

The Vaucluse is strategically located for access to the Mediterranean arc and is right on the north/south crossroads for European commercial flows

Come and set up your business in Provence, with full support from **Vaucluse Développement**



- Helping you with administrative procedures
- Proposing global and detailed real estate offers for the entire Vaucluse
- Putting you in touch with the right people (government services, chambers of commerce, district authorities, job centres, banks, estate agencies, etc.)
- Helping you to obtain possible incentives
- HR consultancy (training, recruitment, financing)
- Providing assistance for employees and their families

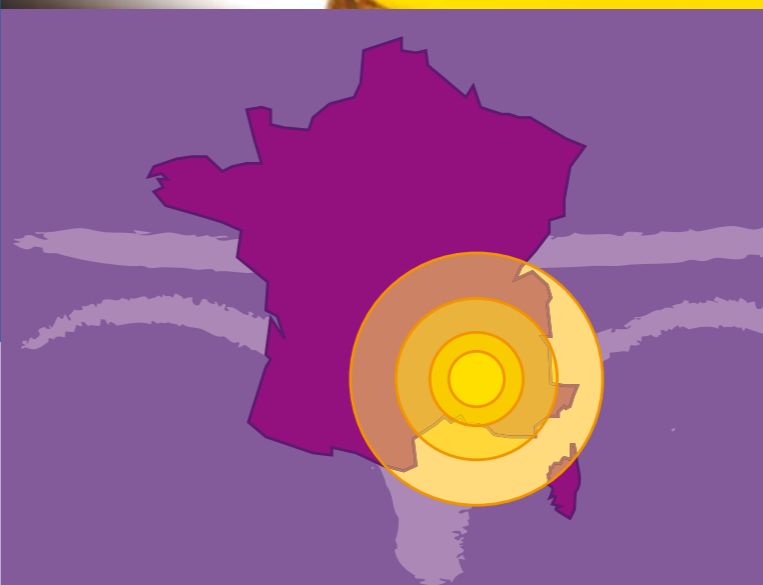
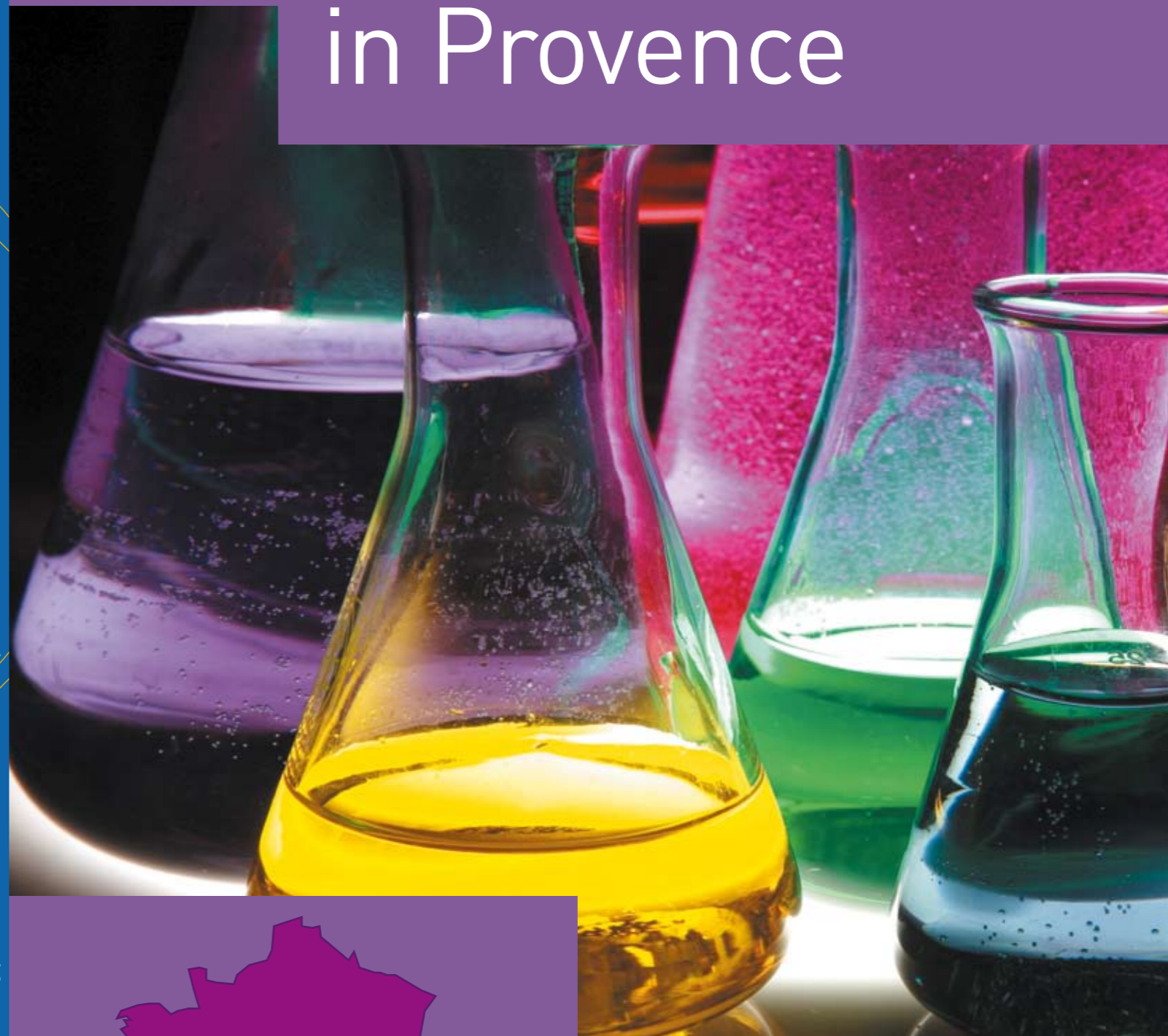
A one-stop shop for your entire project: **Vaucluse Développement**



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natural health and cosmetics in Provence



- 70% of world lavandin production
- «Excellence cluster» label for «extraction»
- 2 competitiveness clusters to support the sector



Economic Development Agency
19, place de l'Horloge - 84000 Avignon
Phone : + 33 (0)4 90 16 45 60 - Fax + 33 (0)4 90 86 40 18
email : adev@adev-84.com

www.investinvaocluseprovence.com



SPOTLIGHT ON NATUREX

Naturex, founded in 1992, is based in Avignon at the Agroparc regional technology park, where it has a staff of 130. The company employs 400 people on its production sites in Europe, the United States and Morocco. Leader in the production of natural plant extracts, Naturex supplies three main sectors: agri-food, the company's traditional market, nutraceuticals and, more recently thanks to the acquisition of the US company, Pure World, the cosmetics sector. When asked about the advantages of being based in the Vaucluse, Jacques Dikansky, CEO of Naturex, told us:

- the proximity of the Port of Marseilles for raw materials supplies
- the strategic location of Avignon, half-way between Marseilles and Lyon airports for international flights and daily connections to Paris thanks to the airport and high-speed rail terminal in Avignon
- the image of "Provence" and its association with natural and plant products, the company's hallmark
- the fact that it is easy to recruit production and R&D management staff, who are attracted by the quality of life and the environment of the Vaucluse

SPOTLIGHT ON DERMA DÉVELOPPEMENT

Established in Mormoiron (84), Derma Développement is specialized in development of technical cosmetic formulas, innovating and resolutely initiators of tendencies. Created in 2005, the range Terre des Sens® combine in 12 products the most recent advances in the science of skincare, and the benefits of natural extracts (essential oils, floral waters...). Each product has an Ecocert certification to ensure that each product respect «Organic and Ecological cosmetics» standards. With a manpower of 36 people, Derma Développement carries out 3,4 M of euros of CA including 30% with export. The objective is to reach the 50% in the long term.

Organic cosmetics

The Provence-Alpes-Côte d'Azur region (PACA) has become a major centre for the perfume and cosmetics industry, primarily because the main varieties of perfume, aromatic and medicinal plants (PAMP) and flowers are grown here. Over 350 cosmetics and perfumery companies are based in PACA and 96 of the 130 distilleries in France are located in the region. The Vaucluse is home to around fifty companies involved in the PAMP sector.

The Vaucluse encompasses a major portion of the land used for growing organic PAMP, and many of the companies that manufacture and retail these products. The market for essential oils and organic extracts and aromas is booming.

An ideal social and economic environment

As part of a dynamic, high-performance region, the Vaucluse boasts a number of research institutes and technology transfer centres.

High quality R&D and training

The sector is backed by almost 4,000 researchers specialising in a broad variety of disciplines and based at private or state-funded research laboratories: agronomists, biologists, nutritionists, together with specialists in technology and packaging, based in Avignon, Marseilles and other cities.

In the Vaucluse, there is a certain number of regional centres for innovation and technology transfer in the cosmetics sector (Chemistry CRITT) and technical centres for preserving farm produce set up to help develop skills for business, together with national institutes for agronomics research.

Trade organisations to support business

The PACA region is also home to the COSMED association whose members work in the cosmetics sector (240 companies and 10,000 jobs nationally).

The ONIPPAM (the Office National Interprofessionnel des Plantes à



• **3rd highest growth rate in France** (+16%) insofar as concerns the land area certified for organic farming in the last nine years

• **218 farms certified** in 2005, covering 4,800 hectares

• Nearly 65% of farms in the Vaucluse have a quality label or use organic farming methods

• PACA region: 70% of world lavandin production

• **1st largest area of organic farming in France** in terms of the extent to which organic methods have penetrated agriculture, with 5.5% of usable farm land certified, compared with a national average of 1.9%.

Parfum, Aromatiques et Médicinales) monitors **production and market trends of PAMP sector**, together with the regulations in force. The Office **organises and supports initiatives designed to promote the development of PAMP** and products derived from their primary processing (essential oils, hydrolats, or floral water, extracts and dried plants, etc.).

Skills centre supporting this sector

Trimatec: industrial processes derived from separative physics and chemistry for processing in bio-industries and, in particular, the use of supercritical fluids for extracting the plants' active substances.

The **PASS Cluster** (Parfums, Arômes, Senteurs et Saveurs), the competitiveness cluster for key players in the perfume and flavours industry, research and training, one of which objectives is the characterisation and assessment of ingredients, perfumes and flavours used in cosmetics.



In the last five years, we have seen that more and more cosmetics and pharmaceuticals laboratories, merchants and processors have begun to make and market products based on organic PAMP. The entire supply chain is covered by companies in the Vaucluse, which have an **excellent image for their high-quality natural and organic products made in Provence:** raw materials, manufacturing, processing, R&D, design, packaging and marketing.

Well-structured logistics in the Vaucluse

Logistics services operate in perfect harmony with the agricultural produce and processing sector:

• all the major names in logistics and distribution operate in the Vaucluse: STEF-TFE, Dentressangle, IDLogistics, Dispam, GEODIS, Mistral and Lurit

• break bulk platforms for the wholesale distribution of products intended for the agri-food, cosmetics and health & beauty sectors: Pomona, Fuchs, Pro-Natura, Biocoop, Bleu Vert, Rapunzel/Raiponce and Relais Vert

• two wholesale trading centres (Avignon and Cavaillon) and a regional market (in Carpentras), located in an area along the A7 motorway



Natural cosmetics and perfumes, a major sector in the region

The cosmetics market now plays an increasingly major role in the economy of the Vaucluse, notably thanks to the **abundance of raw material** and a steady rise in the number of manufacturing and packaging plants located here. The **high quality products made in the Vaucluse are exported all over the world.**

The Vaucluse's geostrategic advantages

The Vaucluse is located in the south of France, in the Provence-Alpes-Côte d'Azur region, at the very heart of the consumer catchment area of Southern Europe, with 115 million consumers.

The Vaucluse's geographical location on the major North-South trunk road (the A7 motorway) and at a crossroads halfway between Spain and Italy (the A9) provides the companies based in the region with **exceptional access to their markets.** The Vaucluse also lies on the main Euro-Mediterranean route and between Europe and North Africa:

• exceptional geostrategic location, with particularly well-developed and efficient transport infrastructures: road, rail and waterways

• over 60 high-speed trains a day leave the high-speed rail terminal in Avignon: Paris in 2 hours 40 minutes and Marseilles in 30 minutes

• another advantage is the large choice of airports in the immediate vicinity of Avignon (Avignon, Nîmes, Marseilles and Lyon)

DYNAMIC BUSINESS:

• Altéarah SARL

The products made by this company based in Caseneuve are 100% natural, grown in the wild or organic. Perfumes in natural colours, coloured body and massage oils, massage water, coloured water, bath salts, Eau de Cologne and coloured incense made of organic raw materials.

• Ciel d'Azur

This company was set up around twenty years ago in Haute-Provence. The basic idea was to make cosmetics using natural ingredients that could be found locally, as an alternative to the fashion for «100% man-made chemicals», pale imitations of what Nature has to offer. Face and body care products.

• Paradesa

A range of aromatic, organic, eco-friendly and natural cosmetics: borage, musk rose, camomile, lavender and rosemary. Ecocert certified and a member of Cosmebio.

• Le Secret Naturel

With its range of eco-friendly organic cosmetics, Oléanat, Le Secret Naturel, the soap makers, based in Bollène, offers its customers all the richness and gentleness of Nature. The company's products are totally organic, certified by Ecocert and it has signed the Cosmebio association's charter. For the ultimate in well-being and reassurance, 100% of ingredients are of natural origin and over 95% of these ingredients were grown using organic farming techniques.

And many other companies:

- Carmain
- ADV Cosmétiques
- Pur'Aloé
- Gaec Aroma plantes
- Laboratoire Gravier
- Les 7 soleils
- LSI sud Informatique

