 millions in consequential media coverage. www.open-natation.fr



The territory makes its renowned sport expertise counts in the high performance organizations and it has become a vital destination appreciated by national federations and the biggest teams at the professional level. The quality of its infrastructure allows for the hosting of events at the national and international level. Among these events we find the “Open de Natation”, “Grand Semaine International de Golf”, “Jumping International”, “Championnat de France d’Aviron Cadets et Juniors”, “Festival du Trot”, “Grande Semaine du Galop”, among many others. Beside this, Vichy Val d’Allier is one of the three main places in France prepared to welcome special need athletes in the scope of big sport events.

The agglomeration counts with 500 hectares for sport businesses

A sportive lake of 100 hectares (rowing, water ski, jet-ski, speed boats), the CREPS Vichy-Auvergne, two eighteen holes golf courses (Sporting Club and Golf Vichy-Forêt de Montpensier), the Vichy-Auvergne’s hippodrome, the Omnisports center, the equestrian stadium and the aquatic stadium allows the agglomeration to become little by little one of the most attractive and capacitated sport destinations in France.

Open to public air circulation, the Vichy-Charmeil’s Airfield, of a 130 hectares surface, is equipped with runway that’s 2,220 meters long by 45 meters wide. It’s the venue for sport events and exhibitions (parachuting, hot-air balloon, “Patrouille de France”, airplane armatures meetings, among others). The airfield is celebrating its 60 years in 2014.



Vichy-Charmeil’s Airfield

300

Associations

31

Sport Areas

60

Installations

100,000

Number of events generated each year

1,200,000

Euros generated from sport events

20,000

Competitors in 2014

120

Number of hectares of the Omnisport center

250

International Swimmers in the “Open de Natation”

300

PMU labeled courses

2,500

Triathletes in the “Challenge Triathlon”



Culture, Tourism, Balneology

The reconditioning of Allier's riverbank in the roundabout of the Celestine's beaches, assures the pedestrian continuity by prolonging the trip made from the *Pont de l'Europe* all the way to *La Rotonde*.



The rich cultural and historical patrimony makes the agglomeration Vichy Val d'Allier one of the most important touristic territories of Allier and Auvergne. The eclectic cultural and touristic events are offered throughout the year in order to please a larger audience: theater, casino, classical and contemporary music concerts, Vichy's Thursdays, *les fêtes de Napoléon III*, art expositions, visits to the Vichy's Opera museum, African & Asian art museum, the *Boucheix* museum, the castle *Château de Billy*, *la Tour Prisonnière*, just to name a few.

Vichy's Opera, of an Art Nouveau style

which is unique in France, offers a summer and winter seasons

The reconditioning of Allier's riverbank now also offers some beautiful strolls along the river. Without forgetting the seven days a week commercial timetable that attracts numerous visitors of neighbor regions.



Palais des Congrès-Opéra

The 140 hectares of city parks, the 600 m² of thin sand in Vichy's beach during the summer, and the 380 km of paths completes the exceptional touristic offer.

For business tourism (conventions, seminars, trade-shows) which generates **+75,000** commercial events per year, the **Palais des Congrès-Opéra** and the **Palais du Lac** are the ideal and most prepared places to host event of these magnitudes. (www.congres-vichy.fr)

Vichy, the well-being and fitness capital-

The thermal station was elevated to the ranks of "queen of the water cities" by the emperor Napoleon III in the 19th century. Before WWII, its 500 hotels received 100,000

"curistes" per year. Nowadays three establishments perform all the well-being and relaxation methods. The Vichy Spa Hôtel Les Célestins***** has the biggest SPA in Europe and in 2014 will launch the anti-stress cure **Digital Detox**. A 4 days program that searches to get disconnect their clients from all electronic devices. This is the first one in France.

The famous white color, octagonal tablet with the Vichy stamp, was conceived in 1833.

Development and Internationalization- For more than a century, the *Compagnie de Vichy* has developed a unique knowledge in the administration of health centers and the reception of their clients.

Its subsidiary **Vichy Spa International** (VSI) specializes in the counseling and engineering for the creation and rehabilitation of Hotel-Spas in France and abroad. After a recent project near Montpellier, an establishment in Qatar is under construction, followed by projects in Czech Republic and Morocco. (www.vichy-spa-hotel.fr).

Vichy Célestins, the best known spring of Vichy, is exported to over 40 countries with sales reaching 40 million bottles sold per year.

The Clermont-Vichy-Auvergne Metropolis

Created by a prefectural decree on October 31st, 2013, the metropolitan territory composed by Clermont-Ferrand, Riom, Vichy, Thiers e Issoire, is the demographical lung of Auvergne. Its attractiveness has an important impact in the region's demographic dynamic, including the rural areas. The metropolis is the opportunity to unite the strengths and resources of the territory to reinforce the attractiveness and offer its actual citizens, as its future ones, the metropolitan functions suitable to their blossoming.

Between cities and nature, the territory is composed of **2 agglomeration communities** and **8 municipality communities** that account for around **483,855 habitants** and offers **260,000 jobs**. The metropolitan space generates a payroll of **4.96 billion euros** for the 47% of employees in Auvergne. The employees are thus well-paid and immersed in an economical tissue that creates a superior added value.

	35	320	342,534	7,340	45
	Cantons	Municipalities	Inhabitants*	Km ²	Hab/Km ²
	36	7	248	130	90
	Urban Municipalities	Natural Regions	Rural Municipalities	Km from East & West	Km from North & South

* Insee 2013 Preliminary Numbers

Bordering the Cher, Nièvre, Saône-et-Loire, Loire, Puy-de-Dôme and Creuse departments, **Allier** is the department closest to the north. The three urban centers: **Moulins** (Prefecture) city of art and history, **Montluçon**, the medieval and festive city, and **Vichy**, "queen of the water cities". At the doors of the *Massif Central* and its tumultuous reliefs, Allier is a land of light valleys, called *Bourbonnais*. The department is crossed by three water flows: **Allier**, Europe's only wild river (420 km), the Cher and the Loire

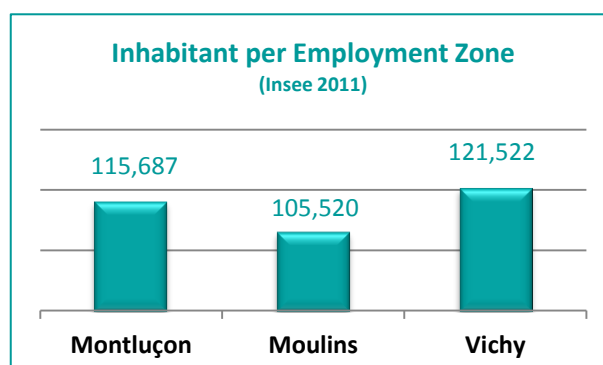


Allier makes the installation of new residents on of its biggest objectives. Since 1999, and after three years of decrease, the department's population stabilizes thanks to the attractiveness improvement of the region. Allier's demographical stability lies in the migratory exchanges. That's why the welcoming of new populations is a challenge for the department.

When the **RCEA** project finalizes, the department will have the ability to fully exploit the advantages of its position at the heart of France. He will participate in the raise of traffic and logistics flow.

Syst'Eject: An experiment in France – The security implementation in the roads' axis makes part of the region's biggest combats. This is why eject able security signs in case of an accident have been imagine and installed.

In front of the numerical technology evolution and the legitimate public expectation, Allier is invested and is one of the main actors of the cooperative initiative that will allow the Auvergne's territories to be in the forefront of very high-speed.





Strong Activity Sectors:

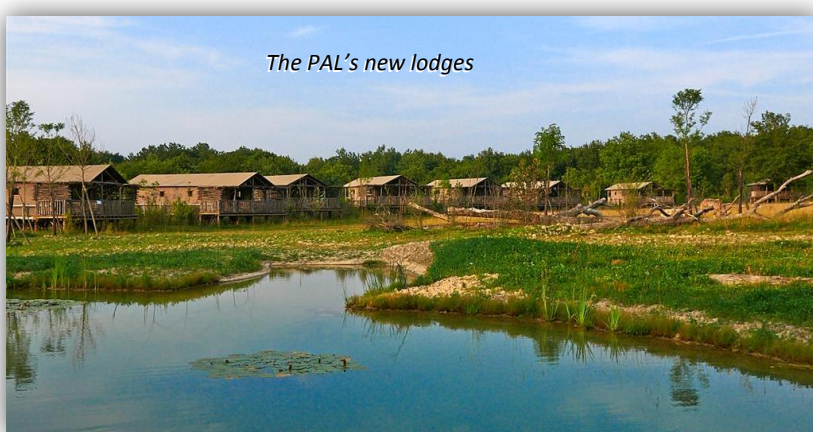
- Health-Beauty-Fitness
- Advance Mechanics
- Transportation-Logistics
- Plastic Transformation-Chemistry
- Wood
- Agriculture- Agro alimentation

The territory counts with the presence of big international groups like *L'Oréal, Louis Vuitton, Sagem-Safran, Peugeot, Bosch, Wavin, Dunlop-Goodyear, Potain-Manitowoc, CTL-Tuboplast Hispania, S2MI-Carrefour, Société Commerciale des Eaux Minérales du Bassin de Vichy*, as well as of thousands of very small enterprises(VSEs), small & medium enterprises(SMEs), and small & medium industries(SMI). Around 82% of the VSEs have less than 9 employees.

The economic life it's characterized also by cohabitation between the robust agro alimentation and numerous innovating industries with a strong added value in the fields of **Luxury, Advance Mechanics** and **Health-Nutrition**. An exceptional health, beauty and fitness hub is created around the balneology and the international renowned touristic activities.

Favorable Environment for the Installation of Companies:

- A high-quality labor force with an extensive knowledge linked to a strong industrial tradition.
- High performance training mechanisms.
- Space for the installation of companies.
- Attractive costs.
- A preserved environment and high quality life



From the **touristic** and **cultural** standpoint, **Allier** has at its disposal numerous resources. The **PAL**, a place that combines the attraction park concept with the animal park concept in Dompierre-sur-Besbre, is the #1 tourist destination in Auvergne with 500,000 entrances in 2013 (www.lepal.com). The **Centre National du Costume de Scène** (CNCS) mobilizes **70,000** visitors to Moulins (www.cncs.fr). The **Festival Cultures du Monde** in Gannat, count on its part with 65,000 entrances. The

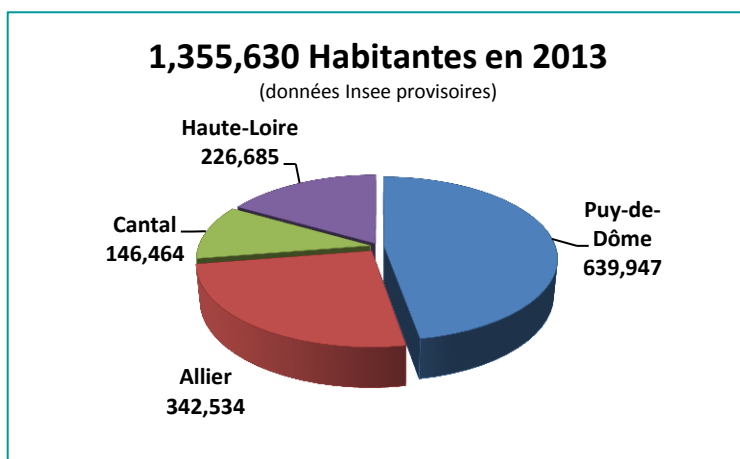
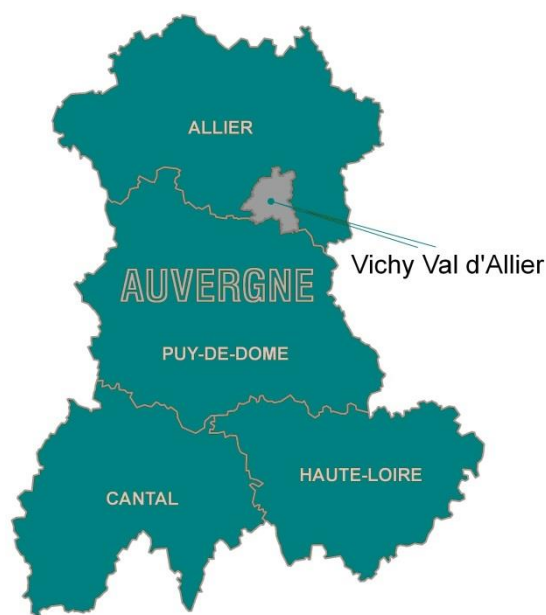
Paléopolis is a park that deals with the prehistoric times and the prehistoric creatures. This park is sponsored by the well-known and famous paleontologist Yves Coppens (www.paleopolis-parc.com). Allier, an ancient *Bourbonnais* province, is filled with big and ancient towers, medieval fortresses, castles and many other wonders. More than 500 castles dominate the scenery and many of them open its doors to the general public. (www.allier-auvergne-tourisme.com).



158	2,1%	1,355,630	4
Cantons	French Pop.	Inhabitants*	Departments
1,310	7	130	17
Municipalities	Natural regions	Km from East&West	Municipalities + 10 000 inhabitants
7,340	2 950	11	342,000
Km ²	More inhabitantes per year	Thermal stations	Number of entrances to Vulcania in 2013

* Insee 2013 Preliminary Numbers

Located in the heart of France, Auvergne is the land of great fields and volcanism. From Haute-Loire's woodland to Puy-de-Dôme's reliefs, from Allier' river lands to Cantal's peaks, the region offers striking contrasts. Since 2006, the region has won **14,750 habitants**, this is around 2,950 more habitants per year. If this growth continues at this regular pace, the region should win an extra **7%** of population by the year 2040.



Concern with valorizing Auvergn's image and convert it in a even more attractive region, the territorial brand **Auvergne Nouveau Monde** has been launched. (www.auvergne-nouveau-monde.fr). Their main assets are its quality life, human relations, and a magnificent and preserved environment, reflection of the territory products. The Puy-de-Dôme contains **47%** of Auvergne's population. The **youth, the economic, numeric and touristic development and the opening up** are the objectives carried by a whole region. To attract younger job request, the **New Deal** operation was launched in 2012. This unprecedented initiative in France, rest upon the idea: one job = one accommodation offered during the trial period. The 2013 edition had 200 job offers, reestablishment of 100 businesses, and 10 calls for the creation of Information Technologies. Created in 2006, the **Agence Régionale de Développement des Territoires d'Auvergne (ARDTA)** has developed a range of tools and measures destined to support the entrepreneurs and financially help them on their installation period (www.auvergnelife.tv). To give proof of this, 250 short term and 90 long term projects were accounted in 2013. This allows the entrepreneurs to test their projects while being financially helped, easing the weight of their costs.

For 125 years, **Michelin** is the industrial symbol of Auvergne. Founded in 1888 by Edouard y André Michelin, this Company is present in 170 countries and produces 166 millions of pneumatics in 29 countries and 69 locations.

Pioneer in the field of **high-speed**, Auvergne is already positioned as the leader in the field of very high speed. On May 31, 2013 Auvergne became the first European region with a complete coverage in high-speed connection. Auvergne makes the quality of their educational system a main priority. Its student demographic is one the more vivid in France with over 45,000 students.

Auvergne's industries are extremely diversified. She counts with numerous innovating industries like the aeronautic (96 businesses, 13,000 employees, 1.2 billion turnover) agro-alimentation (14,000 employees, 330 businesses, 1st French region in cheese producing and mineral waters sources), biotechnology/nutrition/health (60 enterprises, 1,200 employees, 14 training facilities, 3 activity sectors), wood (a forest that covers over 700,000 hectares of the region with 2,400 businesses), eco-industries (250 businesses), logistics (600 businesses, 9,000 persons, 10 parks) and materials (22,600 labor force and 1,500 businesses). The metallurgic and mechanical equipment today occupy the 1st plane of Auvergne's industrial landscape.



Auvergne counts with 8 “**Excellence clusters**” inside different industries:

- **Collectif Bois** (Locally produce wood products for edifications)
- **E2iA** (Sustainable Economy and Waste Recovery Industry Chain): www.e2ia.fr
- **Efficienc Industrielle** (Optimization of industrial Processes)
- **JCEP** (Eco-conception of plastic films): www.jce-plasturgie.com
- **Analgesia** (New medicament against pain): www.analgesiapartnership.com
- **Innovatherm** (Thermal Products for Health Prevention)
- **IRP** (Pharmaceutics) : www.pharmabiotic.org
- **Nutravita** (Health-Alimentation): www.nutravita.fr

Tourism in Auvergne is the biggest job creating sector. He represents 8.3% of its Gross Domestic Product and 19,000 direct jobs.

Auvergne has at its disposal 610,000 tourist beds. Around 3.5 million overnight stays have been commercialized in hotels and some 1.76 million in camping sites in 2012. The first touristic clientele of Auvergne is located in Rhône-Alpes (23% of stays).

2 Regional Natural Parks:
Volcans d'Auvergne et Livradois-Forez

Dômes's Panoramic Train: 500,000 passengers per year
Plomb du Cantal's Aerial Tramway: 200 000 passengers per year