

Invest in France

Everything you need to do business in France

PORTFOLIO



All photography by João Luiz Bulcão (except IRCAD)

Innovative Alsace

€7.3 billion saved in 2010 by companies in France following the abolition of the local business tax on productive investments

Nearly **474,000** companies created in the first three quarters of 2010

Clusters close up

The benefits of technological convergence

Elopsys, in the central region of Limousin, is a multi-talented innovation cluster that explores the frontiers of microwaves, photonics, secure networks, images and digital interfaces. That might sound like a lot for a single cluster, but Elopsys' purpose is precisely to create bridges between disciplines and industries and discover new applications in sectors as varied as health, defense, multimedia, telecoms, transport, embedded systems and measurement & control. Director Bertrand Lenoir explains what the excitement is about.

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SECTOR SPOTLIGHT

Laser-sharp: the optics-photonics industry puts the future in focus

You've probably heard about it. Perhaps you understand what it is. Maybe you even wonder how it might be relevant to your business. Few people give optics-photonics the consideration it deserves. What's a MOEMS, for instance? And why should you care?

In fact, in the past two decades, optics-photonics has already transformed the way we live and work. It plays an essential role in broadband networks and in data storage on CDs and DVDs, for instance. Meanwhile, imagery and visual instruments have improved by leaps and bounds, revolutionizing industries such as medical diagnosis and surgery, aerospace, defense and surveillance. Consumer electronics are also poised for a major breakthrough, with a new generation of organic light-emitting diodes (OLEDs) preparing to replace our LCD screens. Optics-photonics are pushing back the frontier of industrial innovation – and it's just a beginning. Improving

performance and falling costs are creating exciting possibilities in electronics, mechanical engineering, digital technologies and the science of materials. Manufacturers are gradually tuning in to the potential benefits.

At the cutting edge

As with all hi-tech, research and innovation play a key role in optics-photonics. France's R&D in this field – both fundamental and applied – enjoys international recognition. Two Nobel Prizes and countless acclaimed research papers testify to its excellence. Partnerships between public research bodies (CNRS, CEA, ONERA, CNES, universities, etc.) and industry labs

cover fields of investigation ranging from fundamental physics and astrophysics to nanotechnologies, light-matter interaction, materials and related disciplines.

Through large-scale projects, these powerful partnerships support emblematic breakthroughs: the Very Large Telescope, a new generation of satellites, the Megajoule Laser, the ITER fusion reactor, the VIRGO interferometer, the LHC particle accelerator.

Optics-photonics promises a host of unforeseen industrial applications. In a few years, Terahertz electromagnetic waves within the 20 to 100GHz range will complement or even replace x-ray technology in medical and security

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“The site in Montélimar and the stakeholders ticked all the boxes. We definitely expect to grow.”

MARC ONETTO,
SENIOR VICE PRESIDENT OF AMAZON

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Le Grand Centre: in the middle of it all

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Building bridges for innovation

Laser-sharp: the optics-photonics industry puts the future in focus

imagery. Lasers will be used to create biological tissues. Microscopes will become much more powerful and versatile. Virtual and augmented reality will improve performance in many sectors of the economy.

In short, these insufficiently known technologies are coming of age and stirring increasing interest among industry players who can see – beyond their scientific import – their exciting applications. “In medical imagery, higher resolution sensors and more powerful image processing will, in the near future, deliver earlier diagnoses and therefore better treatment success rates, improved care and lower costs,” according to the French national optics-photonics committee (CNOP). “In industrial processes, cheaper and more reliable vision systems are speeding up their deployment, providing better product control, optimized assembly lines and improved traceability.” Elsewhere, laser cutting and prototyping are dramatically reducing product development costs. And that’s only part of it.

A national network

France’s optics-photonics industry itself is made up of about 1,000 companies employing some 50,000 people. Aside

from major groups such as Alcatel, Dassault, EADS, Essilor, Orange, Peugeot, Philips, Renault, Safran, Saint Gobain, Thales and Valeo – for whom it’s one activity among many – 95% of optics-photonics players are specialized innovators with fewer than 250 employees. Exports, mostly within Europe, account for 50% of their revenues.

For a budding industry, optics-photonics are particularly well represented across France. You’ll find a business or a lab dedicated to optics-photonics in any part of the country you visit. To learn from each other and better address their markets, they work together in a number of regional clusters: Anticipa in Brittany, OpticsValley near Paris, Rhenaphotonics near Mulhouse, Pôle ORA near Lyon, Optitec/Popsud near Marseille, Alpha/Route des Lasers near Bordeaux and Elopsys near Limoges (see Clusters Close-Up, page 3), the three last being official innovation clusters supported by the French government.

And for the record, a MOEMS is a Micro Opto Electro Mechanical System, a kind of miniature optical object that will change many things, from our cars to our mobile phones.



France’s optics-photonics players operate throughout the country. Visit the websites for information on each cluster’s specific focus.

LOCAL GOVERNMENT IN FRANCE

Making sense of our own country’s administration can be confusing at times – and abroad things may only seem more complicated. Following 30 years of decentralization, local governments in France enjoy a high level of autonomy. Metropolitan France is divided into 22 administrative regions, with their own elected councils and responsibilities in particular for economic development. The regions are split into some 100 départements, which themselves are divided into more than 36,000 communes (municipalities). However, this superposition of local authorities is of little concern to investors, as their contacts at the Invest in France Agency and regional development agencies know how to fast-track paperwork and guide them smoothly from one welcoming handshake to the next. In fact, foreign businesses in France enjoy some of the shortest setup times and lowest setup costs in the world, according, for example, to KPMG’s Competitive Alternatives studies into international business location.



Le Grand Centre: in the middle of it all

A few decades ago, a standard topic for high-school geography essays in France was “Paris and the French desert”: such was the economic, political and cultural pre-eminence of the capital.

Yet thanks to a consistent policy of regional development and the efforts of local and international entrepreneurs, business now flourishes *en province* too. Nevertheless, the Paris region remains an economic powerhouse, concentrating almost one-fifth of France’s population and over a quarter of its GDP. And nowhere is its influence felt more keenly than in the surrounding regions, including – to the south – a part of the country that we might call *le Grand Centre*.

Americans, Brazilians, Chinese and Russians may be forgiven for thinking France a small country. Yet by Western European standards, it’s a large country requiring over half a day to cross, even in ultra-fast TGV trains. The landscapes, the food and the accents change dramatically from one region to another – and even within each region. Any self-respecting citizen of Clermont-Ferrand will tell you that their neighbors in Montluçon – just 60 miles down the road and part of the same administrative region of Auvergne – are not genuine *Auvergnats*.

Indeed, you’re unlikely to meet someone who will tell you that they come from *le Grand Centre* of France. People here consider themselves primarily French, but they are generally as attached to their local communities as they are curious about the world at large. From the mountain pastures of Cantal, where the beautiful Salers cattle graze, to the world-famous Beaujolais vineyards and the endless Beauce wheat farms, residents of this part of France take pride in their specificities.

A huge market within easy reach

For the business community, however, *le Grand Centre* is a meaningful notion. It implies easy access to all parts of the country. The vast majority of France’s consumers – including the residents of Paris, Lyon, Bordeaux, Toulouse and Marseille – live within 120 to 180 miles of this mega-region. An excellent road network makes transport smooth and fast. When it opened in 2004, the Millau Viaduct

– the world’s tallest bridge (343 meters) – shaved 45 minutes off a truck trip from Amsterdam to Barcelona. In addition to the super-fast TGV train service whisking passengers from Paris to Lyon in just two hours, a new line will start operating further west by 2025. And of course, the international air hubs of Paris and Lyon are also within easy reach.

Many industries enjoy the benefits of this prime location. The world’s number one tire maker, Michelin, is based in Clermont-Ferrand, while its competitor Dunlop has a factory in Montluçon. Legrand, one of the leading producers of low-voltage fittings and accessories, operates out of Limoges. Biotechnologies, cosmetics, pharmaceuticals, materials, wood, transport & logistics, food & nutrition, wine, cars, aerospace, ICT and B2B services are some of the most developed sectors in *le Grand Centre*.

THEY CHOSE LE GRAND CENTRE:

- Mars, John Deere,
- Cargill, IBM, Shiseido,
- Hitachi, Honda, Duralex,
- Industrie Cartarie
- Tronchetti,
- STMicroelectronics,
- AEG Power Solutions,
- ArcelorMittal, Fruytier,
- Wagner&Co Solartechnik,
- Technic, Alcea, De Kroes,
- Morpol, Stork, Ovaco,
- SEB, Bosch, Alcan,
- Aventis Animal Nutrition,
- Intersig, Borgwarner,
- ISS Abilis, Transcom
- Worldwide.

INNOVATION CLUSTERS IN LE GRAND CENTRE

AN ARRAY OF INNOVATION CLUSTERS REFLECTS THE GREAT VARIETY OF INDUSTRIES IN THIS PART OF FRANCE.

- **COSMETIC VALLEY:** South and west of Paris, in the Centre and Haute Normandie regions, is the world's leading center for cosmetic and perfume resources: more than 550 companies, employing some 47,000 people, produce 80% of global beauty and fragrance brands here. Cosmetic Valley has almost 8,000 researchers working in 200 labs, pooling their brainpower in 41 state-funded R&D projects.
- **ELASTOPÔLE:** This rubber and polymers innovation cluster combines the strengths of leading industries, labs and universities in the sector. Its collaborative projects cover the whole product lifecycle: raw materials & compounds, applications, processes, and environment. Activities span four regions: Pays de la Loire, Auvergne, Ile de France and Centre.
- **DREAM:** This new cluster in the Centre region aims to encourage sustainable water practices, develop renewable energies and help manage natural environments. Its work covers water & sanitation, waste management, biomass-based energy production, microbiological processes for environmental and biogeochemistry purposes, and metrology.
- The **EUROPEAN CENTER OF CERAMICS** draws on the centuries-old tradition of pottery in Limousin to innovate in the areas of tableware, building materials, refractories, sanitary, technical ceramics and surface treatments.
- **SZE2** operates around Orléans, Tours and Limoges and is fast becoming an international reference in electrical energy technologies and smart grids. R&D projects range from urban lighting with LEDs to high-pressure hydrogen storage, sensors for human presence and intelligent transducers.
- **VITAGORA** is a taste-nutrition-health innovation network based around Dijon, part of the French Food Cluster. With 106 member companies and 16 R&D partners, it's the leading European center in the sciences of taste. Vitagora has partnership agreements with food institutes and clusters from Norway to Thailand and from Canada to South Korea.
- The **BURGUNDY NUCLEAR CLUSTER** covers the full scope of engineering and design, manufacturing, control and maintenance for nuclear energy production. With industry giants Areva and EDF, as well as the CEA, it is particularly interested in fourth-generation reactors and ITER programs.
- **CÉRÉALES VALLÉE** has its roots in a partnership between the French National Institute for Agricultural Research (INRA) and Limagrain. It now has more than 400 public and private members in Auvergne and is taking grain production to the next level of competitiveness and sustainability.

KEY FIGURES

AUVERGNE

- Population: **1.35 million**
- GDP: **€35 billion**
- **120** foreign companies

BOURGOGNE

- Population: **1.64 million**
- GDP: **€43 billion**
- **317** foreign companies

CENTRE

- Population: **2.55 million**
- GDP: **€67.5 billion**
- **500** foreign companies

LIMOUSIN

- Population: **0.75 million**
- GDP: **€18 billion**
- **133** foreign companies



Amazon.fr: delivers fast, grows faster

A **amazon set up shop in France in 2000, operating out of a warehouse in Orléans with a few dozen employees.** In 2007, the e-commerce leader moved into its own purpose-built facility in Saran, across the Loire river, and considerably expanded it to 42,000 m² in 2009. Even so, with more than 2,000 people working there this last Christmas shopping season, amazon.fr had already outgrown its new home. So in October 2010, the company opened a second logistics center in Montélimar to serve the south of France. **Marc Onetto**, Amazon's Senior Vice President for Worldwide Operations and Customer Service, explains why and how.

What made Montélimar a better choice than alternatives in Europe?

The main purpose of the new site is to serve the south of France – and the location is excellent in this respect. Montélimar lies halfway between Lyon and Marseille, France's second and third largest cities. Also we just launched Amazon in Italy in November and we're using Montélimar to serve our customers in Italy and other parts of southern Europe. The business park is right next to the motorway. The local authorities and elected representatives were very supportive as well. We are very satisfied with their cooperation. Basically, the site and the stakeholders ticked all the boxes.

What are your longer term plans for the site?

We started on October 19 with some 275 permanent employees and several hundred temporary jobbers. And I must say we're very, very satisfied with the workforce we attracted here, in cooperation with the local job center. Looking ahead, it's hard to set targets, but we definitely expect to grow, as we did in Orléans over the years.

Why did it take Amazon 10 years to open a fourth country website in Europe?

To decide to open in a new country we look of course at the size of the market and at regulatory and infrastructure factors that we need for our development. For example, a key factor for us is broadband internet penetration. France was ready for e-commerce earlier and is a very mature market in this respect. Beyond opening new country websites, our growth also comes from expanding our product offering in our existing countries. We started off with books and music, now we sell everything from household electronics to shoes and sports equipment. In France, we offer 18 categories of products, compared to 40 in the USA. So there's still plenty of room to grow. Finally we are able to leverage our logistical setup in existing countries to serve customers in other European countries through amazon.co.uk, amazon.de and amazon.fr, and now amazon.it. For example, we are able to offer the same delivery speed to a customer in Liège, Belgium as we do to a customer in Lille, France.

Regional testimonial

Clusters close up

Continued from cover page

The benefits of technological convergence

What are Elopsys' strengths and what's the benefit of being located in Limousin?

Bertrand Lenoir: Our strength stems of course from our members and partners. We have 70 members: big groups – including Legrand, Thalès Communication, Photonis, Anovo and Adetel – as well as small businesses. One of our main assets in the region is the large academic presence here. We work closely with the XLIM lab, a joint unit of the CNRS national research center and the University of Limoges with some 450 researchers and PhD students. Many of our smaller members are XLIM spin-offs.

What technological “stumbling blocks” do you aim to overcome?

BL: Elopsys is active in a number of areas: microwaves (for wireless communication, radars), photonics (lasers, special fiber optics), secure networks, imaging, digital interfaces. We cover the full value chain, from components to human-machine interfaces. Our four major markets are telecommunications, defense, health and smart buildings. In telecoms, our work addresses bottlenecks in very high bit-rate networks, local mesh performance, security systems for vehicles (such as anti-collision radars), live video transmission, SIM card security for mobile payments, and more. For

defense and security, the “traditional” market of the optics-photonics industry, we expect breakthroughs in detecting buried or hidden persons, night vision and energy-saving amplification systems. For healthcare professionals, our members' R&D promises improvements in diagnostics, new possibilities in home care and revolutionary treatments of some pathologies, including cancer. And in terms of smart buildings, we are inventing a future where electrical wires will also carry data, equipment will automatically switch off and on according to need, and radio devices (WiFi, WiMax, etc.) will interact to provide an optimal performance.

Tell us about your projects...

BL: We have 80 approved projects receiving €70 million in state funding – and more from private investors. I can mention research into replacing x-rays by infrared imaging, which addresses a number of problems such as body tissue penetration. We're also investigating the Terahertz band (between microwaves and photonics), which has exciting properties. One important project looks at using fiber optics to detect and treat diseased cells. We're establishing innovative partnerships with other clusters, in particular our neighbor, the European Ceramics Cluster, and the Cancer Bio-Santé cluster (see Expert Insight, page 4).

US investor confidence in France rises

Annual American Chamber of Commerce-Bain survey reveals positive view of France's economic future.

According to this year's Bain survey for the American Chamber of Commerce in France (AmCham), the confidence of American investors in France has improved in 2010. "France remains an attractive destination for American investors. However, the country's image has changed little in 11 years, in terms of how both its strengths and weaknesses are perceived. We need to refresh our image and highlight our potential in innovation", according to Jean-Claude Gruffat, AmCham's President. Of those interviewed, 39% said they were

optimistic about the economy, nearly four times the percentage in 2009 (11%). The majority (58%) of American investors have perceived a recovery underway in 2010. France's key strengths remain its location, the quality of life on offer, the robust nature of its banking system and the quality of its infrastructure and workforce. France's research tax credit is still popular with American investors, who believe that this tax measure differs from and is more attractive than those offered by France's direct competitors.

The Grand Paris project also seems to be viewed positively: 56% believe that this project will have a positive or very positive impact on France's attractiveness. In 2009 France was the second largest recipient of American foreign direct investment after the UK, with 106 projects either creating or securing 5,580 jobs. This 11th AmCham-Bain survey, a benchmark in investor confidence since 1995, was carried out in June 2010 with 44 top executives of American-owned subsidiaries in France.

EXPERT INSIGHT

Building bridges for innovation

Engineers and investors can and should communicate, says biohealth expert Jean-Pierre Saintouil.

Before he became the CEO of the Cancer Bio-Santé innovation cluster, Jean-Pierre Saintouil spent 18 years at Sanofi-Diagnostics-Pasteur and another six at the Institut Pasteur, in charge of technology transfers. In these positions, he became closely acquainted with the faulty communication between the various communities that play essential roles in technological innovation: researchers, business leaders and financial investors. "When engineers talk about their work, they invariably focus on the technological aspects. They often forget to present a business case." The rifts exist even inside the R&D community: "Scientists engaged in fundamental research tend to be biased against applied research: they are more interested in academic publications." But things have changed in the past decade and new opportunities are emerging for investors.

How do the innovation clusters foster technological advancement?

The purpose of the clusters is to help companies – and in particular the smaller ones – to develop innovative products through collaborative projects with R&D centers and major groups. The clusters identify relevant projects, have them approved and apply for state funding. Since the Cancer Bio-Health cluster saw the light of day in 2005, we have received €50 million in state funding for 44 ongoing projects. We also created a private investors' club through which entrepreneurs and innovators can present their projects to financial

investors. The response has been very good: 21 banks, business angels and venture capital funds assiduously attend the meetings we organize and invest in our projects.

And what about commercial success?

This is of course a vital point. France has a very strong engineering culture, but there's no automatic continuity from the patent to the industrial application. However, R&D and business are increasingly intertwined, thanks in part to the work of the innovation clusters. This creates major opportunities for investors who take the time to look. One of our cluster's main ambitions is to make Toulouse, Limoges and the surrounding areas one of the world's

main references in cancer research and therapy. This is why we are 'internationally hyperactive', partnering rather than competing with the other main centers of bio-health R&D, including the Osaka-Kobe region, the Boston bio-health cluster, the Montreal region, Beijing, the Oslo Cancer Cluster and the Maryland Biotech Center. This gives our members greater recognition. We also help our small and medium enterprises meet international customers directly. The market for healthcare solutions is globalized. We take SMEs to international trade fairs such as the BIO International Convention and BIO Japan, brief them, present them, provide legal advice and support them in negotiations.

THE TOULOUSE CANGÉROPÔLE

Jean-Pierre Saintouil, CEO of the Cancer Bio-Santé innovation cluster, presents one of the world's premier cancer institutes.

"Located on a dedicated 220-hectare (540-acre) biopark, the Cancéropôle aims to become Europe's foremost weapon in the battle against cancer. In addition to the University of Toulouse, 12 engineering schools, some 70 labs and a total of 9,000 researchers work directly or in partnership with the institute. Major pharmaceutical groups – including Sanofi-Aventis and Pierre Fabre – have built facilities here. A project center, a nanotechnology & cancer lab and a business incubator already operate on the site. A cutting-edge hospital will open in 2012-2013: patients – and especially children with brain tumors – will receive proton therapy here. The Cancéropôle is unique in the world: it is considerably larger than the Oslo Cancer Cluster, with total interaction between researchers and practitioners, and is already one of the very top places for cancer research and therapy."

Paris luxury with an Asian edge

The Palace Shangri-La opened in Paris on December 17, 2010. Thanks to four years of careful restoration, the Shangri-La group has turned the former residence of Prince Roland Bonaparte, built in 1896, into the French capital's latest luxury destination. It's also the Hong Kong-based hotel group's first investment in Europe.

French business schools top the charts

Four French business schools feature among Europe's top 10 in the Financial Times' latest ranking of MBAs and Executive MBAs, published on December 6, 2010. HEC Paris is first for the fifth year running, while INSEAD remains third.

UVZ takes over foundry

The ultra-modern Sambre et Meuse steelworks, near the Belgian border, took the full brunt of the industrial downturn, its revenues dropping by half in 2009 to €15 million. But, in its first expansion outside the former USSR, Russian group UVZ has acquired a 70% stake and its CEO Oleg Sienko recently declared: "We are ready to order as much as the factory can produce". The rebound is expected to treble revenues and create 140 new jobs.

IKEA to invest €1.2 billion in France

The Swedish furniture giant announced a 10-year expansion plan that makes France one of its top three priorities, together with the US and Germany. By 2020, IKEA wants to have 40 stores in France, up from 28 in 2010.

Research tax credit reaches new record

France's generous research tax credit (CIR) amounted to an unprecedented €4.8 billion in the 2010 budget, up from €1.68 billion in 2007. In addition, support for corporate R&D accounted for 23% of public R&D expenditure in 2010, compared to just 3% in 2000. France spent some 2.4% of its GDP on R&D last year. (source: Futuris)



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THE COLMAR BIPOLE is a Mecca for wine scientists. It combines high-level research, training, the development of next-generation tools for grape cultivation and winemaking (disease control, yeasts, environmental impacts) and the transfer of these technologies to producers. In addition to founding member INRA (the French National Institute for Agricultural Research), the biopole's partners include the Haute Alsace University, technology transfer network Rittmo, several specialized agencies and, in the near future, the *Institut Pasteur*.

João Luiz Bulcão, 48, is a Brazilian photographer with a long interest in socio-economic and environmental issues. His work exploring the Amazon led him to become the Brazil correspondent of the Gamma agency. After working for leading magazines in his home country, he left to work with the Gamma-Liaison agency in New York for two years, before moving to Paris to work for both Gamma and Corbis. He is now a freelance photographer, returning regularly to Brazil to pursue new photo projects. João Luiz Bulcão lives in Paris, where he is one of the resident artists at the *Galerie W*.

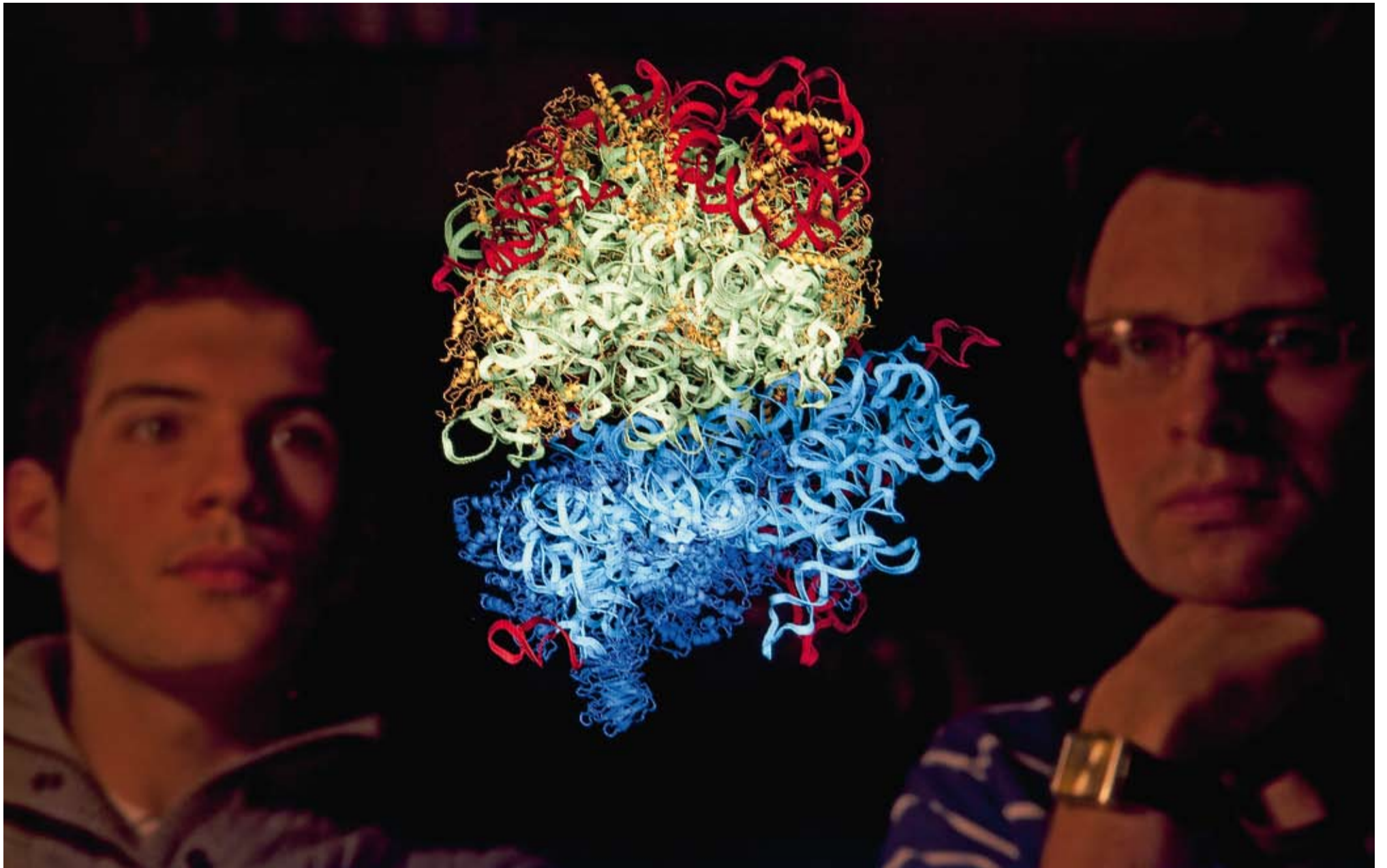


Innovative Alsace

Here's where Pasteur was born and Goethe spent his formative years. A land of poets and scientists on the western bank of the Rhine. Long a bone of contention between France and Germany, Alsace is as close to Amsterdam, Brussels, London, Prague, Salzburg, Venice or Zurich as it is to Berlin. So it's no wonder that the smallest of France's metropolitan regions is also its most European. People you meet here speak German as well as French, not to mention English and the regional language, Alsatian. They are known to be industrious folk. Entrepreneurs have long ago caught on to the potential benefits: Alsace is one of Europe's most industrialized regions and the part of France where most companies are foreign-owned.

Brazilian photographer João Luiz Bulcão takes you on a discovery trip across the region, offering glimpses of the complex reality of modern-day Alsace.

He could have covered the classic Alsace attractions: the World Heritage Site of Strasbourg, its awe-inspiring cathedral, the European Parliament, the Mont Saint-Odile monastery and its views of the Alsatian plains, or the trails up the Vosges mountains. Instead, he reveals a lesser-known side of the region: the people and the places that are inventing a healthier, more prosperous and altogether more pleasant future. From cellular biology and cancer research to advanced forest management and unexpected pleasures of the palate, Alsace is a place full of surprises.



THE INSTITUTE OF GENETICS AND MOLECULAR AND CELLULAR BIOLOGY (IGBMC) is one of the leading European centers of biomedical research. IGBMC is devoted to the study of higher eukaryotic genomes, the control of genetic expression, and the function of genes and proteins. This knowledge is applied to studies of human pathologies, including cancer, monogenic diseases and metabolic disorders. Its team includes scientists from more than 40 countries.





MEDICAL BIOTECH COMPANY CELLPROTHERA, a SEMIA “incubatee” founded in 2008 in Mulhouse, specializes in the cellular treatment of heart failure following myocardial infarctions. It is the first company to have conducted successful proof of principle of this revolutionary treatment, involving the injection of a cell graft containing adult stem cells.



Ph. Eranian / IRCAD

THE RESEARCH INSTITUTE AGAINST DIGESTIVE CANCER (IRCAD) was founded in 1994 within the Strasbourg University Hospitals. Since then it has published some 2,500 scientific papers and become the worldwide reference for laparoscopic surgery. 3,500 surgeons from around the world come every year to Strasbourg to be trained under the guidance of internationally renowned experts.

ONF (NATIONAL FORESTRY OFFICE).

Though people often think of Alsace as a land of vineyards dotted with factories, 38% of its territory is covered in forests. Four-fifths of these are publicly owned, providing 2.4 million cubic meters of wood and almost 20,000 jobs in forestry and wood production/processing.



L'AUBERGE DE L'ILL. Marc Haeberlin's father, Paul, first earned the three Michelin star rating for his Illhaeusern restaurant back in 1967. Marc has kept the culinary paradise alive and his restaurant – 10 miles north of Colmar – is one of France's two most praised in restaurant reviews.