



invest *in*
REUNION

2014 EDITION



INVESTOR'S
GUIDE

A WORD FROM THE DIRECTOR

Reunion is an island of talent, expertise, and projects; a European territory in a specific region: Europe in the Indian Ocean.

The success of any business venture is based on building and implementing a coherent, shared vision, made possible by collective intelligence.

Whether or not projects are innovative, support from NEXA enables developers to be identified, receive advice, and be referred to appropriate contacts.

Thanks to NEXA, everything moves faster, whether it be identifying the right partner, obtaining assistance, or launching a project.

NEXA provides all the services a project developer may need.

Let NEXA be your chosen partner.

*Gaston BIGEY
NEXA chief Executive*



Reunion Island, your future !



Do you have a project ? Contact us...

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www.investinreunion.re



Index

04-61

1

REUNION ISLAND, YOUR IDEAL BUSINESS DESTINATION

# Europe in the heart of the Indian Ocean	08
# World-class infrastructures	12
# Reunion Island, region of excellence in terms of training, research, development & innovation	30
# Extremely attractive investment conditions	48

2 REUNION ISLAND'S SECTORS OF EXCELLENCE

- # Presentation of sectors
- # Specific funding for each sector
- # Actors and partners



3 LIVING IN REUNION ISLAND 126

4 NEXA, SERVING TO ACCELERATE PROJECTS OF THE FUTURE 130



**REUNION ISLAND,
your ideal business
destination**

1



Surface area
2,512
km²

Population
837,868
inhabitants
(2012)

GDP per inhabitants
€18,500
(2011)

Nominal GDP
16,3
billion €
(2012)

44,000
companies
(2011)

GDP growth rate in current values
2.4%

China



Australia



5 good reasons to choose REUNION ISLAND

1

Europe in the heart of the Indian Ocean

A French and European Outermost Region (OMR) in the southern hemisphere, the wealthiest region in the Indian Ocean, an ideal vantage point for developing your business towards Asia, the Middle East, Africa and Europe.

2

Quality infrastructure and excellent connections

providing a permanent gateway to the rest of the world.

3

Extremely attractive investment conditions

Up to €3 million in investment grants!

4

A stable, secure and modern business environment

Application of French and European norms at every level, political and judicial stability, guaranty of monetary stability.

5

A region of excellence in terms of training and research

Training levels of European standard for all disciplines and levels of expertise, an exceptional capacity for research and innovation specific to a tropical island environment.

Setting up in Reunion also means you can enjoy an exceptional quality of life all year round, on a beautiful island which has UNESCO World Heritage status.

A pleasant tropical climate, one of the few active volcanoes in the world, unique protected landscapes in the heart of one of France's 11 national parks, and a warm and welcoming population whose ethnic diversity is also their strength.

LOCATION

Mascarene Archipelago, Indian Ocean
55°30' east longitude - 21°15' south latitude

GEOGRAPHY AND CLIMATE

Surface area: 2,512 km²
Climate: moderate tropical

IDENTITY

Official name: Reunion Island
Status: mono-departmental region of the French Republic, Outermost region of the European Union (OMR)
Administrative break-down: 1 region, 1 department, 24 municipalities, 5 Public Establishments for Inter-municipal Cooperation
Main City: city of Saint Denis
Language: French

DEMOGRAPHY

Population: 837,868 inhabitants (2012)
Annual demographic growth: 1.5 % (2011)

ECONOMY

GDP Nominal: 16.3 BN € (2012)
GDP per inhabitant: €18,500 (2011)
GDP growth rate: 3.1 % (2011/2010), in current values
Priority sectors identified for economic development by the Regional Council:
Renewable Energy and the Environment, Tourism, Agri-food, Information and Communication Technology (ICT)

EUROPE in the heart of the Indian Ocean



Reunion Island, a French European territory

As a French region in the Mascarene archipelago, Reunion is also a European region of the Indian Ocean. Near Africa, this Outermost Region of the European Union (OMR) is a secure and modern setting for the development of your projects.

Part of the Eurozone, and organized according to the French political and administrative model, Reunion Island provides a solid guarantee in terms of monetary, political and social stability. Applying the common law system and benefiting from specific measures or exceptions which take into account its specific geographical location, Reunion operates within a fully transparent legislative framework

Reunion's dual character as both a French and an outermost EU region enables access to various national and European support mechanisms for economic activity. Reunion Island's different infrastructures all meet European standards and the services associated with them boast a high level of quality.

A stable, secure and modern business environment

POLITICAL AND ADMINISTRATIVE ORGANIZATION

Reunion is a mono-departmental French region (DROM) which also holds the status of outermost region of the European Union (OMR). French laws and regulations as well as European Community law apply in their own right and may be subject to specific measures or derogations, given the specific characteristics and constraints of the territory.

Reunion Island is a French administrative region and department and, like other overseas regions, consists of a single department. The head offices of the Prefect, the Regional Council and the General Council are all located in the main town, which is Saint Denis.

A GUARANTEE OF FRENCH AND EUROPEAN NORMS

In terms of infrastructure for health, housing and services, Reunion is equipped with facilities which are similar to those of other French regions. Reunion also provides a safe and secure living environment. From a health perspective, French and European standards apply at all levels, in terms of health, food and housing. Cutting edge public healthcare equipment and specialists, such as the University Hospital of Reunion (CHU), enable comprehensive healthcare treatment on the island.

Its geographical location has also resulted in special measures taken for construction, public health and the protection of biodiversity, thus exceeding the standards of regions in continental Europe in an effort to provide solutions for Reunion's insular and tropical nature, qualifying the island as a veritable centre of excellence.

MONETARY ENVIRONMENT

Incorporated into the eurozone, Reunion is a stable area as far as macroeconomics is concerned, and also boasts a quality banking sector.

Reliable, modern and fully connected to major financial institutions, Reunion's banking environment provides the resources necessary for the development of economic activity and support for household spending.

(see page 56-57: «Financial actors in Reunion»)

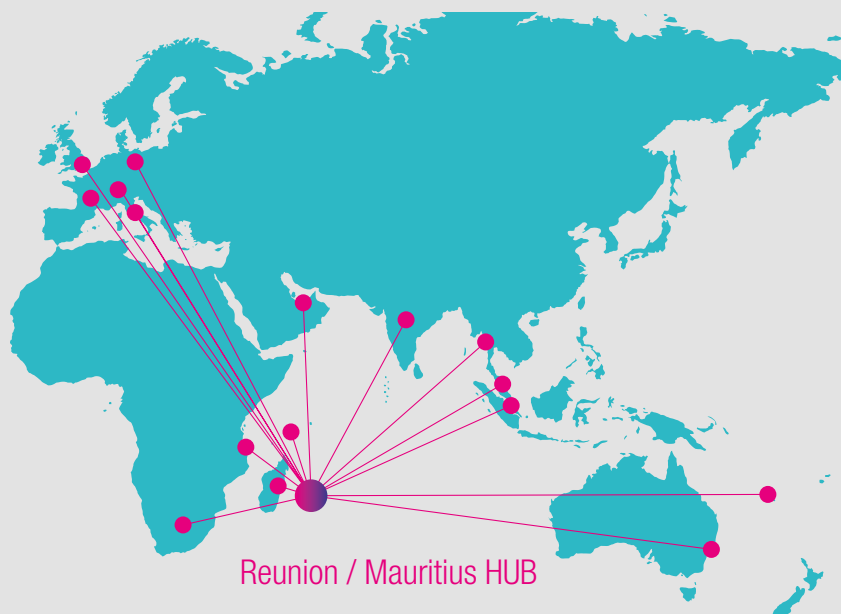
A geostrategic position in the heart of the Indian Ocean

Reunion is 200 km away from Mauritius Island, approximately 800 km from Madagascar, and 2,000 km from Africa: it is thus at the centre of the southwestern area of the Indian Ocean, an area which is both continental and insular.

For several years, Reunion has been developing strong relationships with several African countries (South Africa, Mozambique, Madagascar, Mauritius...) and regional integration and cooperation organizations such as the COMESA (Common Market for Eastern and Southern Africa) and the SADC (Southern African Development Community). Reunion is a member of the Indian Ocean Commission (IOC), which also includes the Seychelles, Mauritius Island, Madagascar and the Comoros.

As a European Region mainly surrounded by African territories, including many « Developing Countries » (LDCs), Reunion is primarily concerned with the implementation of the Economic Partnership Agreements (EPAs) between the European Union (EU) and countries of the ACP (Africa, Caribbean and the Pacific). Because they redefine the terms of trade exchanges at the borders of the EU and the ACP states, these agreements have a direct impact on the dynamics of economic integration in the Indian Ocean area, where Reunion Island is called upon to play a decisive role.

These links are strengthened through different frameworks: decentralized cooperation agreements signed between the Regional Council of Reunion and foreign regions, trade exchanges and partnerships between private economic entities, multilateral projects identified in response to issues which are common to countries in the area (climate risks, food safety, health, biodiversity conservation, maritime security, military cooperation ...).



An aerial photograph of a coastal road in Reunion Island. The road is a two-lane asphalt highway with a white dashed center line and solid white edges. It curves from the foreground towards the background, following the coastline. To the left of the road, there is a rocky coastline with white waves crashing against dark volcanic rocks. The water is a vibrant turquoise. To the right of the road, there is a lush green landscape with rolling hills and some agricultural fields. In the distance, a small town is visible on a hillside, and the ocean extends to the horizon under a clear blue sky with a few wispy clouds.

Due to
its unique
geographical location,
its status
as an OMR and
its dynamic environment,
Reunion Island
has many
competitive advantages
enabling access to
economic markets across
the Indian Ocean area.

Here you will find
all the guarantees
and conditions
necessary to achieve
and succeed
in your investments.

World class INFRASTRUCTURES



Transport infrastructures

at the crossroads between Asia/America and Europe/Africa



Ports



MAIN SEA PORT OF REUNION ISLAND (GPMDLR)

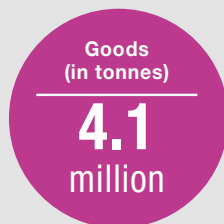
Located at the crossroads of major shipping routes, Reunion Island's port is a vantage point for the distribution of goods across the entire Indian Ocean.

Located in the northwest of the island in the town of Le Port, it consists of two sites 3 km apart, Port Ouest and Port Est. Uses here are multiple (trade, fishing, ship repairs, yachting, cruises or even military activity), and the port has continued to see its traffic grow thanks to the impetus of its commercial momentum and the island's economic development.

Management of this port of national interest was granted to the Chamber of Commerce and Industry of Reunion (CCIR), and it has the infrastructure, equipment and tools to match European standards, making it a modern and efficient port in the heart of the Indian Ocean.

Reunion's main sea port handled 4.1 million tons of cargo in 2012 with 587 ship calls (breakdown according to tonnes handled), with a majority of containerized trade with Europe, but also with Asia and the Pacific.

Source : CCIR* + GPMDLR Annual report
* Chamber of Commerce and Industry of Reunion Island



MARINAS

The Port of la Pointe des Galets is close to Reunion's main trading and industrial port (GPMDLR), and is equipped with all the necessary facilities to accommodate recreational vessels with lengths of up to 17m, and today has some 450 berths over 12 pontoons and 3 docks, with 2 reserved for visitors.

The Port of Saint-Gilles-les-Bains can accommodate 352 boats and has around 50 commercial premises.

The only port in the north-east, **the Port in Sainte-Marie** is home to around 180 recreational and fishing boats. A project to create a powerboat centre associated with a coastal resort is currently underway.

The Port of Saint-Pierre is a small fishing port and marina located near the city centre, with considerable daytime activity and a thriving nightlife. This port of 400 berths is dedicated to both regional tourism and traditional and offshore fishing, as well as yachting and watersports.

Airports



ROLAND GARROS AIRPORT

Located by the sea in the north of the island in the municipality of Sainte-Marie, Roland Garros Airport boasts a privileged location due to its proximity to Reunion's main city, just a few minutes down the RN 2 dual carriageway.

Some figures...

- # A platform of 200 hectares
- # More than 35,000 m² of terminals: 27,000 m² for the passenger terminal (including 21 check-in desks, 4 baggage sorting carousels, 3 baggage delivery conveyors and 6 aerobridges) and 8,000 m² for the freight terminal (depots, warehouses, animal storage area, offices)
- # A 3,200 m runway ideal for large aircraft take-offs and a 2,670 m runway for landings in all weather
- # A capacity of 2.5 million passengers per year
- # The total number of passengers for 2012 was more than 2 million, including 68,631 passengers in transit and 1,999,133 local passengers
- # More than €200 million committed to an investment program running through to 2020 which includes extensions to the east and west of the airport and the reinforcing and widening of the runways

Source : Roland Garros Airport - Annual report 2012



Number of passengers (in 2012)

2
million

Passenger traffic (for 2011)

Ranked 11th
in France

Investments for 2012 (in Euros)

14
million

Large aircraft parking positions

8

Freight capacity / year

40,000
tonnes

ROLAND GARROS AIRPORT FREIGHT TERMINAL

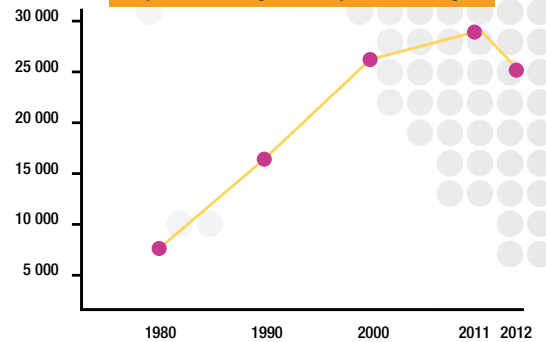


It offers a quality service benefiting from a Border Inspection Post respecting European norms, and handles nearly 30,000 tonnes of cargo each year. It has the official aviation security accreditation as a known consignor and also bears the status of bonded warehouse, making it an efficient partner for companies working in both import and export.

Some figures...

- # 7,510 m² of warehouses (export depot: 3,410 m² / import depot: 4,100 m²)
- # 5,200 m² of offices
- # 2 cargo nose-in parking areas
- # 20 cargo handling engines (tractors and forklifts for both runway and warehouse)
- # Refrigerated depots
- # 40,000 tonnes/year of nominal capacity

Imported Freight & Exported Freight



Office
space

5,200 m²

Postal
air freight
(for 2012)

6,239
tonnes

Air Freight
traffic (for 2012)

Ranked 6th
in France

Freight traffic
(for 2012)

25,350
tonnes

Source : Roland Garros Airport

PIERREFONDS AIRPORT



Located in the south-west of the island in the municipality of Saint-Pierre, it is devoted to regional traffic, notably with Mauritius.

Some figures...

- # Floor space of 111 hectares
- # An international terminal of 2,500 m² with a handling capacity of approximately 500,000 passengers per year
- # A runway length of 2,100 m (with project to extend to 2,800 m)

International
terminal

2,500
m²

Handling
capacity / year

500,000
passengers

Investment
(for 2009)

€31,230

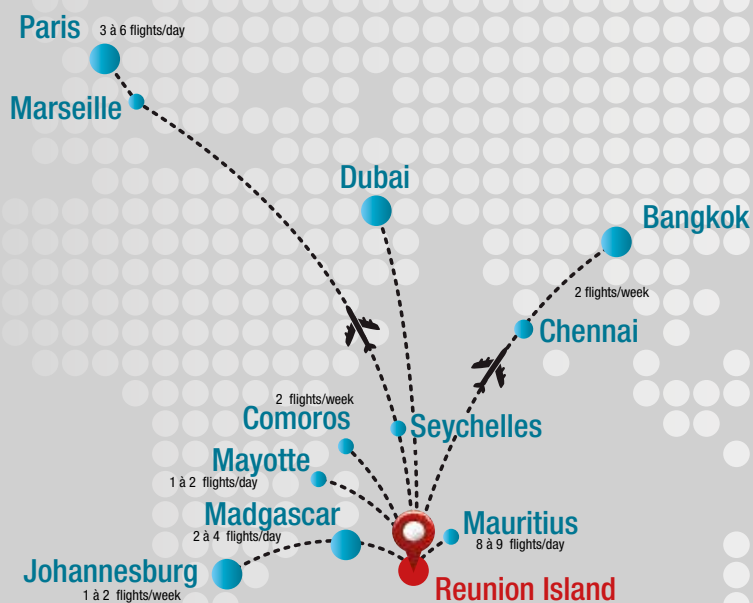
Number of
passengers
(for 2012)

95,538

Freight traffic

23,119
tonnes

Main destinations



FLIGHTS TO EUROPE

Direct flights: France (Paris, Marseille)

Indirect flights: England (London), Italy (Milan, Rome), Switzerland (Geneva, Zurich), Germany (Frankfurt)

FLIGHTS TO THE ASIA-PACIFIC REGION

Direct flights: India (Chennai)

Indirect flights: Thailand (Bangkok), China (Hong Kong), India (Mumbai, Bangalore, Delhi), Malaysia (Kuala Lumpur), Singapore (Singapore)

FLIGHTS TO THE INDIAN OCEAN

Direct flights: South Africa (Johannesburg), Mauritius (Plaisance), Madagascar (Tamatave, Tananarive, Nosy Be, Diego Suarez, Sainte-Marie), Mayotte (Dzaoudzi-Pamandzi), Comoros (Moroni)

Indirect flights: United Arab Emirates (Dubai), Seychelles (Mahé)

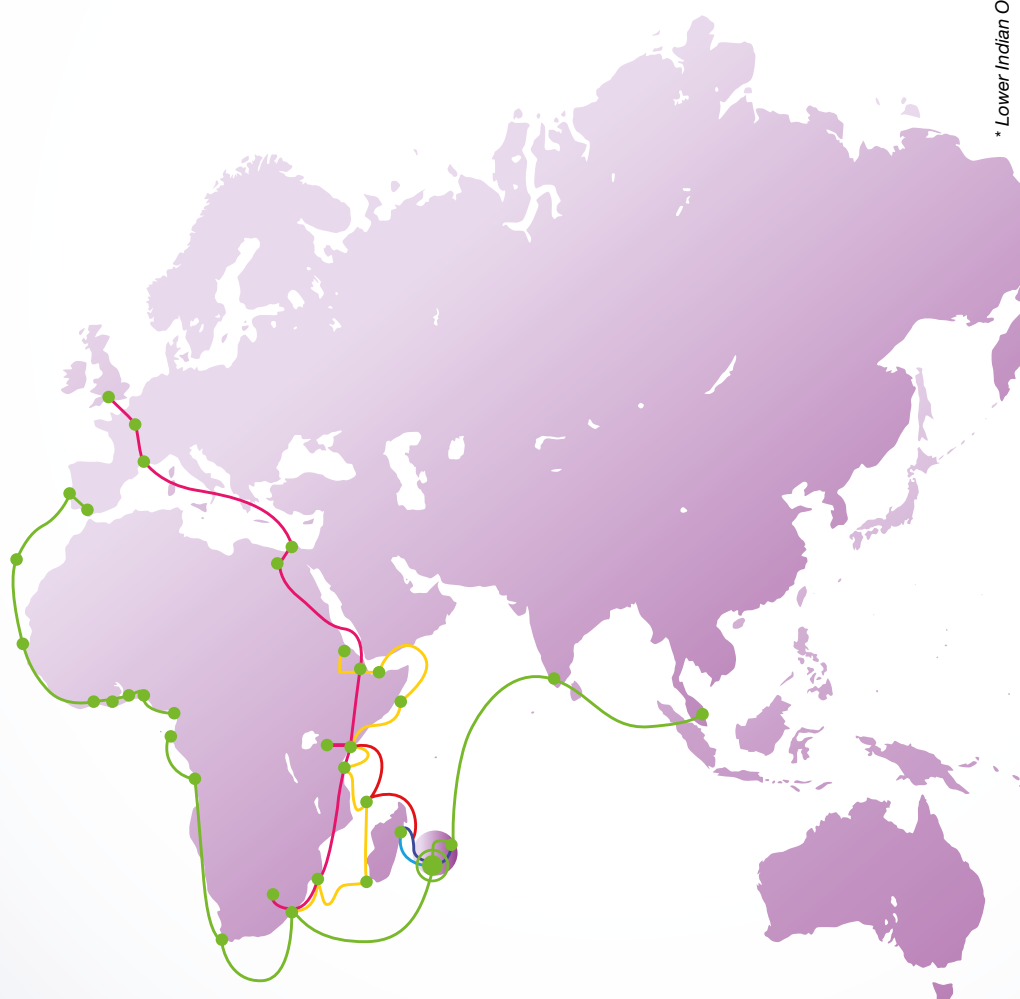
Digital infrastructures

respecting international norms

Connected to the rest of the world via satellite and the underwater SAFE cable (South Africa – Far East), Reunion is also connected by underwater fibre optic cables:

LION* I, connected to Madagascar and Mauritius

LION II, which joins cable LION I in the north and stretches out towards Mayotte and Kenya.



- SEACOM
- LION I
- EASSy
- SEGANET
- SAT3 / WASC / SAFE
- LION II

* Lower Indian Ocean Network



Regional Broadband Network

The island's mobile telephone coverage is more than 95%, with continuity across Europe and the Indian Ocean.

In an aim to improve the quality and performance associated with their activities, establishments in Reunion Island have initiated the development of thematic networks across different domains, with some in conjunction with national networks.

Examples:

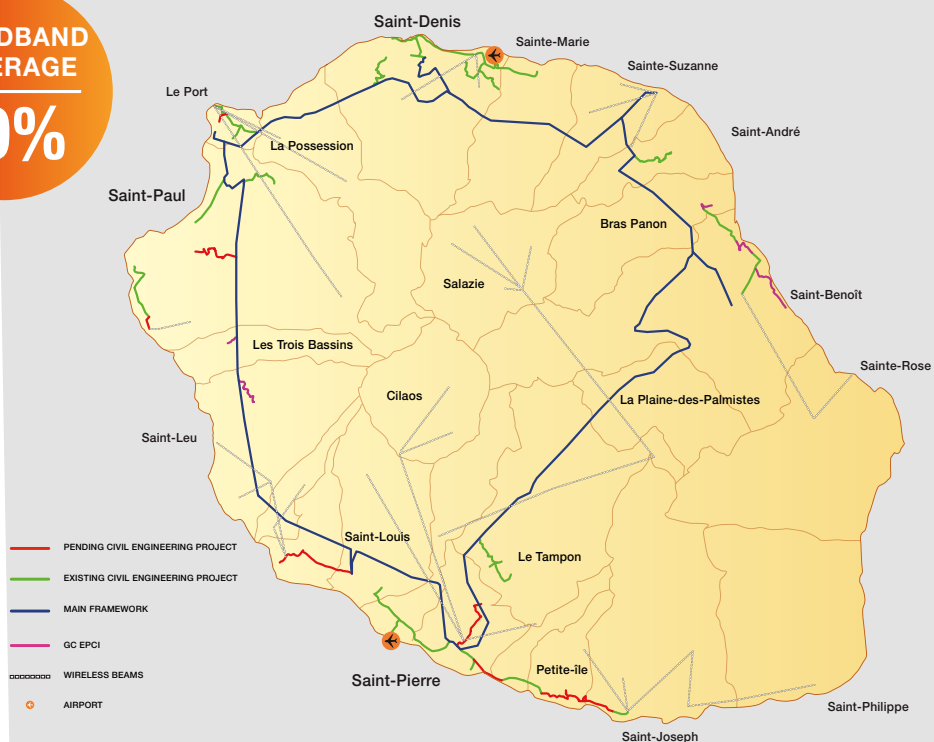
- # Dematerialization projects for administrative procedures, supported by local authorities
- # Communication platforms between schools and parents, connecting high schools to the network
- # Development and networking of digital public spaces
- # Implementation of a regional oncology network
- # Integration within the National Telecommunications Network for Technology, Education and Research (RENATER) via the University of Reunion

BROADBAND
COVERAGE

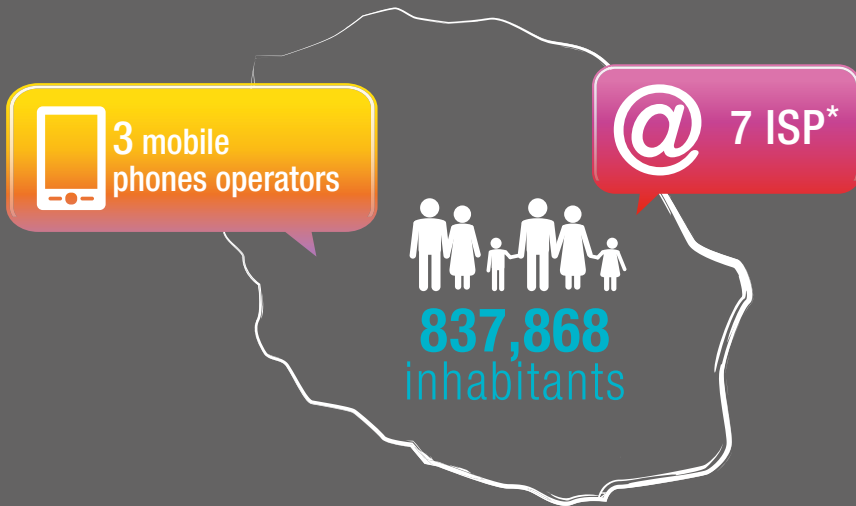
99%

Regional Broadband Network

GAZELLE

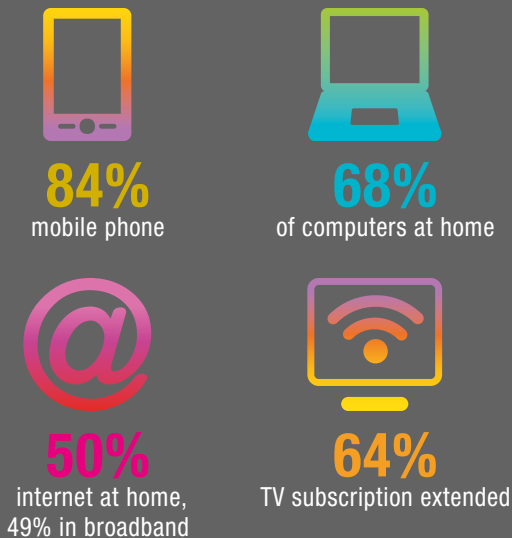


Some figures...



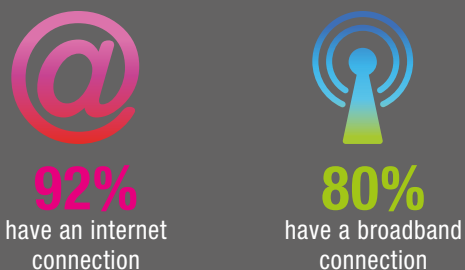
*Internet Service Provider
Source: ARCEP study in July 2013

An equipment rate for households in Reunion in constant development :



Broadband offers of up to 10 Mbps and connection speeds of around 20 Mbps on offer in the form of 'triple-play' packages, including fixed telephony and digital television

Companies are on the network (at least 10 employees)



An extensive road network

in constant development

More than 1,200 km of roads

395 km of national roads
(of which 138.6 km are dual carriageways)
728 km of departmental roads

ROUTE DES TAMARINS (Tamarind Road)

This 34 km stretch of road was completed in 2009, enabling a full dual carriageway connection (four lanes) between Saint-Denis in the north and Le Tampon in the south. In total, the Tamarind Road crosses over 120 gullies.

Saint-Denis > Le Tampon

120 gullies crossed

26 unusual highway structures

4 exceptional highway structures

THE NEW «ROUTE DU LITTORAL»

(Coastal Road)

The largest construction project ever attempted in Reunion, and one of the biggest in France: a 2x3 lane highway, partly as an embankment and partly as a viaduct over the sea.

La Possession > Saint-Denis

Reunion's largest construction project

2 x 3 lanes

A construction project of 1.6 billion euros





Public transport

THE GENERAL COUNCIL'S INTER-CITY NETWORK OF YELLOW COACHES KNOWN AS «CAR JAUNE»

It primarily serves cities around the island's coastline and up in the hills on the west coast.

There are 17 coach routes, a fleet of about 70 vehicles and some 850 bus stops

URBAN PUBLIC TRANSPORT NETWORKS BY MICRO REGION

NORTH > Citalis NETWORK

56 bus routes, 150 vehicles, 1,200 bus stops

EAST > Alizé NETWORK

42 bus routes, 32 vehicles, 625 bus stops

SOUTH > TC urban network of CASUD* Alternéo NETWORK

more than 54 bus routes, 2,276 bus stops

WEST > Kar'Ouest NETWORK

61 bus routes, 1,610 bus stops

THE TRANS ECO EXPRESS PROJECT (TEE)

The TEE program was launched in 2010, and aims to provide Reunion with a modernized, efficient and top quality transport network, in order to better serve the travel needs of the Reunionese population across the four corners of the island.



* Urban area of the Southern community in Reunion Island

Innovative economic activity zones

with international horizons

Reunion Island is home to 72 activity zones (2012) covering a surface area of about 974 hectares. Plots directly related to the economy account for about 70% of this area, or 673 hectares, and their purpose is often multiple (artisanal, industrial, commercial). More than 60% of activity zones are therefore occupied by the production sector, more than 20% by the commercial tertiary sector and finally, more than 15% by the skilled services sector.

Reunion's 72 activity zones (ZA) cover an average surface area of 14 hectares. They are concentrated across four regions.

IN THE WEST,
spread out between
Le Port
La Possession / Cambaie

21 ZA
356 ha

IN THE SOUTH,
spread out from
Etang-Salé
to Saint-Philippe

24 ZA
233 ha

IN THE NORTH,
mainly located
to the east
of Saint-Denis

17 ZA
202 ha

IN THE EAST,
located between
Saint-André and
Saint-Benoît

10 ZA
63 ha

Development costs (excluding cost of land) of activity zones in Reunion are between €45 and €65 per m², and the marketing prices range from €80 to €150 per m².

The '4.13 activity zone' grants come from ERDF* funding, making it easier for businesses to access commercial real estate through the provision of serviced land or premises with reduced rent in Activity Zones of regional, micro-regional and local interest.

Thanks to their various vocations, Reunion's activity zones offer different facilities across different locations, allowing companies to take advantage of land or commercial real estate which is in line with their activities.

*European Regional Development Fund

Opening up to the international scene

Areas in and around the port are primarily dedicated to sectors such as logistics, distribution, construction and manufacturing activities. Examples: The 'ZAC Environnement' (joint development zone), dedicated to the activities of recovery and recycling of waste (30 hectares), and the 'ZAC 2000' (62 hectares).

Areas close to the airports (Roland Garros / Gillot in the north and Pierrefonds in the south) are home to tertiary and logistics services required for export activity.

The Gillot Airport Activity Zone covers 25 hectares, hosting a business park, an activity zone and a logistics zone bringing together businesses connected to the cargo terminal.

The Pierrefonds Airport Activities Zone is under construction. Eventually, this major project will cover 100 hectares and become an economic zone for environmental purposes, bringing together structural facilities (trading centre, logistics hub, airport...), cultural and tourist facilities (conference centre, exhibition hall, auditorium, multiplex...), and commuter connections promoting eco-friendly public transport.

Innovation, research and new technology

Dedicated to the development of activities with high added value, the TECHNOR and TECHSUD technology parks (respectively in the north and south of the island) are prime sites both for their quality (communication networks, common services, support services) and for their proximity with the island's research and training communities (University Institutes of Technology, the University and engineering schools). Their activities mainly revolve around ICT, agri-food, health, pharmaceutical and biomedical domains, biotechnology, the environment, energy efficiency and new energies.

The TECHNOR Technology Park is home to sixty companies across an area of 36 hectares to the east of Saint-Denis. It notably includes the CYROI * technological platform that hosts research programs for health, and can accommodate up to four innovative start-up companies in the field of bioscience.

The TECHSUD Technology Park, located in the district of Terre-Sainte, between the GHSR **, the University Campus of Saint-Pierre and the road connecting Saint-Pierre to Saint-Joseph, in a strategic position at the heart of a rapidly developing economic zone ('ZAC Océan Indien') and near express highways. The proximity of Pierrefonds airport is also a real advantage. This 4.2 hectare Activity Centre boasts HQE standards ***, with 110,000 m² for offices and services.

Agri-food and craft trades

Industrial and artisanal areas of the island make it possible to consolidate the expertise of both food supply chains (especially in the south with the presence of the slaughterhouse and the wholesale market in the 'ZI3' industrial zone, benefitting from quality internal networks – streets, lighting, water treatment) and artisanal sectors (especially in the east with the specialist wood and carpentry division spread across 15 hectares).

The wood and carpentry division, located close to the major roundabout in St. Benoit (also known as 'Rond-point des Plaines'), brings together the major players in the wood industry: sawmills, processors, exhibitions, commercialization and training. It provides companies with 19 workshops covering a total surface area of 5,000 m² as well as 1,000 m² of office space at very attractive rates, equipped with quality sound and enhanced thermal insulation.



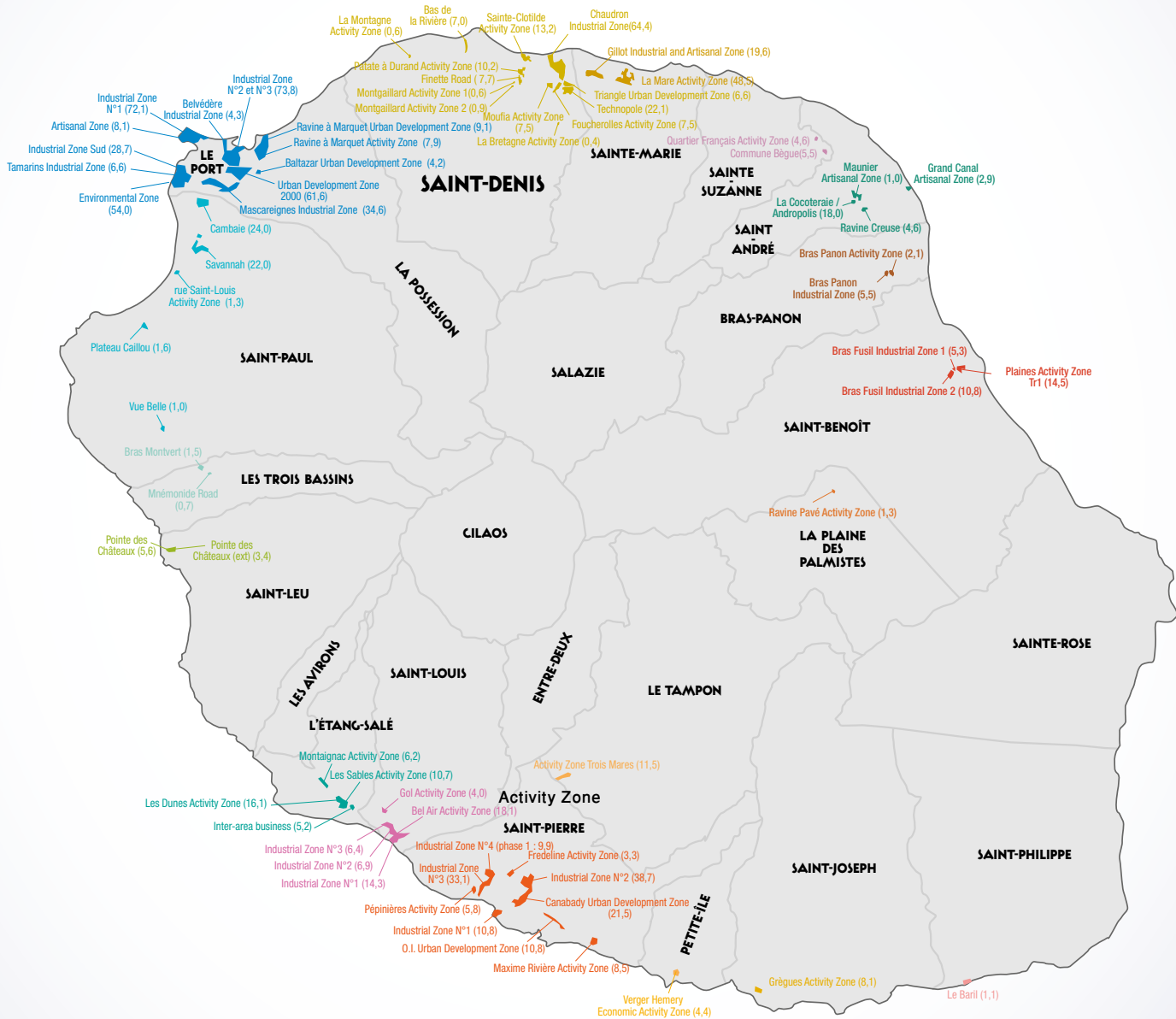
Renewable energy and the environment

The 'ZAC Environnement' in Le Port, located by the banks of Rivière des Galets, is home to activities and services related to the environment. Spread over 30 hectares, it is especially intended to accommodate facilities for the treatment, disposal and recycling of waste. It serves to highlight today's concerns related to sustainable development.

An environmental business cluster is also planned in the technology park of Saint-Denis with a focus on energy efficiency and the development of alternative energy sources.

The creation of an energy cluster, in relation with the renewable energy sector is underway, including the current coal-bagasse Bois Rouge power plant in Saint-André, notably with the implementation of new projects around the production of 'clean energy'.

Activity zones in Reunion



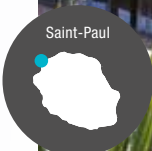


Sainte-Marie

LA MARE BUSINESS DISTRICT

Real estate development project following the restoration of the old sugar factory in La Mare

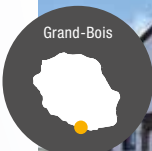
- # Close to the international airport, dual carriageway and the main town
- # 30,000 m² of fitted and equipped offices
- # 5000 m² of central public space and plenty of parking spaces
- # **Services:** Restaurant, banks, nursery and a fitness centre



Saint-Paul

SAVANNAH BUSINESS DISTRICT

- # More than 6000 m² of offices
- # Close to the shopping mall, the multiplex cinema in Cambaie, sports and leisure facilities, the dual carriageways, services and shops in the city centre
- # **On-site:** choice of several restaurants, a bank, and a pharmacy

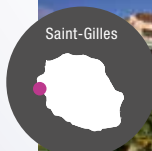


Grand-Bois

CAP AUSTRAL ACTIVITY ZONE

Installed following the restoration of the old sugar factory in Grand-Bois

- # Close to services and shops in downtown Saint-Pierre, at the heart of what will be the future town centre of Grand-Bois
- # Offices of between 90 m² and 180 m²
- # Commercial premises of between 30 m² and 140 m²
- # Numerous car parks, easy access and eventually equipped with public facilities (media library, nurseries)



Saint-Gilles

MONT ROCQUEFEUIL ACTIVITY ZONE

- # Close to major roads (RN1 and the Tamarin Road), the city centre of Saint-Gilles and the seaside resort area in the west
- # **Nearby:** pharmacy, doctors, supermarket, post office, HQE school



SOUTHERN LOGISTICS PLATFORM

Logistics hub in the South, offering permanent or temporary storage facilities.

Near Pierrefonds Airport

In the heart of the south of the island, 10 minutes from industrial areas and major shopping centres

25 minutes from Saint-Paul

85,000 m² of land, 27,500 m² of constructions, 9,500 m² of cold storage capacity (including 5,700 m² of freezer space) and 18,000 m² of dry storage space.

10 m high storage capacity

Storage Capacity : 20,000 m³ (dry) and 10,000 m³ (refrigerated)

Equipped with the latest technology, with a guarantee of high security and quality in the production of refrigerated goods and inventory management

Equipped to accommodate 60 refrigerated containers at any one time

Equipped with a stacker and trailers

facilitating docking and container management



INTER-MUNICIPAL BUSINESS PARK

Business incubator in the south, respecting HQE norms and simultaneously accommodating up to 50 companies across a surface area of around 12,000 m²

Near the RN1 dual carriageway, ideally located with easy access to the west and north of the island, just minutes away from Saint-Louis and less than a quarter of an hour from Saint-Pierre



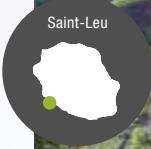
'TRIANGLE' BUSINESS PARK

Inter-municipal activity centre hosting up to twenty companies

A surface area of 7.5 hectares

Located between the Technor technology park and the Commune-Primat district, just further up from the Boulevard Sud and the Ravine du Chaudron

An excellent site offering quality facilities (communication networks) and close to Technor services



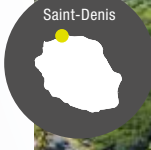
'LE PORTAIL' ECO-BUSINESS PARK

- # **Accessible directly from the Tamarinid Road.** Just 15 minutes from Saint-Paul and Saint-Pierre
- # Hub for tertiary activities such as crafts, logistics, industrial and commercial services
- # **Offices:** from 50 m² to 700 m²: completely modular in a landscaped park with views of the mountain and sea
- # **Activity centre:** from 80 m² to 800 m²; turnkey premises with 5.5m high ceilings and options for mezzanine conversions, offices with sea view and secure parking



'TRAPÈZES'

- # Easy access from the Tamarinid Road or the RN1 dual carriageway
- # **Building plots** in artisanal zone with storage area for containers
- # Business premises with surface area of between 150 m² and 320 m², options for mezzanine conversions, car park, high ceilings, **ideal for handicraft workshops and storage**
- # **Offices:** partitioned or open space, bio-climatic design, plenty of parking



TECHNOR TECHNOLOGY PARK

- # **36 hectares in the district of CERF in Saint-Denis,** with over 20 buildings
- # Close to the airport, the University, the 'Triangle' zone, the Boulevard Sud and the city centre



TECHSUD TECHNOLOGY PARK

- # **At the heart of the ZAC OI** (joint development zone)
- # 6,300 m² divided into sections ranging from 50 m² to 650 m²
- # **Close to** the university campus, many restaurants and city centre services, and the hospital
- # Parking, energy-efficient buildings
- # **Close to businesses in the ICT sector and the research community**

REUNION ISLAND, REGION OF EXCELLENCE in terms of training, research, development & innovation



Setting up in Reunion Island...

Also means opting for a quality offer of training and education

The quality of teaching is well-recognized in Reunion. Combined with a quality workforce, this becomes a distinct advantage when it comes to choosing a location for your business.

- # An academy of the French Ministry of Education and Research
- # A high-level European training framework: a pool of expertise with all the qualifications necessary for your business
- # A young and dynamic population, open to the world: 40% of the population are under 25 years old
- # Sound choices for training, with a comprehensive range of courses from vocational training to tertiary education, structured networks of excellence, and modern facilities - all thanks to additional public funding from the EU, the French government and local authorities
- # More than 9,000 students passing the French Baccalaureate and 3,500 receiving higher education diplomas each year, including more than 1,400 with either three or four-year degrees (Bac +3, Bac+4) or beyond (Masters, PhDs)
- # Each year, nearly 16,000 students pursue post-baccalaureate studies in Reunion
- # A skilled and trained workforce across several themes and leading sectors: agriculture, crafts, agri-food, trades in automobile and transport, logistics and transport, fisheries and vocations at sea, trades in tourism, hospitality and catering, architecture, fine arts, international business, health, etc..
- # A large proportion of diplomas come from higher education: in terms of graduate training, Reunion boasts a top quality environment, open to the needs of the local economy as well as to the reality of international commerce. It is now possible to benefit from high-level training in various specialties

UNIVERSITY OF REUNION ISLAND

A European university

As a key player for training and education, the University of Reunion instructs around 12,000 students each year, following the European three cycle curriculum of bachelor's, master's and doctoral degrees, but also offers vocational degrees, work/study training courses, diplomas from the University of Technology and engineering courses.

A DIVERSE SELECTION OF TRAINING COURSES AND A WIDE RANGE OF SUBJECTS... MORE THAN 140 DIFFERENT DIPLOMAS ARE ON OFFER

5 TRAINING AND RESEARCH UNITS

Faculty of Law, Economics and Management
Faculty of Science and Technology
Faculty of Arts and Humanities
Faculty of Human Sciences and the Environment
Faculty of Medicine

@ For further information: www.univ-reunion.fr

4 INSTITUTES

Institute of Business Administration (IAE)

Business Management, Tourism, Marketing, Business Development, Human Resources Management, Engineering Sciences and Financial Accounting...

@ For further information: www.iae-reunion.fr

University Institute of Technology (IUT)

Biological Engineering, Civil Engineering, Business and Public Administration, Networks and telecommunications...

@ For further information:

University Institute for Teacher Training (IUFM)

@ For further information: www.reunion.iufm.fr

Confucius Institute

Cultural and educational non-profit-making public institution, aimed at spreading the Chinese language and culture around the world.

@ For further information: www.reunion.iufm.fr

AN APPRENTICE TRAINING CENTRE

Quality / Health / Safety / Environment, Networks and Telecommunications, E-commerce, Business Management, Tourism and Hospitality, Communication, Sustainable Agriculture...

THE INDIAN OCEAN HIGHER EDUCATION ENGINEERING SCHOOL OF REUNION - THE ESIROI

Overseas France's first engineering school, certified by the Engineering Accreditation Commission (CTI): opening up to the international scene, and with modern facilities and laboratories.

It provides training for engineers in three specific domains :

«Telecommunications Services, I.T. and Multimedia»

«Innovation and Integrated Agri-Food Development»

«Environment and Sustainable Construction»

@ For further information: www.esiroi.univ-reunion.fr





STRUCTURES OF HIGHER EDUCATION TRAINING

Distinguished and specialized further education establishments covering a range of disciplines

BUSINESS, SALES, MARKETING, MANAGEMENT...

- # Business Management School (EGC)
- @ For further information: www.egc-reunion.re

HEALTH

- # Training schools for paramedical and social vocations

ARCHITECTURE IN A TROPICAL ENVIRONMENT

- # Reunion School of Architecture

ARTS

Visual artist, interior designer, set designer, art director, graphic designer, lay-out artist, cultural mediator, gallery owner..

- # Reunion School of Fine Arts (ESA)
- @ For further information: www.esareunion.fr

IMAGE AND NEW MEDIA

Computer graphics, 2D/3D animation, post-production, web design and multimedia, audiovisual and cinema.

- # ILOI (The Institute of image of Indian Ocean) boasts exceptional facilities, the world's largest cyber-dome and more than 300 graphic design workstations
- @ For further information: www.iloi.fr

I.T AND DIGITAL STUDIES

- # I.T. Engineering School SUPINFO
- @ For further information: www.supinfo.com

Setting up in Reunion...

Also means opting for a region that boasts establishments for education and professional training, covering a wide array of subjects.

A COMPREHENSIVE NETWORK OF TRAINING CENTRES

12 APPRENTICE TRAINING CENTRES (CFA) EQUIPPED WITH MODERN INFRASTRUCTURE AND MATERIAL

INSTITUTIONS OFFERING EXTENSIVE TRAINING COURSES IN SPECIALIZED SUBJECTS

Training for careers in agricultural production, agri-food processing and marketing, landscaping and the environment, equestrian activities, machinery and water management

The Local Public Establishment of Education and Agricultural Vocational Training (EPLEFPA)

@ For further information: www.reunion.educagri.fr

Training for careers in tourism, hospitality and catering

Le CENTHOR

@ For further information: www.ccifformation.re

Training for careers in automotive and transport trades

Training Centre for Automotive and Transport Trades (CFAT)

Training for careers in commerce, fisheries and marine engineering

The Maritime School of Learning (EAM)

@ For further information: www.ecolemaritime.fr

Further Education Centre for Industrial Engineers specialized in Construction and Public Works

Construction Training School at the Centre for Graduate Industrial Studies (EI-CESI)

@ For further information: www.eibtp.re



Setting up in Reunion...



Also means opting for a region with strong potential for research and innovation

As a tropical island and European territory, Reunion has significant geo-strategic assets and material, human and financial resources, thus creating an environment conducive to developing businesses in Research, Development and Innovation.

AN INCOMPARABLE NATURAL ENVIRONMENT 'Source' of research and development

- # One of the world's 34 biodiversity hotspots, with its «Pitons, cirques and ramparts» listed as a UNESCO world heritage site
- # A national park, a marine nature reserve, an active volcano and an ideal stepping stone to access the French Southern and Antarctic Lands (and its scattered islands)
- # Exceptionally dynamic examples of terrestrial and hydro meteorological phenomena: an opportunity for research and observation for areas across the Indian Ocean zone
- # A geographical position with significant advantages for studying how wildlife adapts to an intertropical environment
- # An insular nature imposing exemplary strategies for sustainable management of energy, food, waste, etc.

POLICIES IN ACTION

A REGIONAL STRATEGY FOR INNOVATION (SRI) CURRENTLY IN APPLICATION

The State, the Region and the Department of Reunion have developed their Regional Innovation Strategy (SRI), policies which have been lauded by the European Commission. Divided into 8 key areas and 17 concrete actions (tools for financial aid, territorial organization of all stakeholders with particularly innovative projects...), this strategy aims to transform the Reunionese economy and improve competitiveness through innovation.

The authorities wish to increase the number of innovative projects on the island.

@ For further Information: www.innovonslareunion.com

A REGIONAL STRATEGY FOR ECONOMIC DEVELOPMENT COMMITTED TO INNOVATION

The SRDE (Regional Plan for Economic Development) launched in 2011 by the Regional Council of Reunion specifies its research and innovation plan in line with the SRI:

- Research support comes following a request system for project proposals and continues with support for the filing of patents
- Support for innovative companies is reflected in measures which assist technological development, investment in R & D, accompaniment for young companies and 'proof of concept' funding
- Assistance for structures supporting RDI is aimed at innovation clusters organized by particular themes

@ For further Information: www.regionreunion.com

A FIRST CHOICE DESTINATION for your RDI* activities

In conducting your R & D activities in Reunion, you will benefit from the very best in human, material and financial resources throughout your project. You will be able to test and compare your innovations on a developed local market - a real springboard for European and international markets.

*Research, Development and Innovation



EUROPEAN EXCELLENCE in the heart of the Indian Ocean

*Indian Ocean Area

FRENCH RESEARCH CENTRES AND INSTITUTES

In addition to its University for regional vocations (ZOI*), Reunion is also home to the major French research centres and institutes: **CIRAD** (Centre for International Cooperation in Agronomic Research for Development), **IRD** (Research Institute for Development), **IFREMER** (French Research Institute for Exploitation of the Sea) and **BRGM** (Bureau of Geological and Mining Research). **Other organizations exist here in association with local laboratories: INSERM** (National Institute of Health and Medical Research) and its **Research Centre for Clinical Epidemiology**, **CNRS** (National Centre for Scientific Research), **IPGP** (Paris Institute of Earth Physics), **Météo-France...**

CUTTING EDGE RESEARCH EQUIPMENT

Reunion is home to major research infrastructures including:

THE PHYSICAL ATMOSPHERE OBSERVATORY IN LE MAIDO UP AT AN ALTITUDE OF 2,200 METRES

Facilities: a laboratory space of 700 m² (chemical measurements, measurements of physical parameters), an area to perform outdoor experiments, 3 lidars (laser telescopes including one which is 5 metres high), sun photometers, spectrometers, radiosondes, profiler radars, etc. Long term contribution to Experimental Observation Systems for Environmental Research (SOERE).

@ For further information: opar.univ-reunion.fr

SEAS-OI (SATELLITE AIDED ENVIRONMENTAL MONITORING IN THE INDIAN OCEAN)

The SEAS-OI is a centre of excellence for high resolution spatial remote sensing for the management of territories in the southwest Indian Ocean.

@ For further information: www.osur.univ-reunion.fr

BIOTECHNOLOGY PLATFORM: CYCLOTRON REUNION INDIAN OCEAN (CYROI)

CYROI is a technology platform in the field of biosciences: emerging infectious diseases, metabolic diseases (diabetes, obesity, high blood pressure...), enhancement of terrestrial and marine biodiversity. On a site spanning over 4,500 m², it has a cyclotron which allows the production of pharmaceutical drugs. It welcomes researchers, provides services and hosts start-up biotech companies.

@ For further information: www.cyroi.fr

TECHNOLOGICAL PLATFORM: PLANT PROTECTION DIVISION (3P)

This platform is managed by CIRAD, and is specialized in plant research and experimentation. 3P works in the following areas: plant health, pathology and molecular genetics, ecology, biological resources, training and hosting start-up companies.

@ For further information: umr-pvbmt.cirad.fr/plateformes/3p

PARTNERS AND KEY CLUSTERS for innovation in Reunion

Institutions for accompaniment,
consulting and promotion



NEXA

Regional Agency for Development, Investment and Innovation, first port of call for innovative project leaders

NEXA accompanies project leaders from the worlds of both research and private businesses in order to help them obtain new sources of funding and assist in the financial structuring of their actions.

Nexa offers a full range of services for innovative projects at seed stage or at launch:

- # Financial, legal and communications expertise
- # Optimal networking with experts of innovative business environments (clusters, incubators...)
- # Pooled services (monitoring, e-reputation...)

@ For further information: www.nexa.re





REUNION ISLAND TECHNOPOLE

Tool for economic development through Innovation

Reunion's Technopole is a member of the administrative board of RETIS, the national network of Technopoles, Incubators, BICs and some clusters. Its missions are the following:

- # **Personalized and financial assistance** for the creation of innovative companies via a program called the Regional Incubator of Reunion
- # **Providing networking** to those involved in Research, Higher Education and Business (cross-fertilization)
- # **Management of the technology parks:** TECHNOR and TECHSUD across 40 hectares

@ For further information: www.technopole-reunion.com

THE REGIONAL INCUBATOR OF REUNION

Reunion's incubator is a hosting and support program for entrepreneurs with projects to create innovative business, promoting research results, and accredited by the Ministry of Research and Higher Education.

@ For further information: www.technopole-reunion.com

Clusters

The ocean



MARITIME CLUSTER

Its role is to promote French maritime activities and related interests in the southwest Indian Ocean and explore development opportunities for the sector.

REGIONAL MARITIME CLUSTER

(under development)

The Regional Maritime Cluster aims to bring together scientific expertise (fundamental research, research and development, innovation, training...) relating to the marine environment, and to bring together teams of several national and local research organizations in this field.

Construction in the tropics



CIRBAT

(Centre for Innovation and Research for Tropical Construction)

Adapting and implementing construction materials, norms governing the building industry with its tropical constraints, and providing companies with access to technical research, dissemination of knowledge, technical training and assistance for innovation.

@ For further information:
www.cirbat.re

The environment



GREEN CLUSTER
(Regional Grouping of Companies Committed to the Environment)

It aims to identify collaborative innovation projects, in order to transform them into opportunities for job creation, local competitiveness and economic development.

In Reunion, a dynamic group of pooled companies work together in structures such as clusters and divisions for competitiveness and innovation. 7 clusters are active in specialized areas.

Energy



TÉMERGIE

(Technology for Efficient Energy, Renewable Energy and Isolated Energy Management)

Support for R & D projects, development of products and processes respectful of the environment using natural tropical resources in fields of agri-food, biotechnology and health.

@ For further information:
www.temergie.com

Valorisation of natural tropical resources



QUALITROPIC

(Cluster for Innovation and Natural Tropical Resources)

Support for R & D projects, development of products and processes respectful of the environment using natural tropical resources in fields of agri-food, biotechnology and health

@ For further information:
www.qualitropic.fr

Tourism



IRT

(Reunion Island Tourism Board)

Division specialized in island tourism, managed by the Reunion Island Tourist Board (IRT). Its objective is to contribute to the excellence of tourist products and of Reunion as a destination, through research, innovation, training and professionalization of tourism vocations and stakeholders with the support of the French Institute of Tourism.

@ For further information:
www.reunion.fr

Setting up in Reunion...

Also means benefiting from highly attractive financial or fiscal support measures for RDI

For the development of your Research, Development and Innovation activities in Reunion, a wide range of local, national and European support measures is available.

Reunion also benefits from traditional national funding, specific measures intended for French overseas regions and a European Operational Program committed to Research, Development and Innovation.

Focus on several national funding measures for innovation

«CIR» TAX CREDIT FOR RESEARCH Tax reduction for RDI spending

France's offer of tax support for research is among the most attractive in Europe: the Tax Credit for Research.

It represents **30% of spending up to €100 million and 5% thereafter** for businesses that allocate spending for basic research and experimental development (R & D).
The limit is €2m per company per year, increased to €12m for research assigned to organizations with no dependent links to the company.

FUNDING FOR YOUNG INNOVATIVE COMPANIES (JEI)

The five conditions to be classified as a Young Innovative Company are : being a SME no older than eight years old, having a minimal volume of R & D spending, being independent and with real innovative activity.

BENEFITS

Exemption for 2 years of corporate taxes on profits made:

- Exemption of 100% for the first year or the first period of tax credit receipt,
- Exemption of 50% for the following period or tax year

Cap: exemption limited to €200,000 over three consecutive years.

RECRUITMENT SUPPORT: CIFRE (Convention for Industrial Research Training)

The CIFRE program enables companies to receive financial assistance for the permanent or temporary (3 years) recruitment for a PhD student whose research, supervised by a public research laboratory, will lead to a thesis.

BENEFITS

On behalf of the French government, the National Association for Research and Technology (ANRT) will provide the company with a financial grant for 3 years, amounting to €14,000 / year. The starting salary may be no less than €23,484 gross per annum.

@ For further information concerning national funding for Innovation: www.enseignementsup-recherche.gouv.fr

BPIFRANCE SUPPORT

Direct aid to innovation to share the risks inherent in research, development and innovation of SMEs and thus promote access to private funding. Accompaniment, expertise and services related updates ... a mission of general interest on behalf of the State and in partnership with the Regions.

Focus on several Bpifrance funding measures*

AID FOR INNOVATION FEASIBILITY AND TECHNOLOGICAL PARTNERSHIPS

Up to €50 k

AID FOR DEVELOPMENT

Reimbursable advances with zero per cent interest if successful, or in any case zero per cent uncapped interest loans. Bonuses on rates for aid concerning collaborative projects

AID FOR FIRST INNOVATIVE PROJECT (APPI) > UPSTREAM PHASE

Accessible to SMEs, this aid is used to validate an innovative feature and / or technology involved in the development of a product, a market or a strategy.

AMOUNT

The subsidy is at a maximum of 80% of the net amount of the external service covered by the support measure, capped at €10,000

PRE-FINANCING FOR CIR (TAX CREDIT FOR RESEARCH) 'PREFICIR' > R & D PHASE

The PREFICIR enables small and very small companies of more than 3 years old, having benefited at least once from the Tax Credit for Research, to access cash flow to cover their research and development expenses from the year in which they are incurred, before the corresponding CIR is allocated the year after.

RATE

80% of the estimated CIR in respect of research and development spending incurred in the calendar year, between €30k and €1.5 million over a maximum period of two years

LOAN FOR INNOVATION (PPI) > DOWNSTREAM PHASE

The Loan for Innovation is aimed primarily at SMEs of more than three years bearing an innovative product for commercialization, having benefitted for less than three years either from an RDI grant or a public subsidy supporting the innovation.

FINANCED EXPENDITURE

Financing of intangible expenditure related to the industrial and commercial launch of an innovative product: recruitment, intangible and tangible investment, marketing, organizing and arranging distribution, travel, trade shows, product localization, and increase in working capital...

AMOUNT

From €30,000 to €1.5m, up to a maximum of twice the company's equity and quasi-equity

@ For further information concerning OSEO grants: www.oseo.fr or www.afd.fr

*On the condition of Stockholders' equity considered as sufficient during the instruction. Bpifrance

Focus on several regional funding measures for innovation

Innovation is one of the priorities of the Regional Council of Reunion, which offers solid support to innovative companies who are part of the island's strategic business areas (ICT, Tourism, Agri-food and Renewable energy / Environment) either through attractive financial measures for equity or with its partners in the European Regional Development Fund (ERDF).

@ For further information: www.regionreunion.com or www.entreprise-reunion.re

AID FOR INNOVATIVE COMPANIES

POE-ERDF – Measure n° 2.04: «Division for Innovation and Technology Transfer to improve company competitiveness»

This funding measure for innovation specifically finances innovative projects carried out by companies, and this during the following phases:

Innovation feasibility : preliminary studies in R & D phases in relation with project design and definition, technical and scientific validation, market positioning, etc.

R & D: aid for Research & Development (RI, DE*** and organization process in different departments):**

- Depreciation of equipment, instruments and materials used during the research project
- Materials, supplies and products directly related to the project
- Industrial property rights, including patent applications and extensions and compliance with norms
- Acquisition of patents and licenses
- External services and advice, including technical knowledge
- Personnel and structural costs directly assigned to the project

CONDITIONS

Projects must be collaborative R & D projects, either individual or collaborative and above €15,000.

Individual projects are those led by one single company which has contacted a research organization.

Collaborative projects involve at least two companies or at least one company and a research organization.

BENEFITS

	Individual Projects	Collaborative Projects
FEASIBILITY PHASE		RATE between 40% and 75% of aid* Capped at €300,000 / project
R & D PHASE	RATE between 25% and 70%* Capped at €4m / company*	RATE between 40% and 80%* Up to €5m / company* and capped at a maximum of €10m / project

*According to the size of the company and the type of research: industrial research**, experimental development***

INNOVATION FOR COMPANIES IN ICT

«Support the creation of new software and multimedia products»

POE-ERDF – Measure n° 2.12: «Investment for ICT companies»

This measure has two components :

COMPONENT # 1: INVESTMENT IN PRODUCTION EQUIPMENT

Objectives for component 1

- Supporting the development of companies in the ICT sector
- Encouraging the development of new services in this area by lowering the cost of capital investment, including software
- Encouraging companies in the ICT sector to take into account the strategic priorities of the Regional Council of Reunion: employment, innovation, researching new business opportunities, sustainable development

COMPONENT # 2: SUPPORT FOR THE CREATION OF NEW SOFTWARE AND MULTI-MEDIA PRODUCTS (INNOVATION FOR ICT COMPANIES)

Objectives for component 2

- Developing a centre of excellence in ICT
- Improving the level of business innovation
- Promoting entry into new markets

BENEFITS

Funding rate :

- 45%: Small companies
- 35%: Medium companies
- 25%: Large companies

CAP

€3m

FUNDING FOR RECRUITMENT IN RDI

POE-ESF – Measure n° 1.10 «Supporting RDI by consolidating employment for scientists»

A direct grant allocated to a public or private beneficiary, under certain conditions, with the objective of offering a post-doctoral fellow with a full-time position within the company's permanent staff following a 'RDI' project that he/she will have developed during which he/she will have demonstrated their added value to the company.

Benefits

The amount of public subsidy is capped at €100,000 per post-doctoral fellow recruited over a maximum period of 24 months. Funding rates vary between 25% and 80% depending on the size of the company and the type of research: industrial research, experimental development.

@ For further information: www.reunioneurope.org



Extremely ATTRACTIVE investment conditions



Invest in Reunion,

Also means
benefiting
from European and
French economic
activity support
programs,
as well as a whole
range of specific
regional measures

INVESTMENT
GRANTS

up to

€3m

LODEOM

Law for the Economic Development of Overseas France

What is the LODEOM ?

Applicable since year-end of 2008, the Law for the Economic Development of Overseas France (LODEOM) provides measures which are specific to French overseas territories, coming in the form of tax relief and tax exemption, reduction and rebates.

It provides enhanced support to businesses operating in Reunion Island's strategic sectors.



Free Trade Zones (ZFA),

an attractive aid measure

The LODEOM law designates the entire surface of Reunion as a Free Trade Zone.

ELIGIBLE BUSINESSES

In order to benefit from ZFA measures, companies must:

- Employ fewer than 250 employees and report a turnover of less than €50m
- Be subject to a valid tax regime or the regime of micro-enterprises
- Perform an eligible activity as their main occupation (more than 50% of turnover)

In addition, the company must for their part invest in vocational training in order to benefit from ZFA measures.

ELIGIBLE ACTIVITIES

The LODEOM law includes support measures based on 2 key components:

- A general component

Sectors:

Manufacturing
Crafts
Farming

Non-commercial activities:

Accounting
Business Consulting
Engineering
Thematic studies for businesses

- A priority component:

A priority area focused around six strategic themes, which benefit from increased funding.

Renewable energy

The environment

Information and Communications Technology - ICT

Tourism including leisure activities

Agro-nutrition

Activities in research and development

DEDUCTIONS ON TAXABLE INCOME

DEDUCTION RATE	GENERAL COMPONENT	PRIORITY COMPONENT
FROM 01/01/2008 TO 31/12/2014	50%	80%
2015	40%	70%
2016	35%	60%
2017	30%	50%
MAXIMUM AMOUNT OF TAX-EXEMPT INCOME	€150,000	€300,000

ZFA deduction rate on corporate profits over the period 2008-2017

The CET (Territorial Economic Contribution) consists of two contributions, each with their own tax rules.

FEATURES RELATED TO THE TERRITORIAL ECONOMIC CONTRIBUTION (CET)

CORPORATE PROPERTY CONTRIBUTION (CFE)

CORPORATE ADDED-VALUE CONTRIBUTION (CAVE)

Implementing terms

The base of the CFE is the rental value of assets subject to the company's property tax
Deductions apply to the net taxable base of each establishment

Exemptions applicable to the CFE apply to the CAVE

	Year	General component	Priority component
Deduction rate	2009-2015	80%	100%
	2016	70%	90%
	2017	65%	80%
	2018	60%	70%
Cap	€50,000 per tax year	€M of added value	

MEASURES RELATED TO PROPERTY TAX

DEDUCTIONS FOR PROPERTY TAX ON LAND WITH CONSTRUCTIONS

EXEMPTION FROM PROPERTY TAX FOR UNDEVELOPED AGRICULTURAL LAND

Implementing terms

The right to temporary digressive deductions:

- On the tax base on land with constructions
- For buildings attached to an establishment located in a ZFA
- For businesses that are eligible for CFE deductions

Exemptions only relate to the part of property tax for undeveloped land, applying to municipalities and Public Establishments for Inter-municipal Cooperation (EPCI)

	Year	General component	Priority component
Deduction rate	2009-2015	50%	80%
	2016	40%	70%
	2017	35%	60%
	2018	30%	50%

Tax exemption for productive investments

BENEFICIARIES

Companies or partnerships who invest and whose business activities are eligible.

CONDITIONS

Application for tax assistance is for investment in agricultural, industrial, commercial or artisanal sectors which by their nature come under the BIC (Industrial and Commercial Profits) :

- New productive investments for modern and amortizable tangible assets*
- Software required for the use of eligible investments
- The renovation and rehabilitation of hotels, tourist residences and classified villages which are part of the company's fixed assets (eg, transformation, development or modernization of the property)

**Restrictions imposed by the LODEOM on passenger vehicles*

INVESTMENT BY INDIVIDUALS SUBJECT TO IT**

INVESTMENT TYPE	TAX reduction rate
General cases	50%
Hotel renovation and rehabilitation work in French overseas departments (DOM)	70%
Investments made in the shipping sector	50%
Sector of renewable energy	60%
CAP	€250,000

TAX
REDUCTION
RATE

INVESTMENT BY INDIVIDUALS SUBJECT TO CT***

Any corporate tax reduction is equivalent to the total amount of productive investments made by businesses or of capital subscriptions made in companies.

This tax reduction makes it possible to deduct 100% of the investment profit tax for the year of acquisition.

TAX
INCENTIVES
100%
of the investment profit
tax for the year
of acquisition.

Tax exemption for investment in the housing sector

• Tax exemption for social housing

The LODEOM law provides a tax reduction for investment in social housing, applicable to investments made between 27th May 2009 and 31st December 2017.

BENEFICIARIES

Individuals who are both resident and have their tax residence in France

FOR WHICH TYPES OF HOUSING ?

- For acquisitions or housing constructions for rental or for homeownership
- For constructions completed more than 20 years ago and now undergoing rehabilitation

CONDITIONS

Using the tax reduction:

- Granted for the year of completion of housing or acquisition, whichever is later
- Balance carried forward and due over the next five years
- When investing through a company

Investments are eligible when made:

- Directly with no intermediary
- Through a company not subject to corporation tax
- Through a Real Estate Investment Trust (REIT)
- Through a company subject to corporation tax under certain conditions

Cross-compliance:

A fraction of the cost price must be allocated to expenses incurred for investments in renewable energy *

For certain investments, approval is required from the Ministry of Budget and Public Accounts:

Projects concerned:

- Real estate projects exceeding €2m
- Investments made by companies subject to corporation tax, regardless of the amount

**TAX
EXEMPTION
RATE**

Up to **50%**
of the housing
cost price

CAPPED AT

€2,373/m²

Limit applicable
to investments
carried out in 2013

*Equipment for the production of renewable energy and apparatus using a renewable source of energy or thermal insulation materials



- **Tax exemption for investment in rental property in overseas France. (Duflot measures for overseas French territories)**

The Duflot law for overseas France* allows any investors with official tax residence in France to acquire from 1st January 2013 until December 2016, any new or off-plan housing, thus obtaining a reduction in income tax.

BENEFICIARIES

Any French taxpayer investing in a new property located in overseas French territories.

BENEFITS

Tax incentives for investment in rental real estate in overseas France.

- **Tax exemption rate:** 29% of the investment amount
- **Capped at:** a maximum investment of €300,000 over a period of nine years
- **The Duflot measures** for overseas France can result in a maximum of €87,000 in tax cuts, generating €9,666 of tax savings per year over 9 years

CONDITIONS

- The owner of the dwelling must rent out the empty property to be used as a principle residence for a minimum period of 9 years
- The property may not be rented to an ascendant or descendant, or any person from the same tax residence
- The lease commitment must be made within 12 months following the date of completion of the building or of its acquisition, whichever is later



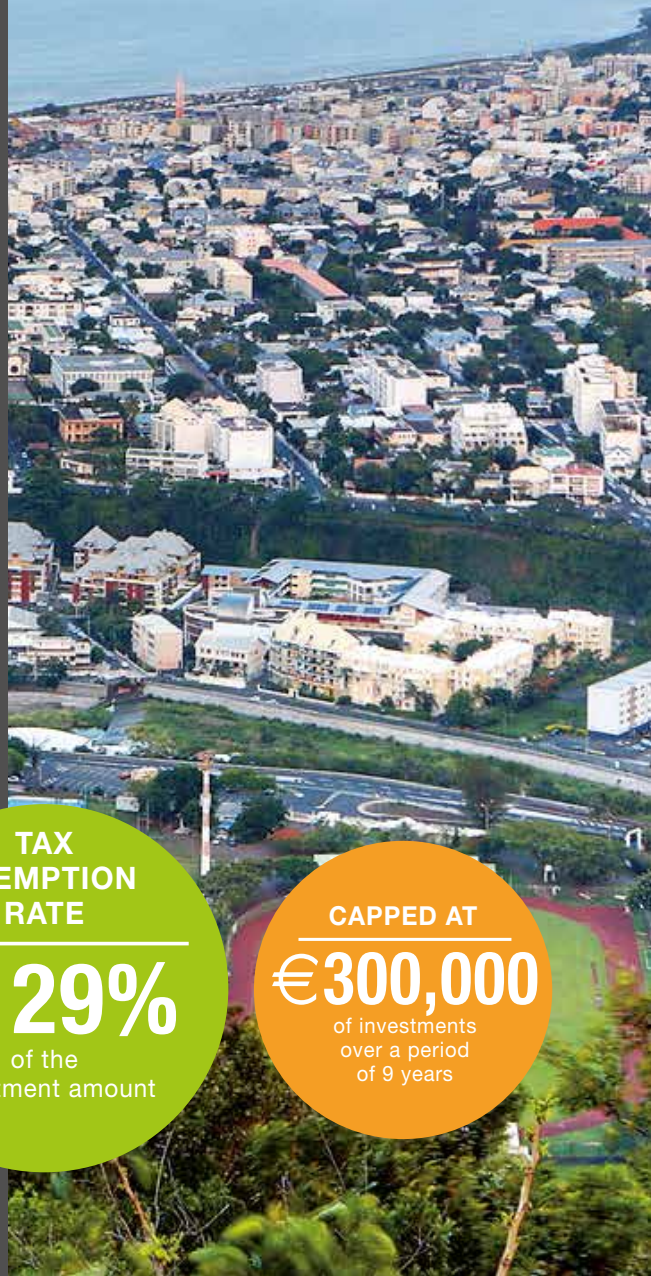
TAX
EXEMPTION
RATE

Up to **29%**
of the
investment amount

CAPPED AT

€300,000
of investments
over a period
of 9 years

To receive
a free personalized
study about
the Duflot law,
delivered by
an expert in real
estate tax exemption
in overseas France,
you can carry out a
simulation at :
www.duflot.org

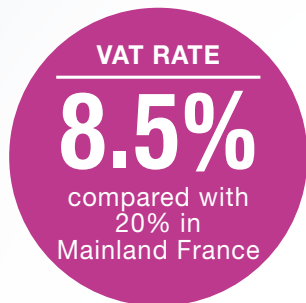


*According to Article 199.29 of the French General Tax Code

VAT system

VAT is the direct consumer tax paid to the State by individuals or legal entities engaged in economic activities for remuneration.

Benefits of the VAT system in Reunion



This rate is reduced or brought down to 0% for certain necessities.

In Reunion, the VAT measure known as Non-Levied yet Recoverable VAT (NPR VAT) is applicable to certain investments in new assets*.

**Products are listed in the French General Tax Code, Annex 4, Articles 50j and 50k*

System for the exemption from dock dues*

There are two types of exemptions from dock dues:

1. Exemptions by rights: imports of goods in Reunion are exempted from dock dues to the extent that they fall within the exemptions applicable to other law and taxes.

2. Exemptions by deliberations of the Regional Council of Reunion: the imports that meet the conditions set by the decision of the Regional Council of Reunion dated 19 October 2004 are exempted from dock dues.

In this frame, the main exemptions are:

- # The goods listed in articles 50 undecies (hospitality and tourism business only) and 50 du decies of Annex IV of the General Tax Code;
- # The raw materials for local production of furnished properties.

To benefit from an exemption from dock dues in this frame, the importer has to certify that he meets the conditions of eligibility fixed by the Regional council and to have filled the obligations relative to the local producers.

** Dock dues is a special tax applicable to products introduced in Reunion and locally manufactured products. Its normal rate in Reunion is 8.5%. Depending on the nature of the products concerned, different rates may apply.*

For all further information concerning the LODEOM law:



NEXA

Regional Agency for Development, Investment and Innovation

62, boulevard du Chaudron
BP 60 030
97491 Sainte-Clotilde Cedex
Reunion Island, France

Tel.: +262 (0) 262 20 21 21
investinreunion@nexa.re
www.nexa.re

FINANCIAL ACTORS

in Reunion

Reunion's credit institutions are all part of the SEPA project (Single European Payment Area) and employ the European SCT transfer system (SEPA Credit Transfer) adopted in 2008.

This system allows institutions to send and receive money transfers to and from all countries within the European economic area, respecting the same conditions of reliability, speed and price.

In terms of quality and efficiency in the management of liquidity, France has been part of the TARGET 2 project since 2008.

TARGET 2 is a European system of real-time payments for transferring consequential amounts between banks and central banks. It is based on a single shared platform.

Reliable, modern and connected to major financial institutions, Reunion's banking environment provides the resources necessary for the development of economic activity.



SPECIALIZED INSTITUTIONS

For secure money transfers and attractive offers for financing, please find below a list of banks located in Reunion:

COMMERCIAL BANKS

BNP Paribas Réunion // BNP Paribas
www.reunion.bnpparibas.net

Banque Française Commerciale Océan Indien // BFCOI
www.bfcoi.com

Banque de la Réunion // BR
www.banquedelareunion.fr

Banque Postale
www.labanquepostale.fr

MUTUAL SAVINGS AND COOPERATIVE BANKS

BRED Banque Populaire // BRED BP
www.bred.fr

Caisse Régionale de Crédit Agricole Mutuel de La Réunion // CRCAMR
www.ca-reunion.fr

Caisse d'Épargne et de Prévoyance Provence-Alpes-Corse // CEPAC
www.caisse-epargne.fr

Caisse Régionale du Crédit Maritime Mutuel d'Outre-mer // CRCMMOM
www.creditmaritime-outremer.com

CASDEN Banque Populaire
www.casden.fr

The issuing institution for Overseas departments // IEDOM (French public institution in charge of monetary transmission in overseas communities whose currency is the euro and who acts «in the name of, on behalf of, and under the authority of the Bank of France»)

www.iedom.fr

Public Investment Bank (Bpifrance)
www.bpifrance.fr

French Development Agency (AFD)
www.afd.fr

La Caisse des Dépôts et des Consignations* (CDC)
// CDC Réunion Océan indien
www.caissedesdepots.fr

FINANCIAL BUSINESSES

Crédit moderne Océan Indien // CMOI
www.credit-moderne.com

Crédit SOFIDER Océan Indien Groupe BRED
www.sofider.fr // www.bred.fr

Société réunionnaise de financement // SOREFI
www.gemoney-domtom.com/sorefi

NATIXIS FACTOR
www.factor.natixis.com

Compagnie Financière de Bourbon CFB

FORTIS Océan Indien

OCEOR Lease (SLIBAIL Réunion)
// Filiale de la Banque de la Réunion
www.banquedelareunion.fr

Compagnie Générale d'Affacturage (CGA)
www.c-g-a.fr

BRED Cofilease / Filiale BRED
www.bred.fr

CAFINEO
www.commerce.cafineo.fr

Funding measures from the **REGIONAL COUNCIL OF REUNION**



What measures are available ?*

Regional funding measures, financed by Europe under the 2007-2013 Operational Programs, aimed at reducing the investment costs borne by companies.

They concern in particular:

- Regional Employment Premium (PRE)
- Transporting goods for export
- The strengthening of industrial and artisanal enterprises
- Support for strategic sectors

These grants are governed by EU regulations, depending on the category of business.

	Small businesses	Medium businesses	Large businesses
Workforce	< 50 employees	< 250 employees	250 employees or more
Turnover	Annual turnover or annual balance sheet total < €10m	Annual turnover or annual balance sheet total < €43m	—————
Maximum rate of public funding (in % of eligible spending)	70%	60%	50%

Regional Employment Premium (PRE)

The PRE aims to promote recruitment or the maintaining of existing jobs within eligible SMEs.

BENEFICIARIES

Companies registered with the RCS (French Register of Commerce and Companies) or the RM (French Directory of Trades) in Reunion, eligible for aid in the sectors of industry, tourism, crafts and Information Technology and Communication

ELIGIBLE SPENDING

Recruitment or maintaining of jobs in eligible SMEs.

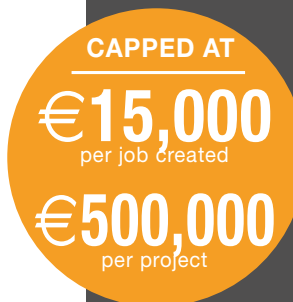
RATE

40% of gross earnings subject to social security contributions paid during a period of:

- 2 years for new permanent employees ⁽¹⁾
- 1 year maximum for new permanent contracts of employees from «underprivileged» social groups
- 2 years maximum for new permanent contracts of employees from «severely underprivileged» social groups

An increase of(2):

- 10 extra points for positions involved in seeking out new business opportunities or innovation
- 20 extra points for the employment of disabled workers



Transporting goods for export

Aid for transporting export goods allows a local company that wants to ship its products to the European Union, either by sea or by air, to benefit from the geographical advantages of a company located in mainland France ⁽³⁾.

This measure is valid until 31st December 2013.

BENEFICIARIES

Any company ⁽⁴⁾ headquartered or with an establishment located in Reunion, and operating in:

- Industrial or artisanal production-processing activities
- Activities in assembly, montage, shaping or packaging incorporating a local added value of at least 20% and a sufficient impact on job creation
- A commercial activity if the entire turnover takes place abroad for all finished products either manufactured, packaged or assembled in Reunion

ELIGIBLE SPENDING

Valid spending relates exclusively to links between Reunion and the European Union, namely:

- insurance, freight fees, handling costs at the airport or port area ⁽⁵⁾, surcharge ⁽⁷⁾, management costs such as consulting fees or technical and financial expertise limited to €400



⁽¹⁾ Rules governing Aid for Regional Purposes, non-cumulative with investment aid. ⁽²⁾ These two increases are cumulative when the job created fulfills both conditions. ⁽³⁾ Compensation of any additional costs due to the remoteness of Reunion from mainland France. ⁽⁴⁾ Requests made by economic interest groups, cooperatives, etc. will be considered on a case by case basis. ⁽⁵⁾ In particular at the port: storage, stevedoring, mooring, piloting and towing vessels entering or leaving the port. ⁽⁶⁾ Including: premium for specialized equipment, BAF (Bunker Adjustment Factor or fuel surcharge), CAF (Currency Adjustment Factor or surcharge due to fluctuations in the dollar). ⁽⁷⁾ Justified by receipted invoices and customs documents

Strengthening industrial and artisanal companies

Aid to help develop certain sectors and strengthen their competitiveness reduces the cost of starting capital, thus providing a positive factor for tangible investment.

In fact, one of Reunion's competitive advantages is the ability to finance the creation of new companies and production facilities which incorporate new technologies.

BENEFICIARIES

Businesses of all sizes, whose headquarters are or will be located in Reunion.

INDUSTRY:

Industrially productive companies, business services, regularly listed in the legal registers

CRAFT TRADES:

- Artisanal companies in manufacturing or services
- Businesses not covered by micro-enterprise requirements

CONDITIONS

- Innovation: the concept is defined taking into account the size of Reunion
- The search for new market opportunities, i.e. the ability of the company to carry out a portion of its turnover overseas
- Exposure to outside competition as opposed to more sheltered sectors involving, for example, the sectors of services to businesses and the general public, construction, aggregate industry...
- A significant contribution to employment
- Creation per environmental protection sector (management and energy efficiency, renewable energy production, water and waste management)

In addition, being located in an Activity Zone (ZA) is preferred and will result in an extra aid bonus*.

ELIGIBLE SPENDING

- Production material
- Equipment for laboratories and production control; work for installation and fittings of the premises directly related to the investment project (partitions, electrical fittings, vertical tiling for agri-food companies ...)
- Equipment specifically installed on a vehicle for the company's needs
- Intangible spending (studies, consulting, fees ...) **

* Increase of 10 points for companies situated in 'assisted' Activity Zones (Z.A)

** If they are directly associated with the investment program

AID
RATE

50%

of eligible costs
capped at €3m

RATE

20%

with increase
of 20 or 30 points
per supplementary
criteria

Supporting strategic sectors

Sectors identified by the Regional Council of Reunion as priority sectors benefit from further aid measures specific to each of them.

Tourism



ICT



Cinema and audiovisual



Agri-food



Renewable Energy



Environment



p65



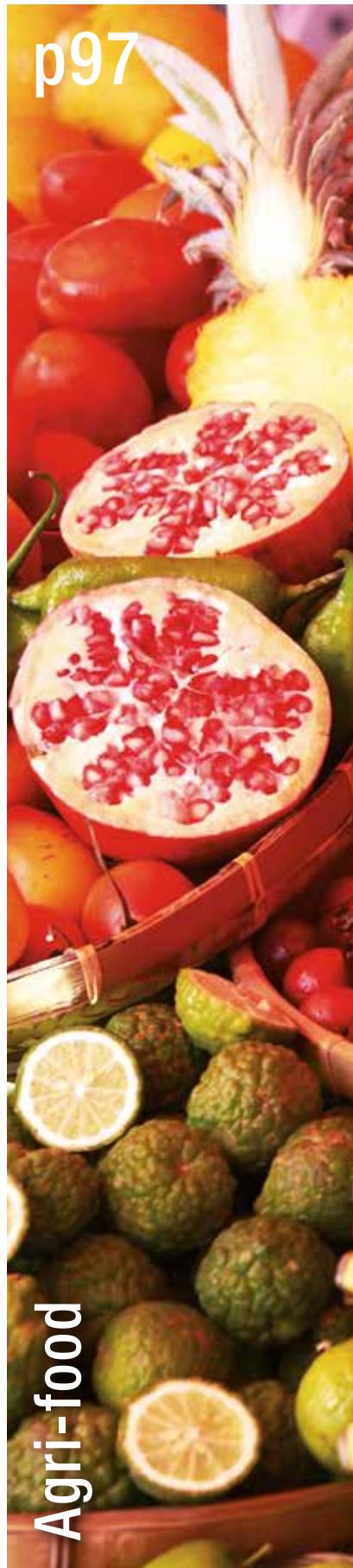
Tourism

p81



Information and communications Technology - ICT

p97



Agri-food

p113

Renewable Energy & Environment

SUPPORTING
STRATEGIC
SECTORS,
in Reunion Island

2



TOURISM

A key player in the Indian Ocean, for both economy and job creation

The multifaceted island of Reunion offers an idyllic setting to delight every visitor, whether they have come for the mountain scenery of the cirques (natural amphitheatres) or for the beaches along the coast.

For thrill-seekers, sporting enthusiasts, nature lovers, keen divers, culinary amateurs on the lookout for exotic tropical fruit, vegetables, spices and herbs, and admirers of unique and refined culture and architecture, Reunion Island can offer you the very best.



Reunion, The island with a thousand faces, and a thousand landscapes

In terms of tourism, Reunion is one of the world's hotspots for biodiversity, boasting a unique natural environment:

- # The « Pitons, Cirques and Ramparts »
- # A national park (105,400 hectares), a natural marine reserve (35 km²)
- # An active and accessible volcano, Piton de La Fournaise,
- # More than 1,000 km of clearly-indicated footpaths
- # 40 km of beaches, lagoons and coral reefs



A geological treasure trove

It was thanks to the island's unique 'Pitons, Cirques and Ramparts' that Reunion was granted the status of world heritage site by UNESCO in August 2010, thus becoming France's 35th site to obtain this classification.

One of the world's unique tourist destinations, Reunion is ideal for the development of an attractive, diverse, authentic and sustainable tourism industry. Today, this sector continues to consolidate its strong impact in the creation of wealth and jobs, confirming its position as an emerging activity and source of diversification for the island's economy.

In fact, tourism represents nearly 10,000 jobs, either employees or independent workers, (4% of all jobs on the island) and a turnover estimated at €900m.

In addition, in terms of hospitality, more than 400 hotel rooms have been either created or renovated, representing more than €50m in investment and the creation of more than a hundred new jobs.

Key figures
for **2012**

→ **446,500**
tourists

→ **€315m**
of spending

→ **17 days**
on average spent on
the island

Sources : IRT / Insee

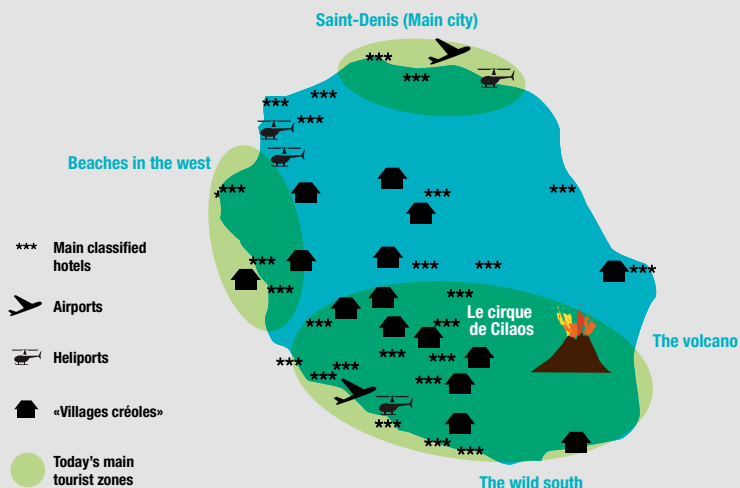


→ A diverse choice of leisure activities

Reunion Island offers an extensive array of leisure activities, in terms of sports, visits and opportunities to relax. The island's natural heritage, cultural diversity and rich cultural appeal make it a sensational destination to experience all kinds of emotions:

- # **Water sports:** surfing, windsurfing, jet skiing, diving, big-game fishing...
- # **Mountain sports:** hiking, canyoning, climbing, mountain-biking, bungee jumping, paragliding, hang-gliding...
- # **More classic activities:** golf, tennis, squash, swimming...
- # **Museums, theatres, cinemas, nightclubs and casinos**
- # **International events:** the Sakifo Musik Festival, La Diagonale des Fous (Grand Raid – Extreme Mountain Trail), the Manapany Surf Festival...

→ A variety of accommodation on offer



Hotel accommodation in Reunion includes 45 classified hotel establishments including:

- # 2 five star hotels
- # 26 hotels of either three or four stars

It also has 340 rural bed and breakfasts, mountain lodges, guest houses, furnished accommodation, all located primarily up in the hills and in the south.

→ Skills & expertise

Reunion benefits from qualified human resources trained by high-performance establishments in the sector of tourism:

- # Professional Hotel and Catering High School (La Renaissance)
- # Reunion Island technical training centre for tourism, hospitality and catering (Centhor)
- # University Business School (IAE)

These establishments award diplomas in the following areas:

- # Catering, wine-tasting, hospitality, accommodation, languages, I.T., health and safety, knowledge of Reunion, management...

Some figures...

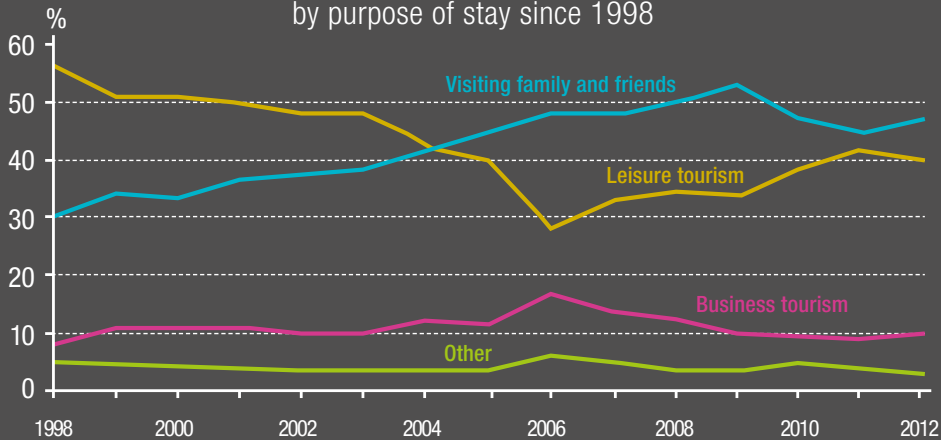


TOURIST TRAFFIC

The number of tourists stalled slightly in 2012. In fact, following the record numbers for 2011 (471,300 visitors), Reunion welcomed 446,500 tourists in 2012, a number which still remains higher than that of 2010.

Tourists from the Indian Ocean area (DOMs or COMs – overseas departments or collectivities, in particular Mayotte or New Caledonia) came in greater numbers than 2011, with a total of 10,600 visitors.

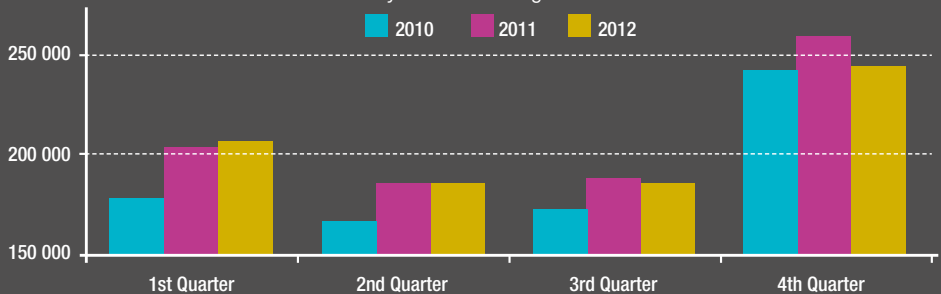
BREAKDOWN OF TOURISTS
by purpose of stay since 1998



Source: Insee-IRT, tourist flows survey

FREQUENTING OF CLASSIFIED HOTELS
from 2010 to 2012

By number of nights

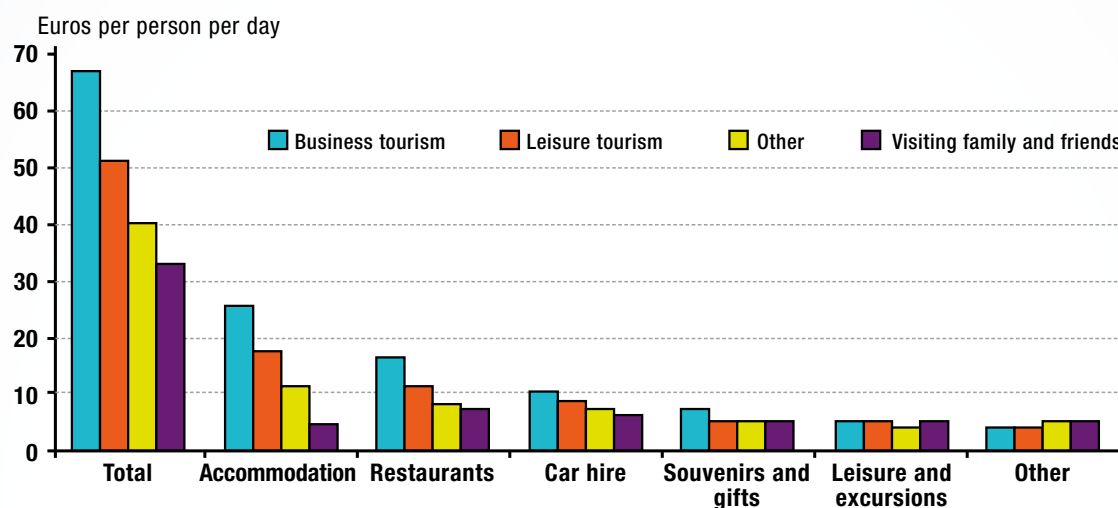


Source: Insee, Tourism Direction - 2013

SPENDING

Non-resident tourists spent €315m in 2012 and stayed for an average of 17 days.

Their spending concerned accommodation and restaurants, but also leisure (excursions, sporting activities, museums...). The average budget for spending after arrival is €705 per person.



Source : Insee / IRT - April 2013

REGIONAL POLICY FOR EXPLOITING THE ISLAND'S POTENTIAL

As tourism represents one of the essential factors for the economic development of Reunion, it was given regional priority status for 2010-2014.

In August 2010, the Regional Council of Reunion put in place a new policy for tourism aiming to reform funding measures to support the sector.

This reform aims to make better use of Reunion's assets, and is characterized by an enhanced governmental support for tourism professionals, public initiatives (particularly in terms of development), innovation and accompanying institutes of quality. It also includes a:

- # Repositioning of the «Reunion Island Brand» following the Unesco world heritage classification for the «Pitons, Cirques and Ramparts»
- # Reinforcing aid for tourist activities
- # Strengthening cooperation with certain countries in the region under the "Vanilla Islands" label.

Projects for high quality tourist accommodation and services that integrate specific environmental and cultural dimensions of the territory therefore receive assistance from local authorities, specifically in the following sectors:

- # Adventure tourism
- # Outdoor leisure sports
- # Volunteer tourism
- # Resort tourism
- # Business tourism



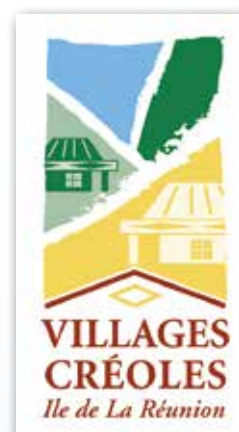
TOURISM LABELS

The « Villages Créoles[®] » label

This network represents more than 100 service providers for accommodation, catering and leisure activities across 16 villages, all following an eco-tourism concept.

The tourism professionals concerned all commit to the following :

- # Sharing the Creole spirit,
- # Sustainable development,
- # Quality,
- # A locally constructed development project.



Vanilla Islands Organization



Tourism, one of the Indian Ocean's key vectors for the economy and for job creation, is now faced with competition from new tourist destinations.

In order to better cater for the patterns of tourist consumerism in the future, and to exploit tourism activities following these patterns, Mauritius, Reunion, Seychelles, Madagascar, Mayotte and the Comoros collaborated in 2010 to create a label called 'Vanilla Islands'. Then, in 2012, the top management of these member islands came together to create the Vanilla Islands Organization (VIO), whose headquarters are based in Reunion.

@ For further information: www.ilesvanille.com

The label 'Vanilla Islands' is first and foremost a brand for the islands of the Indian Ocean, aiming to improve their visibility and appeal across the world. It is based on reciprocity, shared values and complementary assets. There is an insistence on building links and exploiting the synergy between the islands of the Indian Ocean by the creation of combined tourism products in order to encourage exchanges between the different islands.

OBJECTIVE OF THE « VANILLA ISLANDS » LABEL

- To promote the development of tourism in the Indian Ocean area
- To optimize communication
- To create a common advertising strategy in order to win over new customers and benefit from existing customers, while still respecting the authenticity of each island
- To promote authentic products of the Indian Ocean islands.

WHO TAKES PART?

The Vanilla Islands concept is supported and developed in partnership with 6 offices and tourist boards of islands of the Indian Ocean area, namely:

Reunion Island Tourism Board

@ For further information: www.reunion.fr

Seychelles Tourism

@ For further information: www.seychelles.travel/en/home/index.php

National Tourism Office of Madagascar

@ For further information: www.madagascar-tourisme.com

Mauritius Tourism Promotion Authority

@ For further information: www.tourism-mauritius.mu

Departmental Tourism Committee for Mayotte

@ For further information: www.mayotte-tourisme.com

Tourism Association of Comoros



SPECIFIC FUNDING MEASURES

to the tourism sector*

Aid for companies in tourism

OBJECTIVES

To develop:

- # The choice of accommodation: *large and small hotels, eco-tourism accommodation concepts...*
- # Leisure tourism products: *leisure and nature activities, promotion of heritage and culture*
- # Traditional classified restaurants

BENEFICIARIES

Classified accommodation:

Private companies listed in the Commercial and Companies Registry (RCS) in Reunion, excluding non-listed individual companies:

- # *The renovation of traditional independent institutions, operating under an official label (or with label pending), and that have existed for over 2 years without having already benefited from funding for renovation during the previous five years*
- # *The creation of new restaurant concepts targeting a recognized label and with a consequential recruitment program*
- # *Leisure activities: private companies and economic interest groups offering leisure tourism activities*

AMOUNT OF AID

Classified accommodation:

- # *Creation / extensions:* amounts between €15k and €40k / room, with 50% increase when located in rural highland zones (capped at: from €1.5m to €3m)
- # *Renovations / Hotel-related projects:* rates of 30 to 50% (capped at €1.5m)

Restaurants: rates of 30 to 50% (capped at €100k)

Leisure tourism: rates of 30 to 50% (capped at €1,000K)

The base rate stands at 30% for the three sectors

**Regional specific funding measures are extended until 30 June 2014. All applications must be submitted and incurred before 30 June 2014. Economic Affairs Department (D.A.E)*

Funding for improvements to accommodation and restaurant facilities in rural areas

OBJECTIVES

- # To promote authentic products by highlighting local skills and products
- # To support upgrading for existing accommodation in rural areas
- # To create new accommodation and catering facilities
- # To enable the development of tourism products for educational visits.

BENEFICIARIES

- # Farmers who are enrolled at AMEXA* for their main activity
- # Craftsmen and companies located in rural areas, listed in legal registers and whose headquarters are in Reunion (micro-enterprise)

* Health insurance policy for farmers



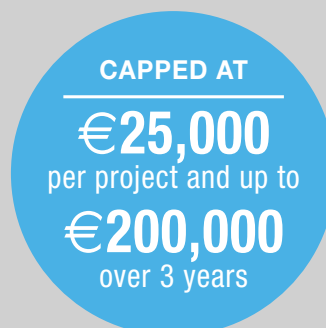
Support measure for the « Villages Créoles[®] » program

OBJECTIVES

Increase the number of tourists up in the hills of Reunion by promoting their many assets: Creole charm and friendliness, warm welcome, quality accommodation and entertainment...

BENEFICIARIES

Private companies listed in Reunion at the RCS, the RM (Goods Registry), AMEXA, and those under the « Villages Créoles[®] » label.



Funding measures for collective projects and professional associations

OBJECTIVES

Accompany survey operations and specific advertising, common to several different tourism companies, with an aim to:

- # Organize various tourism sectors
- # Develop cooperation between businesses
- # Study new products...

BENEFICIARIES

Organizations located in Reunion

For projects of general interest:

Consular bodies, local authorities, EPCI, public institutions and more generally any entity (public institution, association, company) engaged in a public service capacity*

For collective projects:

Organizations and professional associations, irrespective of their legal status, in order to structure and promote one or several priority tourism sectors • Associations bringing together various institutional partners and stakeholders in tourism • Organizations representing a group of companies (associations, consular chamber,...) • Businesses mandated by peers

*EPCI: Public Institution of Inter-communal Cooperation

RATE

80%

of the total net amount of eligible costs

CAPPED AT

Up to

€100,000

per project

Funding measures for the promotion of heritage and artistic products in the highland areas

OBJECTIVES

To enable the identification, preservation, and promotion of intangible and tangible heritage while at the same time encouraging artistic production in the hills.

To encourage support for the transfer of heritage-related knowledge and know-how.

To protect and promote non-classified or abandoned rural heritage sites.

To enable the promotion and development of cultural production or artistic expression.

To assist in the creation or development of places, groups and events that could generate an artistic, cultural or heritage interest that may lead to commercial production.

To promote the emergence or the protection of heritage sites revitalized by creative and artistic input (including literature, music and the spoken word...).

To create cultural momentum and communication by drawing from the local inhabitants and strengthening intercultural wealth.

BENEFICIARIES

Associations, individuals, cooperatives, self-employed entrepreneurs, and companies registered at the RCS, the RM, the AGESEA, the 'Maison des Artistes', with headquarters or residence in Reunion.

Support for economic development in the highland areas

OBJECTIVES

- # To create and develop activities with job-creating potential, aimed at a wide audience and able to rely on the island's potential and characteristics, while at the same time integrating issues of sustainable development (blending into the environment and landscape, protecting natural areas, etc..).
- # To support business development by helping businesses still in their conceptual or development stages
- # To support people with creative and dynamic projects who have not yet registered
- # To encourage business development contributing to reinforce an idea of quality for the identity of the island's highland areas, providing incentives to companies which have a specific approach to quality, the promotion of local products and the respect for challenges linked to sustainable development
- # To widen the choice of leisure tourism products
- # To promote collective initiatives contributing to generate economic development and to improve the competitiveness of the local economy.
- # To encourage experimentation and innovation in order to increase the competitiveness and attractiveness of the area, to explore and promote new industries, niches and new business opportunities.

BENEFICIARIES

For individual projects:

Active applicants, listed at the legal registers in Reunion, or with license pending.

For group projects:

Consortia or associations with economic objectives.

RATE

60 to 70%

CAPPED AT

30,000 to 120,000 €

Support for the diversification and promotion of assets in highland areas

OBJECTIVES

- # To develop a multifunctional agriculture by encouraging a diversification of agricultural activities, especially in the fields of tourism and agri-tourism
- # To provide financial support for projects led by private initiatives involving a local development strategy and a regional project: opening up farms to tourism, creating and developing visits and leisure activities in the agricultural world, all in connection with the natural environment and professions in tourism

BENEFICIARIES

Those with already existing projects

Farmers with agriculture as their main or secondary activity, agricultural companies, cooperatives, producers' and farmers' associations...

RATE

50 to 75%

CAPPED AT BETWEEN

€10,000 and €120,000

ACTORS AND PARTNERS



THE REGIONAL COUNCIL OF REUNION

The Regional Council of Reunion offers added support to the tourism sector, identified as a priority sector in August 2010:

- # Direct and local promotion projects
- # Investment support for tourism businesses
- # Strategy for regional cooperation with the 'Vanilla Islands' concept (Reunion, Mauritius, Madagascar, Seychelles)

@ For further information:



IRT, THE REUNION ISLAND TOURISM BOARD

A non-profit-making charity (Law 1901), the Reunion Island Tourism Board actively participates in:

- # The promotion of Reunion Island locally, nationally and internationally
- # The showcasing of the entire network of tourism professionals

It also manages the Regional Observatory for Tourism (ORT).

@ For further information: www.reunion.fr



THE REUNIONESE TOURISM FEDERATION (FRT)

As a non-profit-making charity (Law 1901), the FRT coordinates and facilitates the network of Reunion Island's tourist offices. Its main objectives are:

- # To accompany structures during territorial reorganization towards a network of inter-municipal tourism offices
- # To bring the local network towards the creation of 'tourist offices of the future' by engaging staff and service providers in improving hospitality and posting information online
- # To improve the quality of tourism offices through the new national ranking system effective as of 1st January 2014
- # To act as an interface between tourist offices and stakeholders in tourism

@ For further information: www.reunion.fr



THE GENERAL COUNCIL OF REUNION

The General Council is the owner of a departmental forestry area (92,000 hectares, or about 40% of the surface of the island). It also owns 80% of the area classified as a world heritage site. In partnership with the National Forestry Commission, and under its remit as far as the environment is concerned, it aims on a daily basis to upkeep, develop and equip the network of woodland areas and tracks.

Through its Departmental Hiking and Trekking Program, the General Council has several hundreds of kilometres of woodland tracks and footpaths on offer, a wonderful way to discover nature and raise environmental awareness.

@ For further information: www.cg974.fr



THE CHAMBER OF COMMERCE AND INDUSTRY OF REUNION (CCIR)

In the sector of education, the CCIR operates through the technical training centre for tourism, hospitality and catering (Centhor) and the Reunion School of Management and Commerce (EGC).

@ For further information: www.reunion.cci.fr



THE REUNION ISLAND CHAMBER OF TRADES

The Chamber of Trades and Crafts plays an important role in tourism, as the handicraft sector has great potential in this domain.

@ For further information: www.artisanat974.re



THE REUNION ISLAND CHAMBER OF AGRICULTURE

With the 'Welcome to the Farm' network, the Chamber of Agriculture participates in the economic development of tourism.

In fact, some farmers have chosen to develop tourist activities on their farms to promote their produce, to introduce visitors to their profession and share their lifestyle via services related to gastronomy, accommodation, visits and leisure activities.

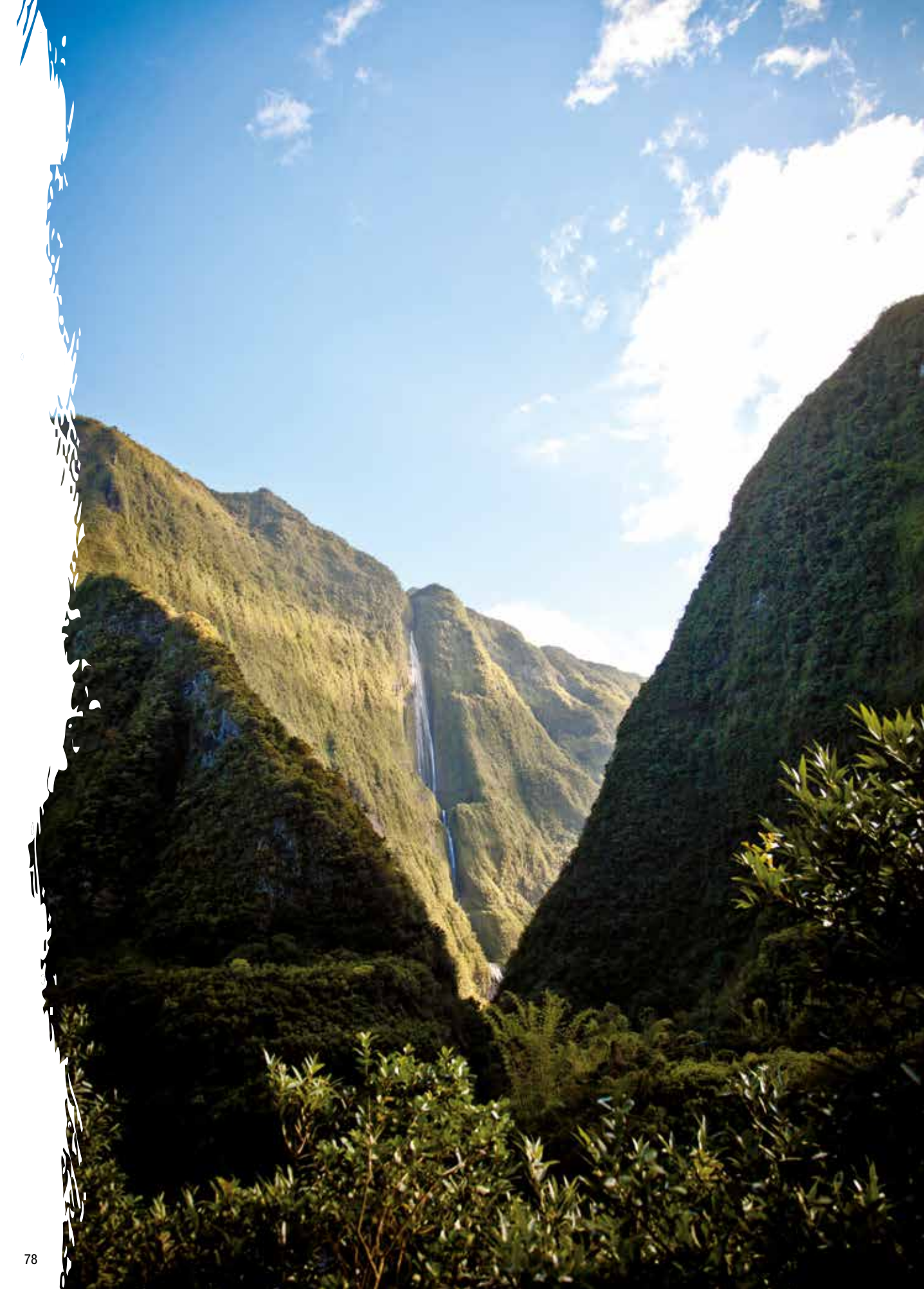
@ For further information: www.reunion.chambagri.fr



TOURISM CLUB

The Tourism Club of Reunion Island is a non-profit-making charity (Law 1901). Founded in 2010, it aims to promote the development of the tourism industry, bringing together professionals from all sectors of the industry (hospitality, restaurants, leisure activities, air and road transport, travel agencies, etc).

@ For further information: www.clubtourisme.re





**Local authorities,
institutional organizations, associations...
all these representatives
are highly involved,
working hard to stimulate
real economic growth
in the tourism sector
and to create coherent initiatives
in favour of tourism development.**



ICT

A major sector in full expansion

Information and Communication Technology (ICT) represents one of Reunion's most dynamic industries. Identified as a priority sector, it boasts a high quality technological environment and a huge potential both for the local market and for neighbouring markets.

One of the most dynamic sectors in Reunion

- # An island connected to the rest of the world thanks to a high-quality network
- # One of the three largest cyber-domes in the world
- # ICT skills recognized overseas
- # A young, well-trained and tech-savvy population

An Island integrally connected and linked to the rest of the world

Reunion has broadband connections to the worldwide digital network*, allowing local companies to offer their services to the world with a minimum of stress.

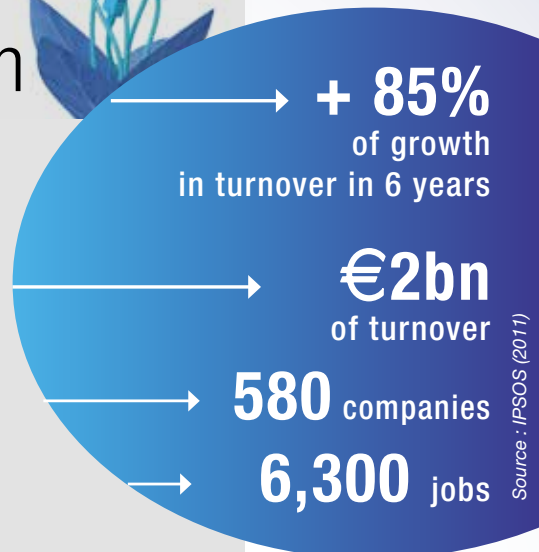
- # There are 7 internet service providers present on the island
- # Quality network combining several technologies (fibre optic, wireless broadband coverage...)
- # The rate of mobile phone coverage on the island is over 95%, with connections to Europe and the Indian Ocean

*see "Digital infrastructures" on p.18

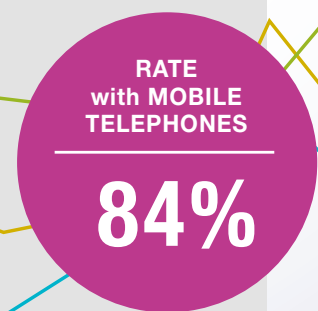
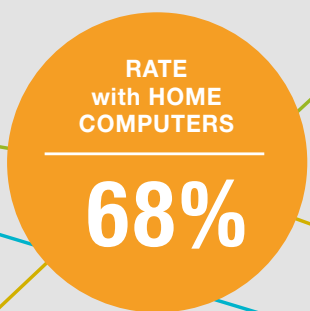
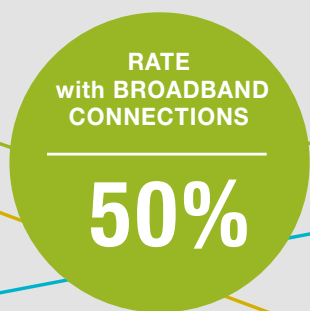
A local market with considerable demand

ICT companies located in Reunion benefit from a dynamic internal market which is constantly on the look-out for new technologies.

- # One of the most tech-savvy populations in the region
- # Connected companies



Source: Survey ARCEP July 2013

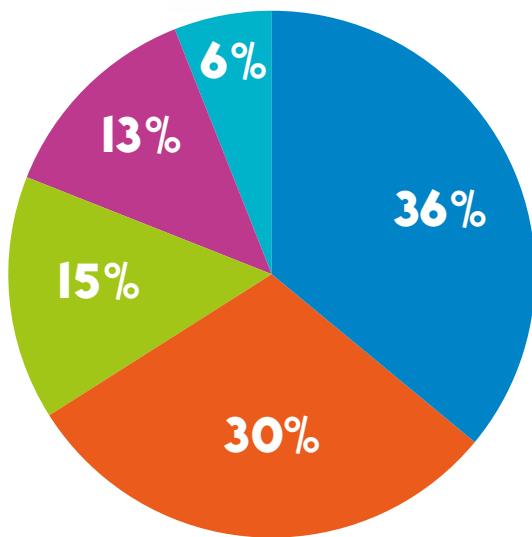


Survey ARCEP July 2013



➔ Several areas of expertise

INFLUENCE OF DIFFERENT SECTORS ON TURNOVER



Source : Ipsos

- I.T.
- Telecommunications
- Information/Data
- Audiovisual
- Internet

As a modern and open territory, Reunion has undertaken to explore all the possibilities offered by Information and Communication Technology. In different areas, progress in this domain represents an excellent vector for efficiency and creativity.

Reunion therefore boasts a fine array of ICT expertise:

- # Design of CD-ROMs, servers and websites, networks, interactive terminals: activities that are being exported to mainland France, Canada, Mauritius, Madagascar and South Africa
- # ICT consultants: experts in auditing and improving quality processes
- # Communication companies: creation and production of graphics and multimedia
- # Animation and graphic design: with Pipangaï, Europe's second largest studio for colouring and compositing, Reunion plays a major role in cartoon creation in Europe. The sector has opened up further to new companies working in pre-and post-production, 3D animation and internet and cross-media techniques
- # Development of specific tools: energy efficiency, WEB security, Geographic Information System, RFID (Radio Frequency Identification), etc...

REUNION

An island of opportunities and skills

REUNION, REGIONAL LEADERSHIP POSITION

Reunion occupies the leading position in the field of ICT within the region, notably thanks to:

- # A significant presence of international companies who recognize the island's potential
- # Solid partnerships between companies in Silicon Valley and in Reunion
- # A strong desire of many ICT professionals in Reunion to establish partnerships all over the world

MULTIPLE AXES OF DEVELOPMENT

Reunion has a strong potential for growth in many areas, including:

- # Green ICT aiming to produce more economically and environmentally-friendly
- # E-government
- # Data centres and the provision of related exportable services across the zone
- # ICT solutions to facilitate business development (techno-centres with ICT solutions made available to businesses ...)
- # Anti-spam solutions in order to stamp out the phenomenon in a given territory
- # E-health and exportable services all over the world
- # Services related to 3D modeling (virtual reality, augmented reality ...)
- # Embedded systems
- # Acquisition and data processing systems

In addition, in a small island such as Reunion, ICT really becomes a sector whose activity crosses over into other branches. Its development represents a vector serving to open horizons and foster competitiveness for sectors with high added value and high technology needs: Green I.T., home automation, e-learning, specific monitoring software, e-health, biotechnology, energy, environment, tourism, agri-food.

A HIGH LEVEL OF TRAINING AND RESEARCH

ICT companies will find that Reunion boasts top quality European training and research facilities offering specialized training in ICT:

The Institute of image of Indian Ocean - ILOI

ILOI provides courses in the field of image and new media: computer graphics, 2D/3D animation, post-production, web design and multimedia, audiovisual and cinema. With exceptional facilities, one of the largest cyber-domes in the world and more than 300 graphic design workstations, it benefits from international partnerships and awards diplomas up to Master's level.

@ For further information: www.iloi.fr

The University of La Reunion

The university has an Information & Communications department providing specialized ICT training:

- # An Info-Com degree specialized in «Information and Communication»
- # A professional degree in communication specialized in «Technology and Communication Activities» (ATC)
- # A Master's degree specialized in «Information and Communication Sciences»

@ For further information: www.infocom-reunion.fr

The Indian Ocean Higher Education Engineering School of Reunion - the ESIROI

The ESIROI trains engineers, including the specialty «Telecommunications, I.T. and Multimedia services»

@ For further information: www.esiroi.univ-reunion.fr

The National Conservatory of Arts and Crafts

It offers many courses in Information Technology and Communication.

@ For further information: www.cnam.re

The International School of Computer Engineering - SUPINFO

SUPINFO is a private engineering school, recognized by the French State, specialized in further education courses in Information and Communication Technology. It offers courses up to Master's level.

@ For further information: www.supinfo.com

Research laboratories related to ICT

In areas related to energy systems, Reunion has three university laboratories working on ICT solutions:


- # PIMENT: Department of Physics and Mathematical Engineering for Energy and the Environment
- # LIM: Laboratory of Computer Science and Mathematics
- # LE²P: Laboratory of Energy, Electronics and Processes

@ For further information: www.univ-reunion.fr/recherche/laboratoires/

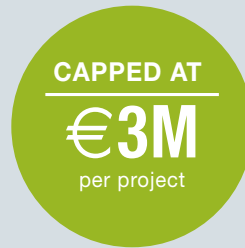
SPECIFIC FUNDING MEASURES for the ICT sector*

The Regional Council of Reunion provides this sector with financial aid, not only within the POE ERDF 2007-2013 framework, but also with various measures aiming to develop the industry: support for vocational training, infrastructure development and notably broadband connections...

**Regional specific funding measures are extended until 30 June 2014. All applications must be submitted and incurred before 30 June 2014. Economic Affairs Department (D.A.E)*



@ For further information: www.regionreunion.com



Investment in ICT companies

ERDF measure 2-12

This measure has two components.

COMPONENT 1 - INVESTMENT IN PRODUCTION EQUIPMENT

OBJECTIVES

Supporting the development of the ICT sector • Promoting the development of new products and services by lowering the cost of investment • Encouraging ICT companies to take into account the Regional Council's strategic priorities: employment, innovation, research into new opportunities, sustainable development

BENEFICIARIES

SMEs as defined by EU terms (for the precise definition, consult annex I of EU Commission regulation 800/2008) active in the field of Information and Communication Technology (including audiovisual) consistently listed in the legal registers, and whose establishment is or will be located in Reunion

ELIGIBLE SPENDING

Hardware and software • Acquisition of patents or licenses for software and data • Intellectual services (surveys, consulting, fees,...) • Shipping costs • Installation of hardware and software.

Approved ancillary spending (limited to 50% of eligible spending):

Development of technical premises, related to the primary investment • Specific furniture for ICT • Communication, advertising and travel fees • Training costs when exploiting new investment

AMOUNT OF AID

- Between 20% and 50% of the total net amount of the eligible costs
- Capped at €3m per project

CONDITIONS

Contribution from the beneficiary (exempt from any public assistance) represents 25% of the investment program needs • Investment must be maintained over a minimum period of 3 years



COMPONENT 2: FUNDING FOR THE CREATION OF NEW SOFTWARE AND MULTI-MEDIA PRODUCTS (INNOVATIVE ICT COMPANIES)

OBJECTIVES

To develop a centre of excellence in ICT • To improve the level of business innovation • To encourage breaking through into new markets

BENEFICIARIES

Businesses, regardless of size, which operate in the field of Information and Communication Technology (including audiovisual), duly listed in the legal registers, and whose offices are or will be located in Reunion

ELIGIBLE SPENDING

For «experimental development» projects

Staff: researchers, technicians, etc. • Instruments and equipment during the entire project • Surveys, patents, licenses, consulting • Preparation and deposition following request for first jurisdiction • Translations, etc for other jurisdictions • Protection even after the granting of rights • Management consulting, technology transfer, training • Market research, laboratories, tests

AMOUNT OF AID

Small companies	45%
Medium companies	35%
Large companies	25%

- 15% bonus if deemed eligible for the «ICT cluster» project
- Eligible spending capped at: €3m per project

CONDITIONS

- Contribution from the beneficiary (exempt from any public assistance) will be 25% of the investment program needs
- Conservation of Intellectual Property of the new product for a minimum period of 5 years

BONUS

15%

if deemed eligible for the 'ICT cluster' project

CAPPED AT

€3 M

per project





Public or collective ICT measures in favour of the market economy

ERDF measure n° 2-13

OBJECTIVES

Indirect support for companies working in priority sectors (industry, crafts, tourism, ICT, audiovisual / music,...).

BENEFICIARIES

Projects of general interest: local authorities, public institutions and consortia, and more generally any entity (public institutions, associations, companies) performing a public service.

Collective projects : organization representing a group of companies (association, consular chamber...)

ELIGIBLE SPENDING

Studies • Support missions • Wiring work, the purchase of hardware and software, training in the use of new equipment • Implementation of services to professionals in the ICT sector • Project-building: acquiring online audiences: SEO (search engine optimization), annual subscriptions (the first three years) • Intellectual services: hosting, promoting, training • Providing contacts between Reunion and other French, European or international regions: fees for participation in joint actions • Communication and promotion

AMOUNT OF AID

Company or organization carrying out projects of general interest:
up to 100% of eligible costs

Any organization carrying out collective projects:
up to 75% of eligible costs

CONDITIONS

For collective projects, the project leader will bear a minimum of 25%



REUNION, Land of images and film set

REUNION, AN IDEAL SETTING FOR AUDIOVISUAL CREATION AND PRODUCTION

Reunion Island, with its thousand faces and a thousand landscapes, offers an unparalleled choice of beauty and diversity across 2,500 km²: a huge variety of landscapes, from savannah to rainforests, from the charred terrain around the volcano to sunny beaches and highland pastures, the opportunities for scriptwriting really are both rich and exotic !

Reunion has a unique history and cultural wealth which complements this natural decor with architecture and authentic religious and cultural events.



A DYNAMIC SECTOR

There are numerous industry professionals to be found in Reunion: technicians, directors, executive producers, stage managers and sound engineers, guaranteeing real audiovisual expertise.

Around one hundred technicians representing virtually all areas of the audiovisual industry.

Around forty audiovisual production companies are based in Reunion, covering all sectors of the industry : shorts and feature films, documentaries, television series, cartoons and animation, video games, advertising, corporate videos or event management.

Numerous artists : actors, musicians, visual artists, photographers, designers, etc.

In addition to having produced locally, companies and technicians have experience working with France's largest production companies. Working on TV shows, magazines, commercials, and documentaries means that these professionals are more than capable of forming collaborative partnerships.





PROFESSIONAL AND TRADE UNION REPRESENTATION



AFR • REUNION FILM AGENCY

Established in December 2001 as part of the partnership between the Regional Council of Reunion and the Government (National Centre of Cinematography, Regional Committee of Cultural Affairs in Reunion), the Reunion Film Agency (AFR) has three main roles:

Hosting film shoots, providing an essential database of decors, technical equipment, artists, local businesses and actors.

Assistance in completing application forms for production funding requests and performing a secretarial role for the Specialized Technical Committee.

Accompaniment and supervision for writers, industry professionals and companies.

@ For further information: www.agencefilmreunion.com



URPAC • REUNIONESE UNION OF AUDIOVISUAL AND CINEMA PRODUCERS

Following requests from local producers, URPAC was set up in March 2008. The union now includes nearly thirty structures working along the following lines:

Supporting the development of members and defending their interests.

Creating a vocal platform for local audiovisual and cinema producers.

Relying on strong ties with national trade unions.

Creating a place for the exchange of key information (production management, taxation, rules, existing and future laws ...).

@ For further information: www.urpac.org

APAR • REUNION ISLAND ASSOCIATION OF PRODUCERS, WRITERS AND DIRECTORS

ADDITIONAL SUPPORT FOR THE INDUSTRY FROM THE REGIONAL COUNCIL OF REUNION ISLAND

The Regional Council of Reunion has developed an ambitious and dynamic support policy for the film-making, audiovisual and multimedia industry through:

The creation of a label called «Reunion, the perfect place for photography and film shoots» in order to raise awareness among media professionals about the potential of shooting on the island, promoting the beauty and diversity of scenery and landscapes on offer, as well as the know-how and skills which are locally available.

@ For further information: www.reunionterredimages.re

An array of specific financial measures for each of the various project phases: writing, development, pilot, artwork, short and feature film production, TV drama, animated series, transmedia, multimedia, video or motion capture.

The creation of a dedicated structure : The Reunion Film Agency

@ For further information: www.agencefilmreunion.com

REGIONAL FUNDING

for film and audiovisual production and creation*

Aid to encourage multimedia production

BENEFICIARIES

Multimedia production companies

ELIGIBLE SPENDING

CDs and DVD ROMs • Interactive DVDs • Information terminals • Web sites
• Interactive scenic displays

AMOUNT OF AID

- 25% share of the estimated local spending budget
- Capped at: €15,000

AMOUNT
25%
share of
the estimated local
spending budget

Aid to encourage the distribution of Reunionese music

BENEFICIARIES

Phonograph record producers or authorized multimedia production companies

ELIGIBLE SPENDING

CDs and DVD ROMs • Interactive DVDs • Information terminals • Web sites
• Interactive scenic displays

AMOUNT OF AID

- 25% share of the estimated local spending budget
- Capped at: €10,000 per music video

AMOUNT
25%
share of
the estimated local
spending budget

*Regional specific funding measures are extended until 30 June 2014. All applications must be submitted and incurred before 30 June 2014. Economic Affairs Department (D.A.E)

Funding for pilot films/episodes and artwork

BENEFICIARIES

Production companies with previous experience in television or film production, with one or more writers from Reunion Island, or whose project will particularly promote Reunion itself or Reunion within the Indian Ocean context.

ELIGIBLE SPENDING

Eligibility is granted to works with patrimonial value:

- Pilot series (fiction, documentaries, animation)
- Artwork for TV movies, series and animated films

AMOUNT OF AID

- **35% of the estimated budget**
- **Capped at:** €3,000 per minute (not including credits)

AMOUNT

35%

of the estimate budget

Assistance with screenplay writing

BENEFICIARIES

Individuals (script and screenplay writers) who are residents of Reunion, or whose project will particularly promote Reunion itself or Reunion within the Indian Ocean context.

ELIGIBLE SPENDING

Eligibility is granted to:

- Screenplay projects with patrimonial value
- Fictional featurefilms
- Fictional short films
- TV movies and series
- Animated films
- Creative documentaries

AMOUNT OF AID

- **Subsidy rate:** 80% of eligible spending excluding justified taxes
- **Capped at:** €3,000
- **To support writing,** authors will receive a lump-sum payment of €2,000
- **Further aid for writing** may be granted to account for spending on coaching or technical assistance related to the particular structure of the project: series, animation, feature film, special effects

AMOUNT

€2,000

lump sum
to support writers

PROD .NO.
SCENE



Funding for the creation of short films



BENEFICIARIES

Production companies, either SA, SAS, SARL, or EURL (Plc, Simplified Joint-Stock Companies, Ltd or individual limited companies) with experience in television and film production including one or authors who are residents of Reunion, or whose project will particularly promote Reunion itself or Reunion within the Indian Ocean context.

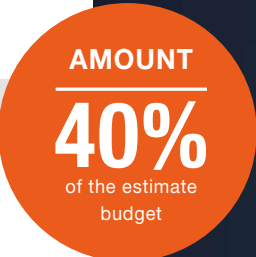
ELIGIBLE SPENDING

Eligibility is granted to works with patrimonial value for film and television fiction: short films or series of short films

AMOUNT OF AID

- 35% of the estimated budget.
- Capped at (up to 50% of net amount of estimated budget):
 - €3,000 per minute for short films
 - €23,000 for short films under 30 minutes
 - €30,000 for short films between 30 and 60 minutes

Aid for program production



BENEFICIARIES

European production companies (SA, SAS, SARL, EURL)

ELIGIBLE SPENDING

Everything except light entertainment (studio programs, live sporting or cultural events), and commissioned films.

Eligibility is granted to works with patrimonial value:

Fictional feature movies • TV movies and series • Animated films • Creative documentaries • Motion capture • Recreating live performances • Entertainment • Cultural magazines

AMOUNT OF AID

- 40% maximum of the estimated budget
- Capped at:
 - **Audiovisual:** from €15,000 to €200,000 depending on the nature and duration of the work
 - **Cinema:** from €100,000 to €300,000 depending on the nature of the project
- # €3,000 per minute for short films
- # €23,000 for short films under 30 minutes
- # €30,000 for short films between 30 and 60 minutes

Information concerning assistance and application forms for funding are available for download on the INVEST IN REUNION website

www.investinreunion.com

& on the website of the Regional Council of Reunion

www.regionreunion.com

Your contacts in Reunion



THE REGIONAL COUNCIL OF REUNION ISLAND

The Regional Council of Reunion Island provides support to this sector through financial aid within the POE (Operational Plan for Europe), as well as other funding schemes aiming to further develop the sector: providing support for professional training courses and developing infrastructure, most notably for broadband connections...

@ For further information: www.regionreunion.com



ARTIC

The Reunionese Association of Information and Communication Technology shares all the latest ICT news and brings together industry players for important projects.

@ For further information: www.artic-asso.org



THE TECHNOPOLE OF REUNION

The Technopole of Reunion hosts and supports technological and innovative activities, particularly in the field of ICT.

@ For further information: www.technopole-reunion.com



AGRI-FOOD

A territory of excellence in tropics zone

In recent years Reunion's Agri-Food Industry has progressed constantly.

As the number one industry in Reunion, it has bolstered its own expertise, in particular by diversifying local agricultural production and with an ever-increasing development of agro-industrial skills thanks to efficient industrial facilities.

Today, innovation within the agri-food industry enables the continuous improvement of expertise and know-how, and the opening up of new horizons in terms of both products and geographical sector.



Some figures concerning agri-food...

- # Ranked n°1 in terms of export value, with €183.4m in 2012
- # Four main sectors: meat, drinks, milk and sugar
- # 117 predominantly food-based supermarkets with an average density of 193 m² per 1,000 inhabitants (2012)
- # Added value of the food industry in Reunion: 24% (including commercial crafts) in 2010

Sources : Customs / DAAF Réunion / NEXA



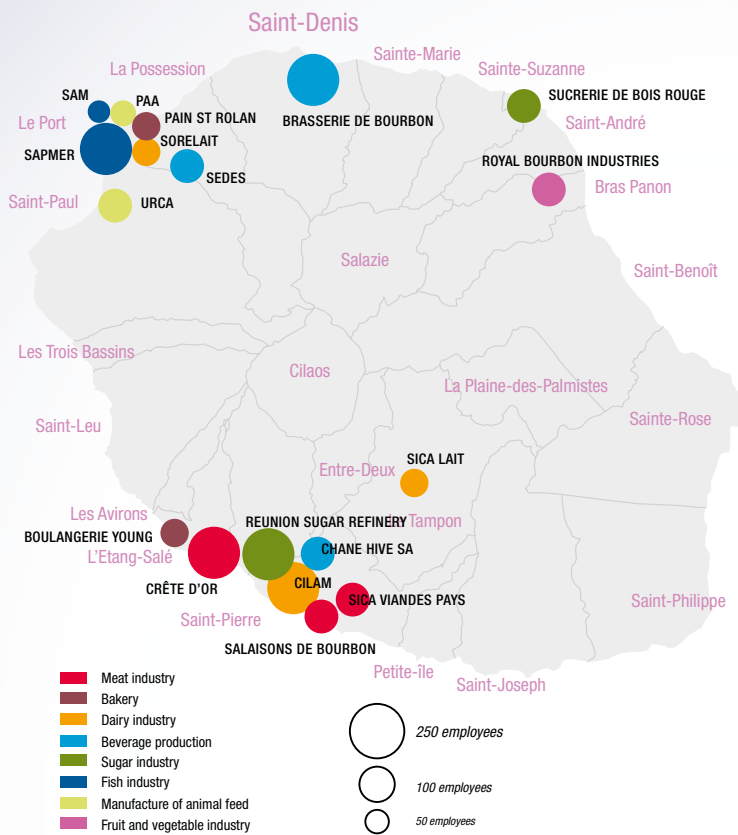
Dynamic agri-food companies

- # €98m of capital spending between 2009 and 2010
- # 807 companies (including commercial crafts)
- # 5,300 employees
- # Net turnover: €1,160m
- # Added value: €276m
- # Turnover from export: €116m

Sources : DAAF Réunion / NEXA

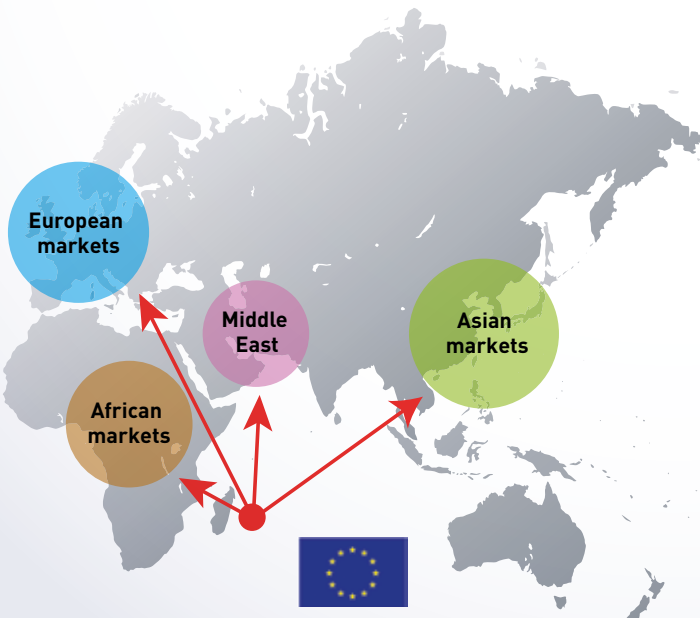


MAJOR AGRI-FOOD SECTORS



Source : INSEE / CLAP 2010 - Realization of the map : SISE / DAAF Réunion

REUNION, IN THE HEART OF THE INDIAN OCEAN



➔ The Agri-Food Industry is evenly distributed across the island:

The main activities are focused in three geographical areas:

- # The south, with greater diversity between Etang-Salé and St-Pierre
- # The west, concentrated in Le Port, La Possession and St Paul
- # The north-east, from St Denis to Bras-Panon

➔ QUALIREG, Indian Ocean agri-food network

Managed in Réunion by the CIRAD, QUALIREG is a technical and scientific network bringing together different organizations from Réunion, Madagascar, Comoros, Mauritius and the Seychelles.

It aims to improve the quality of farming and food production in the Indian Ocean zone.

- # Food safety
- # Development of quality products
- # Intensification of trade in the area
- # Emergence of high quality, competitive, sustainable and responsible sectors



An innovative R & D sector

- # Overseas France's only business cluster: **Qualitropic** « innovation and natural resources in the tropics »: a unique tool to boost competitiveness and diversification in agriculture
- # 1 technological resource centre for agri-food
- # 2 technological resource centres in aquaculture and marine biology
- # Laboratories and technical platforms devoted to agri-food or valorization of natural resources
- # A European research centre for sugar cane: eRcane



Qualified Human Resources

The island's education system provides quality specialized training programs:

- # Professional Baccalaureate specialized in bio-processing industries
- # BTS (Technician Certificate) studying quality in food industry and bio-industries
- # DUT (Technology Degree) studying bioengineering with agri-food and biological industries
- # Professional Degree Course in the agri-food and biology sector specializing in quality, health & safety and the environment
- # Engineering Degree specialized in agri-food

A UNIQUE ISLAND with renowned expertise

The agri-food industry in Reunion has a great potential for high quality added value 'niche' products.



THE VICTORIA PINEAPPLE

This small Reunionese pineapple (Red Label) is harvested almost all year round, and has a truly unique flavour and aroma - it is considered one of the best pineapples in the world.



ESSENTIAL OIL MADE FROM REUNIONESE GERANIUMS

It has unique and internationally recognized properties, and is notably used by a Canadian company to produce a treatment for diabetics.



REUNION'S 'BOURBON' VANILLA

History has it that a young man from Reunion by the name of Edmond Albius was the very first to develop the vanilla fertilization process used throughout the world today. Its intense flavour is incomparable.



MEDICINAL AND AROMATIC PLANTS (MAP)

Reunion has 835 indigenous plant species of the Indian Ocean area, of which 234 are strictly endemic to Reunion. It is home to 200 medicinal plants and many aromatic plants. These medicinal and aromatic plant resources are full of many opportunities: medicine, herbal teas, cosmetics, food, phyto-sanitary and veterinary products, and perfumes.



THE RED LABEL LYCHEE

This beautiful red fruit is harvested when fully ripe, and is especially plump and tasty. Its pulp is perfectly sweet and aromatic, making it really stand out from other lychees around the world.



THE CREATION OF NEW SUGAR CANE VARIETIES

It takes 15 years to develop a new variety of sugar cane. With its different microclimates, Reunion has been able to experiment and create varieties specifically adapted to the climatic conditions of the different regions of production. These 'Reunioneses' sugar cane varieties are sold in sugar-producing countries.



BOURBON POINTU COFFEE

This unique coffee was brought into Reunion at the end of the eighteenth century, and has been awarded the sought-after 'Premium Coffee' label by the Japanese Association of specialty coffees, only assigned to flawless products with a marked flavour.



SPECIAL SUGARS, RUM AND ALCOHOL

Reunion has a recognized and sought-after expertise for specifically refined white, brown and special sugars. Reunioneses expertise is also well established for rum manufacturing, with various existing product ranges which have won both national and international awards on several occasions.



A UNIQUE GASTRONOMY

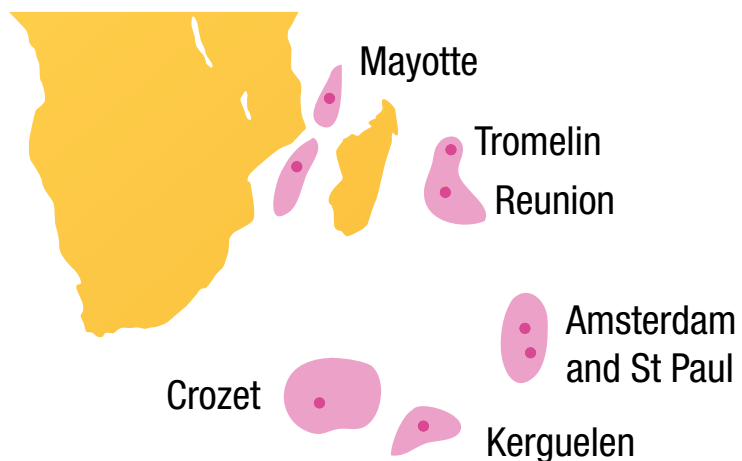
Reunion's unrivalled gastronomy has its roots in African, Asian and European cultures, and has started to export into some niche markets (Asia, Middle East).

Reunion Island, an ocean of resources

The Reunionese fishing industry operates in an environment which is rich in resources, and has considerable growth potential.

Large-scale industrial fishing takes place offshore towards the sub-Antarctic waters of Kerguelen and Crozet where choice specimens such as toothfish, lobsters, rays and grenadiers are fished.

With an **Exclusive Economic Zone (EEZ) covering 2.8 million km²**, the Reunionese fishing industry is the island's **2nd source of export revenue, representing €66m in 2012**. Almost all of the production is sold for export, mainly to Asia, after processing in our ultramodern local packaging plants.



Local organic farming in full growth

HIGH ADDED VALUE NICHE PRODUCTS

For around ten years now the market for organic products has seen considerable growth in Reunion.

This can be seen by an increase of surface area and the number of farms which now have the organic certification (or are awaiting certification), the production of diverse and quality organic fruit and vegetables, and the ever-increasing numbers of dynamic farmers and efficient involvement from those working in the organic food industry.

Rich in agricultural resources, Reunion Island boasts a real capacity to develop and organize the local organic sector.

Organic production in Reunion has seen a considerable rise in the number of farms which are either 'certified' or with conversion currently underway, with an increase of 88% in 2011. It also boasts a total surface area for organic production of 556 hectares in 2011, representing an annual growth of 100%.


Source : NEXA, Regional Economic Observatory / Organic Agency

PROJECTS FOR CONVERSION TO ORGANIC FARMING OVER THE NEXT 5 YEARS ACCORDING TO OTEX *

Source: Agreste Réunion following the Agricultural Census of 2010

	Number of farms
Cane crops	68
Vegetables and horticulture	119
Fruit crops	108
Dairy cattle	3
Specific cattle meat	7
Sheep, goats	4
Battery breeding	33
Multiple crops and livestock breeding	135
Others	3
TOTAL	480

*OTEX - Technical and Economic Guidance in Agriculture



Thanks to these strengths,
Réunion Island is ranked
number one among
the French Overseas Departments
for biological agricultural potential.

REGIONAL FUNDING MEASURES specific to the agri-food industry*

Agri-food is one of the priority areas identified for accompaniment by the Regional Council of Reunion, enabling companies in this sector to benefit from attractive support measures through this scheme.

**Regional specific funding measures are extended until 30 June 2014.
All applications must be submitted and incurred before 30 June 2014.
Economic Affairs Department (D.A.E)*

Aid for innovative companies in the agri-food sector

AMOUNT
Up to
100%
of eligible costs

OBJECTIVES

Please note that there are two types of funding measures for innovative companies in the agri-food sector:

- Support for innovation feasibility
- Support for research and development

AMOUNT OF AID

Innovative companies in the agri-food sector can benefit from a funding rate which can reach up to 100% of eligible costs

CONDITIONS

- # The funding in question must be in the general interest of the sector or sub-sector concerned
- # Information concerning the fact that research activities will be carried out and the purpose of the research must be published on the internet for a period of at least five years
- # The results of the research must be made available on the internet for a period of at least five years
- # The funding must be granted directly to the institution or research organization

See page 45 - «Focus on several regional funding measures for innovation»





Modernization of livestock buildings

OBJECTIVES

Aid for investment in livestock buildings with an aim to improve productivity and technical management of farms, in compliance with regulations governing the environment, sound agricultural and environmental practices, public health and the welfare of animals.

ELIGIBLE SPENDING

Eligibility is granted for spending on construction, development and extension of livestock buildings, including those for Organic Farming:

Works, construction materials and equipment, development and extension of buildings, interior equipment needed for livestock management, specific computer hardware for technical monitoring of operations and software for livestock management

Eligibility is granted for the construction of annex buildings related to livestock management, notably for Organic Farming:

A grant application may be requested to fund the construction of annexes (excluding investments related to compliance with norms)

Septic tanks, manure heaps, shelters for grazing dairy cattle: with or without livestock buildings, loading bays, water tanks, food storage silos, hay depots, access ramps (maximum length: 150 linear metres), services related to preliminary studies regarding the building's status and function, other types of annex subject to the opinion of the technical committee for livestock buildings

Eligibility is granted for spending on the construction, development and extension of livestock buildings and the construction of annex buildings related to livestock management:

Intangible services related to the design and integration of the building and/or annex into the landscape, with an overall limit of 12% of which a maximum of 5% is for landscape integration

Eligible spending for beekeeping activities:

Purchase or construction of hives including processing, purchase of foundation sheets and materials (wood, foundation sheets, extractors, ripeners, uncapping tray, honey pumps, centrifugal devices and other types of equipment subject to the opinion of the technical committee for livestock buildings)

BENEFICIARIES

- **Farmers having registered their main insurance with AMEXA (Health Insurance for Agricultural Workers)**
- **GAECs (Communal Farming Collectives), agricultural companies operating under the rural and fisheries codes** (article L341-2)
- **Dairy producers:** must be a member of a professional organization
- **Producers of pork, poultry and rabbit:** must be a member of a professional organization or a recognized producing collective or, failing that, have a trading agreement with an establishment specialized in the slaughtering and / or packaging and / or distribution of products in accordance with hygiene regulations
- **Producers of beef, goats and sheep:** since 1st January 2009, they must be a member of a producing collective (or a recognized Producing Organization - OPs) or, failing that, to adhere to an association of recognized producers (Law of September 1995)
- **For beekeeping and equine industries,** eligibility is granted to farmers registered at AMEXA on a secondary basis
- **Location: Reunion Island**

AMOUNT

Rate of aid: 25% to 70% of eligible spending

Capped at: building construction: €200,000 excl. tax / / Annexes: €60,000 excl. tax

CONDITIONS

For hives and milking stalls for young female dairy calves, the farm's full project will only be requested if the amount of investment reaches a net amount of €15,000 of the eligible spending

- The beneficiary has 18 months to complete the project and share evidence of completion with the acting overseer, the DAAF (Department for Food, Agriculture and Forestry)
- **The beneficiary must maintain the subsidized material in working conditions for a minimum of 5 years**



AMOUNT

from 20
to 50%
of eligible costs

Development of agro-industrial tools

OBJECTIVES

To assist projects for the processing and commercialization of Reuniones agricultural products by supporting investments to be made in agri-food companies, thus enabling the development of agro-industrial tools.

ELIGIBLE SPENDING

For the upstream reception centres known as CTICS (Inter-professional Technical Centre for Sugar Cane):

Purchase of cane sampling materials, laboratory materials and equipment for analysis of samples taken, computer facilities for the management of samples and test results • Construction and design of buildings for laboratories, reception platforms for materials and equipment • Installation of fluids associated with the operation of equipment • Costs for handling, assembly, approach, engineering and others (installation, settings)

For reception centres upstream from factories:

Intangible investments directly related to the purpose of the project (surveys, monitoring, project management) • Work on driveways, civil engineering, preparing sites for investment (landscaping not eligible) • Infrastructure, technical buildings and their annexes, and all buildings directly related to the platform project • Equipment and facilities necessary for the operation of the platform • Networks (telecommunications, drinking water, industrial water, electricity, gas, I.T., satellites) and related specific equipment • Facilities and equipment arising from safety regulations (eg fire safety) in the case of new investments • Facilities and equipment required by environmental regulations (treatment of effluent) in case of new investment • In general, any tangible or intangible investment necessary for the implementation and operation of factory platforms

For investment downstream from production, such as storage, packaging and processing:

Earthmoving, farm buildings, depots, workshops, premises planning and lay-out (flooring, partitions) installation of fluids (land acquisition, driveways and landscaping excluded) • Automats, machine tools, production equipment, supply equipment (belts, pipes and conveyors) - storage (including cold storage and silo) - handling (including racks, shelves, forklifts, bridge cranes), equipment for test laboratories, investment in resource management and use of renewable energy, investment in health prevention - of sewage - waste treatment and recycling, IT processes and production management, spare parts, specific tools, refrigerated trucks (only the cold storage compartment is eligible), reconditioned material (eligible only after mandatory expertise) • Fees from surveys and consulting, architect's services, technical checks, expertise carried out on reconditioned equipment, installation of machinery and training for tools (excluding accommodation and travel expenses), transport costs, notably for air or sea freight (taxes and customs duties are not eligible)

Note: Full transport costs are eligible. Other costs mentioned above are eligible, limited to 12% of the value of eligible investments, subject to the effective implementation of planned investments

BENEFICIARIES

Companies whose headquarters are or will be located in Reunion (before the payment of first advance)

Companies with the following status (non exhaustive list):

Public Limited Company (SA), Simplified Joint Stock Company (SAS), Private Limited Farming Company (EARL), Single-Ownership Limited Company (EURL), Agricultural Limited Liability Company (SARL), Economic Interest Grouping (EIG), General partnership (SNC), Cooperative Companies and Agricultural Interest Groups (SICA) and their Unions, a Public-Private Joint Venture (SEM), Industrial Technical Centre (SITC), Communal Farming Collectives (GAEC), Cooperative Farming Company (SCEA) ...

(see conditions on the following page)

CONDITIONS

Administrative operating permits (building permits, ICPEs*) subject to declaration, authorization proving usage for public interest and all other authorizations subject to periodic inspections of government services (DIECCTE **, DAAF***) • Compliance with fiscal and social obligations, and public procurement code if applicable (DIECCTE) • Compliance with minimum standards in the field of environment (DIECCTE, DAAF), health and safety, animal welfare, and sound and fair marketable quality of raw materials and manufactured products (DIECCTE) • the beneficiary must provide a financial contribution of at least 25% of eligible costs of the project, through its own resources or by external financing not having benefited from public funding • in exchange for funding, the beneficiary must maintain and upkeep their investment in sound working order and for the same usage for a period of 5 years from the final grant payment date.

* Buildings Listed for Environmental Protection ** Department for Businesses, Competition, Consumerism, Labour and Employment *** Department for Food, Agriculture and Forestry

Investment for the modernization of vessels



OBJECTIVES

Funding for the modernization of vessels aims to provide sustainable upkeep of Reunion's fleet of fishing boats, to increase safety and health on board vessels, to increase fishing selectivity, to promote energy conservation and to reduce the offloading of waste at sea. This is a source of jobs and a factor of social cohesion.

ELIGIBLE SPENDING

- The replacement of a motor in accordance with the regulatory supervision of the fleet
- The acquisition of safety equipment made mandatory on vessels after January 1st 2007
- The acquisition of electronic materials and aids for navigation and fishing
- The installation of selective fishing equipment to avoid unwanted bycatch
- Investment for material permitting the on-board conservation of species for whom discarding at sea is no longer allowed
- Equipment contributing to a better adaptation of energy consumption

BENEFICIARIES

A 'company or individual', owner or charterer of a ship registered in Reunion and working professionally in the maritime fishing industry

AMOUNT

For vessels of a length of 12 metres or less: 50% of eligible spending

For vessels over 12 metres long: 40% of eligible spending

Limits depend on vessel size and goods tonnage capacity

CONDITIONS

- Maintain investment and usage for at least five years from the date the decision for public funding has been granted
- Carry out modernization investments within a maximum period of one year
- Provide full accounting records for the ship or its fittings at the moment the funding is granted
- The vessel concerned by this modernization grant must be an active and capable member of the fleet of Reunion, aged between 5 and 30 years old at the time the grant request is filed

Productive investments in aquaculture

RATE

50%

of eligible costs

OBJECTIVES

The support for productive investments in marine and freshwater aquaculture aims to:

- # Increase the quantity of aquaculture production sold on the local market and for export, as well as product diversification,
- # Consolidate existing production equipment to improve company competitiveness.

ELIGIBLE SPENDING

- The construction, extension and modernization of aquaculture production businesses
- The acquisition and modernization of production means, including transport at sea and commercialization
- Development or improvement of water circulation within aquaculture companies
- Compliance with health and environmental regulations of livestock farms.

Eligibility is granted for any material and / or construction useful for the production and operation of aquaculture companies

BENEFICIARIES

Private companies, collective aquaculture associations, fishermen aiming to diversify into aquaculture.

AMOUNT

Rate of 50% of eligible costs

CONDITIONS

Maintain an inventory of subsidized equipment

- Upkeep investment and usage for at least five years from the date the decision for public funding has been granted
- Provide data concerning production volumes and values for a period of 5 years, as well as the company accounts to the acting overseer.





Processing and commercialization of produce from fishing and aquaculture

AMOUNT
from **30**
to **50%**
of eligible spending
depending on the size
of company

OBJECTIVES

Aid for investment and the procurement of materials and equipment in produce processing and packaging, aiming to help structure Reunion's market for fishing and aquaculture produce and to ensure stocks are sold

ELIGIBLE SPENDING

Eligibility is granted to:

material for handling products • refrigeration equipment • computer equipment directly related to production activity • investment for transporting goods to reception and storage centres • investment for the sale of products which have been unloaded in places without the adapted sales facilities • material for product processing • investments needed to improve working conditions and to help companies adapt • requirements for the protection of the environment • investment aiming to promote and valorize products • necessary investments to ensure food safety and the treatment of waste...

BENEFICIARIES

Private individual firms or collective structures, and initial purchasers for products from fishing and aquaculture

Eligible and subsidized investments must be only used for products which come exclusively from the production of Reunionese vessels and / or local aquaculture

CONDITIONS

Maintain an inventory of subsidized equipment • Upkeep investment and usage for at least five years from the date the decision for public funding has been granted • Increase turnover by a minimum of 5% between two public funding grants during the period 2007-2013 • Provide company accounts for a period of 5 years to the relevant department

Your contacts in Reunion



THE REGIONAL COUNCIL OF REUNION ISLAND

Investing in agri-food in Reunion means benefiting from extra support offered by the Regional Council of Reunion to this priority area, through the implementation of specific support schemes including the diversification of agricultural production, the creation or development of new tourism or educational products, the development of agro-industrial tools, etc.

@ For further information: www.regionreunion.com



QUALITROPIC

Its role is to support R & D projects aimed at developing products and processes that respect the environment based on natural tropical resources in the sectors of agri-food, biotechnology and health.

@ For further information: www.qualitropic.fr



RENEWABLE ENERGY AND THE ENVIRONMENT

A naturally renewable island

Reunion boasts certain advantages (sunshine, sea, waves and wind ...), making it an island which is rich in opportunities and skills for the development of renewable energy, and a favourable context for the creation of innovative environmental projects.



RENEWABLE ENERGY



Reunion Island, a laboratory for future solutions

Reunion boasts tremendous advantages in the areas of renewable energy (ENR) and biodiversity.

Due to its size, mountainous terrain and history, Reunion Island has today become an exceptional testing site for energy technology and processes.

The island has a considerable amount of sunshine and ideal exposure to the winds, as well as an interesting potential for marine energy which has encouraged the development of many different projects.

Innovative projects launched in Reunion today will in the future be able to thrive on a larger scale across the planet.



→ **34.6%**
of electricity produced
comes from
renewable sources

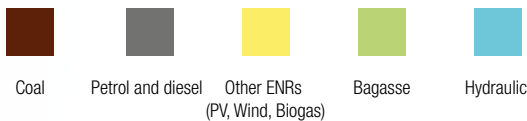
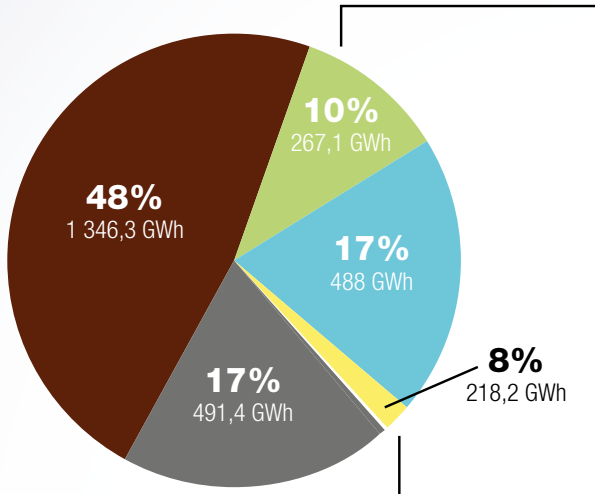
→ **200** companies

→ **3,000** jobs
in the energy sector

TOTAL ELECTRICITY PRODUCTION

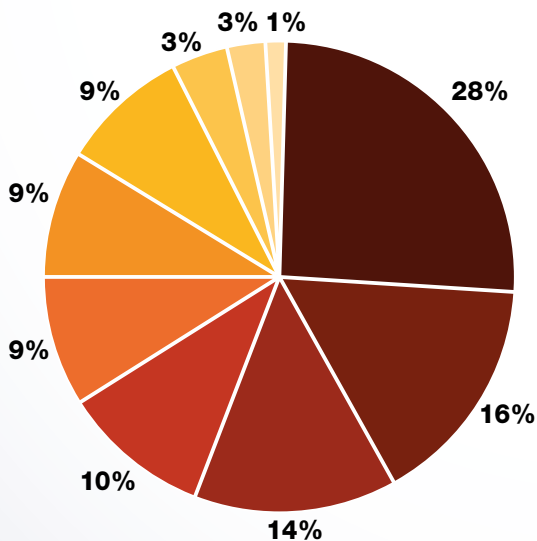
by energy type for 2012

Fossil fuels **69,4%** Renewable energy **34,6%**

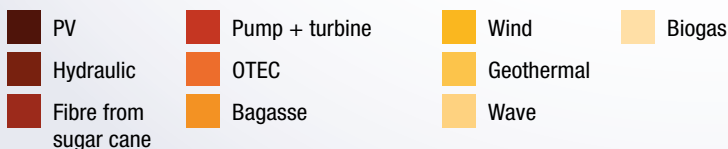


ENERGY COMBINATIONS FOR 2030

- A first case scenario -



Auteur : oer (Reunion energy observatory)



Sources : CTBR / CTG / EDF - Author : oer (Reunion energy observatory)

ELECTRICITY PRODUCTION

2,811.1 GWh

or 241,8 ktep

ENR, part of the island's ambitious future

Because of the island's natural resources, the **Regional Council of Reunion** implemented policies in 2002 which aim to support sustainable development as part of the **PRERURE** program - Regional Plan of Renewable Energies and Rational Use of Energy.

The key objective is to attain energy autonomy by 2030.

In 2009, this commitment resulted in the creation of a project called **STARTER** (Strategy for Energy Independence, Transition and Recovery of the Reunionese Economy). This strategic program explores the possibilities of implementing an energy mix which is completely free of any fossil fuel dependence by 2030 through the use of different renewable energy sources.

Investing in renewable energy in Reunion also means making investments which are environmental, sustainable and perfectly reliable.

AN ISLAND of opportunities and skills

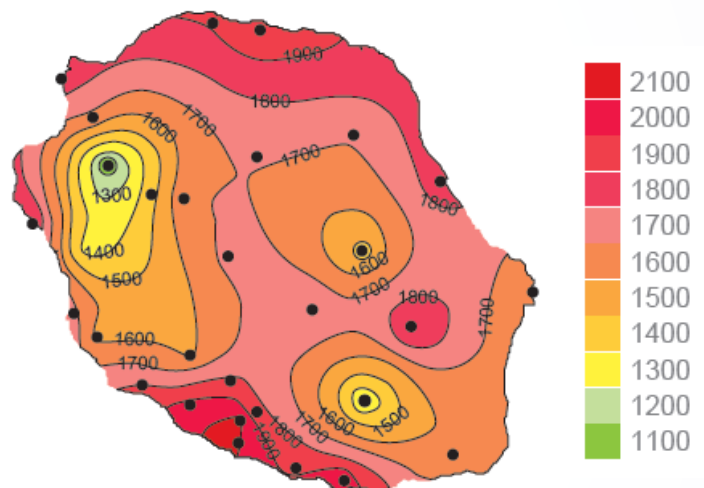
Rich in natural resources, Reunion has become a territory of excellence for renewable energy and energy management.

Solar Energy

The development of solar power thanks to high levels of sunshine

Reunion benefits from 30% more luminosity than mainland France, reaching levels of up to 1,900kWh/m². The average amount of sunshine is around 1,350 hours per year, with peaks reaching 2,000 hours / year.

Cumulative average annual amount of horizontal luminosity in kWh/m²



Biomass

Transforming biomass resources

Biomass resources such as wood and bagasse (sugar cane and cane fibres) could provide a potential production of 756 GWh / year by 2020.

Wind Energy

High potential for wind energy

Reunion has good wind potential at a height of 30 metres, with 62% of the island's surface area which is exposed to winds of speeds between 6 and 7 m / s. A production target of 60 to 70 MW (maximum) is planned for 2025.

Potential for the development of «Smartgrids»

As an island, Reunion boasts an intensified and specific array of energy and environmental assets, as well as complex issues at stake, making it an ideal place for experimenting in the development of new energy technologies, such as intelligent networks known as « Smartgrids ».

Marine Energy

A potential for the development of many different technologies

As well as Reunion's exposure to the southern trade winds, the structure of its seabed, the properties of the surrounding ocean currents, the island's relief and its many streams and rivers all make for a promising future for the development of marine energy.





FUNDING MEASURES

specific to the ENR sector*

Renewable energy and the environment form part of the priority areas identified for accompaniment by the Regional Council of Reunion. Companies in this sector can benefit from attractive support measures through the scheme called 'Provision of environmentally-friendly energy'.

OBJECTIVES

The objective of the public authorities is to reduce the island's energy dependence by building on all levers likely to prove competitive in this field. These efforts cover not only the implementation of existing technologies but also research and development of new technologies and resources.

ELIGIBLE SPENDING

- # Expenses for the acquisition, installation and commissioning of facilities, particularly those for solar, thermal, photovoltaic, hydroelectric, geothermal, wave and wind power
- # Operations using energy rationally (whether in industry, construction or transport) are concerned and are therefore eligible for ERDF funding
- # DSM actions (Energy Demand Management) are particularly relevant (industry and construction), and the contracting authorities concerned can be from the private or public sector
- # Preliminary studies (for aid in decision-making and feasibility studies in particular) and prospecting studies (market surveys) are also eligible

BENEFICIARIES

Companies of all statuses • Public companies, local authorities, joint venture companies • Associations involved in the energy sector • Property management firms located in Reunion

**Regional specific funding measures are extended until 30 June 2014. All applications must be submitted and incurred before 30 June 2014. Economic Affairs Department (D.A.E)*

AMOUNT OF AID AND ELIGIBLE SPENDING

PRODUCING ELECTRICITY FROM A SOURCE OF RENEWABLE ENERGY

ENR SOURCE USED	TYPE OF SPENDING	RATE OF FUNDING
Wind	Mainly: acquisition of equipment, facilities, civil engineering, network connections	20%
Biomass (not including CVEDEs*)		20%
Micro-hydraulic		20%
Solar - Photovoltaic Only within the framework of calls for projects		15%

* centres for energy recovery of household waste

FUNDING RELATED TO ENERGY DEMAND MANAGEMENT

PROJECT TYPE	TYPE OF SPENDING	RATE OF FUNDING
Equipment promoting energy savings	Equipment for the control and monitoring of energy consumption in order to reduce energy demand: software, sensors, computer equipment, measuring devices	50% Cap : € 500,000 / project
Work on energy efficiency for existing housing as part of ANRU * renovation programs Only within the framework of calls for projects	- Protection from the sun for the roof, walls and bay windows, openable and airtight windows, ceiling fans - Other options for achieving a level of performance as defined under the Batipéi method (overheating rate of <2 ° C)	80% Cap : € 8,000 / housing

* ANRU: National Agency for Urban Renewal

SOLAR THERMAL DEVICES (solar water heaters, solar air conditioning)

PROJECT TYPE	TYPE OF SPENDING	RATE OF FUNDING
Production of hot water for public buildings	Additional cost* for the acquisition and installation of equipment for the production of hot water, and related engineering studies. Eligibility is only granted to facilities with over 50 m ² of sensors. Eligible costs: €2.5/kWh solar**	60%
Production of hot water for social rental housing Only within the framework of calls for projects	Acquisition cost of the equipment for hot water production and its installation Eligible costs vary between €2.5 and €3.6 / kWh depending on the type of equipment. Capped at: - € 4,300 for existing housing (renovations) *** - € 3,500 per new housing ***	80%
Production of hot water for economic activity and solar-powered air-conditioning (demonstration)	* Additional cost for acquisition and installation of equipment Eligible costs: €2.5/ solar kWh **	60% (SME-VSE) 50% (Large Companies)

* Additional cost: this is estimated based on two quotations respecting the same specifications, with one offering a classical solution and the other offering an energy-efficient solution. ** Solar kWh: the annual production of solar kWh, with the producible energy calculated using software such as Solo, Simsol, or other recognized European software. *** Caps are applicable to any application filed on or after 1st January 2011.

OTHER PROJECTS

PROJECT TYPE	TYPE OF SPENDING	RATE OF FUNDING
Technical feasibility studies	Diagnosis prior to an investment in renewable energy	50 to 70% depending on business category
Research and development programs	Intangible and tangible investment aimed at developing an innovative technology adapted to the specific context of Reunion Island	70%
Providing electricity to remote sites (Funding from FACE /ADEME Reunion)	FACE (Fund for the Amortization of Costs in Electricity Provision) and l'ADEME* to allocate aid for providing electricity to rural areas	90% of the cost (excl. tax) FACE 79% / 16% ADEME

* Agency for the Environment and Energy Efficiency



THE ENVIRONMENT

Reunion is a modern and strong-willed island in environmental matters. Strengthened by European laws, the rapid growth in both population and economy has led to the development of this strategic market.



Some statistics...

- # One of the world's 10 'hotspots' for marine biodiversity
- # A National Park covering 42% of the island's surface area with a total of 105,509 hectares
- # 11 biological reserves
- # A large deposit of waste (or 610 kg /inhab in 2008) for re-processing (483,400 tonnes of household and similar waste and 4 million tonnes of waste from construction)
- # 1,440 green jobs, including 800 in sanitation and waste treatment*



One of the world's

→ **34**

biodiversity **HOTSPOTS**

→ **35 km²**

of nature
reserves

Sources: Insee // CERBTP Réunion*



A land of opportunities

An environmental center of excellence



In the field of the environment, Reunion Island is a veritable centre of environmental excellence, with a wide array of opportunities for research and innovation.

Reduction, recovery and recycling of waste

There is a major source of waste for recovery, many opportunities in terms of strengthening existing industries (wood, metal, paper, cardboard, plastic, tyres, medical waste, VHUs*, ink cartridges) and developing as yet untapped sectors (used cooking oil).

Subject to the Basel Convention, Reunion Island must export all non-recycled hazardous waste back to the European Union. 45% (or 105 000 tonnes in 2012)** of waste is currently exported each year, and the creation of local recycling activities is strongly encouraged.

The principle of extended producer responsibility applies to Reunion, leading to opportunities for the development of local recycling activities: batteries, tyres, accumulators, household WEEE*** and lamps.

Management and implementation of 'clean' transport systems

Water management, air quality and ecosystems

There is a huge potential with the opportunity to experiment with innovative solutions (micro waste water treatment plants, phyto-filtration and bioremediation systems), thanks to significant resources and growing needs.

Sustainable Agriculture

Reunion Island is currently France's fourth largest area for sustainable farming, with 155 farms. It also has 31 certified 'organic farming' operations.

Source : Agreste, Agricultural Census 2010

Sustainable Eco-construction

Reunion enjoys a high level of expertise for construction in tropical climates, which is in high demand in the countries across the Indian Ocean area and other tropical countries.

*VHU Disused vehicles **Source : Customs *** Waste from Electrical and Electronic Equipment



HIGH LEVELS of skills and expertise

Thanks to technological development, an advanced infrastructure, a high level of research and a well-trained and quality workforce, Reunion boasts a high level of expertise in the environmental sector.

SPECIALIZED TRAINING COURSES provided by high-level structures

Reunion has a workforce educated at high-level structures which provide specialized training courses up to Master's level.

These courses are on offer at the University of Reunion, the ESIROI (Indian Ocean Higher Education Engineering School of Reunion), the University Institute of Technology and some high schools providing preparatory courses for professions such as: executives, engineers, project managers, technicians, project leaders, architects and consultants.

Examples of training courses on offer in Reunion

- # University Technology Diploma in Biological Engineering, specializing in Environmental Engineering
- # Vocational degree in Agriculture and sustainable development in tropical island climates
- # Master's degree in Tropical Biodiversity and Ecosystems
- # Engineering degree in Sustainable Construction and Environment

AN ISLAND AT THE CUTTING EDGE OF RESEARCH

Reunion has an excellent capacity for environmental research, thanks to:

THE PRESENCE OF MAJOR FRENCH RESEARCH CENTRES AND INSTITUTES:

IRD (Research Institute for Development), **BRGM** (Bureau of Geological and Mining Research), **IFREMER** (French Research Institute for Exploitation of the Sea) and **CIRAD** (Centre for International Cooperation in Agronomic Research for Development)

RELIABLE AND WELL-EQUIPPED LOCAL RESEARCH CENTRES:

CIRBAT (Centre for Innovation and Research for Tropical Construction)

@ For further information: www.cirbat.re

CRITT REUNION - REGIONAL CENTRE FOR INNOVATION AND TECHNOLOGY TRANSFER

It also houses a division for Environmental Safety, Quality and Metrology

@ For further information: www.critt.re

FUNDING MEASURES

related to the environment*

Renewable energy and the environment form part of the priority areas identified for accompaniment by the Regional Council of Reunion. Companies in this sector can benefit from attractive support measures through this scheme.

Aid for waste management companies

OBJECTIVES

This measure aims to enable local businesses to attain specific environmental objectives:

- reducing pollution or nuisance (new activities)
- adapting methods or means of production in order to protect the environment
- implementing the Regional Plan for the Disposal of Special Industrial Waste (PREDIS) and the Regional Plan for the Disposal of **Non-Household Waste (PREDDAMA)**

ELIGIBLE SPENDING

- # Feasibility studies, planning, monitoring and evaluation
- # Studies for defining and organizing activities, waste recycling or disposal
- # Equipment and tools to meet PREDIS-PREDDAMA requirements
- # Communication programs, awareness campaigns and training schemes aimed at empowering businesses

BENEFICIARIES

Companies listed at the legal registers of Reunion Island (Directories of Trade, Commerce and Services), and headquartered in Reunion

AMOUNT OF AID

- # **Initial reduction: SME-VSE: 60%** // Large companies: **50%**
- # **Valorization: 50%**
- # **Local treatment: 40%**
- # **Export or stabilization: 30%**

A bonus of 10 points is granted for projects that meet the needs of a creation of a new activity sector

- # **Cap for public subsidies: €1,000,000 / project**

OTHER MEASURES RELATED TO THE ENVIRONMENT SECTOR CAN BE ACCESSED:

The Water Board offers a range of financial aids for operations relating to the improvement of industrial sanitation, public awareness about water-related issues, or the implementation of water-saving systems in agriculture

@ For further information: www.eaureunion.fr

ADEME provides financial aid related to projects in the environment sector: support in decision-making (diagnostics, surveys), clean transport, investment in equipment for the treatment or reduction of waste, reducing CO² emissions

@ For further information: www.ademe.fr

*Regional specific funding measures are extended until 30 June 2014. All applications must be submitted and incurred before 30 June 2014. Economic Affairs Department (D.A.E)



Your contacts in Reunion



THE REGIONAL COUNCIL OF REUNION ISLAND

The Regional Council's ambition is for Reunion to achieve energy independence by 2025-2030. For this, it has several action programs and implements an array of funding measures for energy demand management and new energy development. The Regional Council set aside more than €20m in 2012.

@ For further information: www.regionreunion.com



TÉMERGIE

Energy Management Technologies, Renewable Energy and Isolated Energy Management

Reunionese business cluster for energy, bringing together forty professionals working in the areas of renewable energy, energy management and storage.

@ For further information: www.temergie.com



QUALITROPIC

Its role is to support R & D projects aimed at developing products and processes that respect the environment based on natural tropical resources in the sectors of agri-food, biotechnology and health.

@ For further information: www.qualitropic.fr



ADEME

Agency for the Environment and Energy Efficiency

As a national public institution, ADEME is closely associated with the implementation of state policies in sectors related to energy and the environment. It provides companies with technical and financial support.

@ For further information: www.ademe.fr



SPL ENERGIES RÉUNION

SPL Energies Réunion is responsible for promoting the use of renewable energies in the context of sustainable development in Reunion, particularly among the general public and local authorities.

@ For further information: www.arer.org





LIVING in Reunion

3

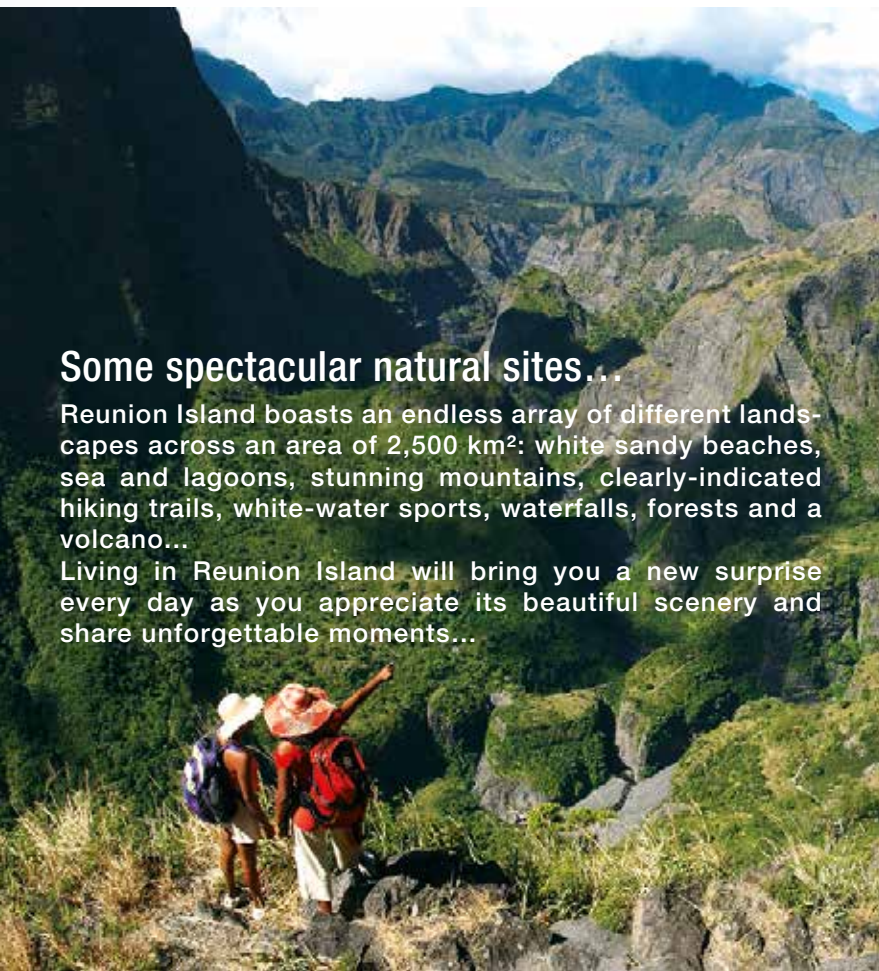
Setting up in Reunion....

Also means you can enjoy an exceptional quality of life all year round, on a beautiful island which has UNESCO World Heritage status.

Some spectacular natural sites...

Reunion Island boasts an endless array of different landscapes across an area of 2,500 km²: white sandy beaches, sea and lagoons, stunning mountains, clearly-indicated hiking trails, white-water sports, waterfalls, forests and a volcano...

Living in Reunion Island will bring you a new surprise every day as you appreciate its beautiful scenery and share unforgettable moments...




A pleasant and sunny climate all year round

Reunion has only two seasons (the other way round to Europe)

- The dry and mild austral winter from May to October
- The humid and hot austral summer from November to April





A small time difference between Reunion and mainland France

Despite the long distance between Reunion and mainland France, the time difference is relatively small:

+2h
in SUMMER

+3h
in WINTER



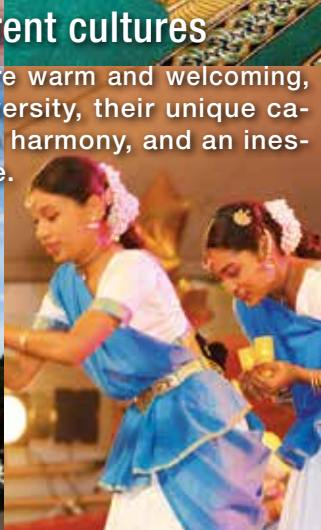
A harmony of different cultures

The people of Reunion are warm and welcoming, proud of their ethnic diversity, their unique capacity to live together in harmony, and an inestimable wealth of culture.



A rich cultural heritage

There are more than 140 historical monuments, including 20 which are classified, 5 state museums, departmental theatres, music and cultural festivals...



Combining a prime business environment
with an idyllic lifestyle,

*Reunion really is
a unique destination!*



**NEXA,
serving to
accelerate projects
of the future**

4



NEXA

Regional Agency for Development, Investment and Innovation

As an accelerator of projects in Reunion Island, NEXA's role is to support the island's economic development and increase its attractiveness.

MISSIONS

NEXA's missions focus on:

- # Structuring key sectors to increase competitiveness,
- # Developing companies' potential for innovation,
- # Managing and implementing policies to improve the island's appeal,
- # Increasing economic information and knowledge of the island,
- # Contributing to the development and implementation of regional strategies.

NEXA's work aims to strengthen the Reunionese economy's competitiveness and sustainability across key strategic sectors which are part of regional strategy:



Renewable energy



Agri-food



Information and Communication
Technology (ICT)



Tourism

INTERCONNECTED PROFESSIONS

To carry out its missions, NEXA relies on interconnected professions focused on prospective, promotion of networks, business monitoring, project engineering, implementation of promotional campaigns, and contribution to the structuring of new sectors.



A

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Pierrefonds Airport
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AGILE – Agency for the Management of Local Initiatives in European Matter
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www.reunioneurope.org

ADEME - Agency for the Environment and Energy Management
Tel: (+262) 262 71 11 30
Email: ademe.reunion@ademe.fr
www2.ademe.fr

AFR - Reunion Film Agency
Tel: (+262) 262 92 29 18
Email: courrier@agencefilmreunion.com
www.agencefilmreunion.com

AFD - French Agency for Development
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Email: afd@afdsaintdenis.afd.fr
www.reunion.afd.fr

AMEXA - Health Insurance for Agricultural Workers
Tel: 0 811 300 974
www.cgssmsa974.fr

ANRT - National Association for Research and Technology
Tel: 01 55 35 25 50
www.anrt.asso.fr

ARTIC - Reunionese Association of Information and Communication Technology
Tel: (+262) 262 92 24 50
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www.artic-asso.fr

B

Banque de la Réunion (BR)
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www.banquedelareunion.fr

Banque Française Commerciale Océan Indien (BFCOI)
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Banque Postale
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BRED BP / BRED Cofilease
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www.bred.fr

BRGM - Bureau of Geological and Mining Research
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C

CAFINEO - finance company
Tel: (+262) 262 92 13 13
www.commerce.cafineo.fr

Caisse d'Epargne et de Prévoyance Provence-Alpes-Corse (CEPAC)
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CIRAD - Centre for International Cooperation in Agronomic Research for Development

- Management
- CRVOI - Centre for Research and Monitoring of Emerging Diseases in the Indian Ocean
- CIRAD Agri-Food Laboratory
- Plant Protection Division (3P)

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CFAT - Training Centre for Automotive and Transport Trades
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www.cirbat.re

CNRS - National Centre for Scientific Research
UMR - Combined Research Unit
Tel: (+262) 262 48 33 66
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www.univ-reunion.fr

CRITT - Regional Centre for Innovation and Technology Transfer
Tel: (+262) 262 92 24 00
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www.critt.re

CTICS - Reunion Island Inter-professional Technical Centre for Sugar Cane
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Reunion Island Chamber of Agriculture
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CCIR - Reunion Island Chamber of Commerce and Industry
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Reunion Island Chamber of Trades
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Tourism Club
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Green Cluster– Regional Grouping of Companies Committed to the Environment
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www.sicr.re

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Compagnie Générale d'Affacturage (CGA)
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www.c-g-a.fr

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D

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E

EAM - The Maritime School of Learning
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www.ecolemaritime.fr

Le Port School of Architecture
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Email: ecole.d-architecture@wanadoo.fr
www.montpellier.archi.fr/reunion

EGC - Reunion Island Business and Management School
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SUPINFO - I.T Engineering School
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www.reunion.supinfo.com

EI-CESI - Construction Training School at the Centre for Graduate Industrial Studies

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ESA - Reunion Island School of Fine Arts

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ESIROI - The Indian Ocean Higher Education Engineering School of Reunion

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www.arer.org

eRcane - economic interest group

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www.ercane.re

EPLEFPA - Local Public Establishment of Education and Agricultural Vocational Training

Email: reunion.webmaster@educagri.fr
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F

FRT - Reunionese Tourism Federation

Tel: 0810 160 000
Email: contact@reunion.fr
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FCF - Fortis Commercial Finance Océan Indien – finance company

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G

GPMDLR - Main sea port of Reunion Island

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I

IEDOM

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IRT - Reunion Island Tourism Board

Tel: 0810 160 000
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Vanilla Islands

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www.ilesvanille.com

InfoCom Réunion - training and education

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IAE - Institute of Business Administration

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Institut de l'image de L'Océan Indien (ILOI)

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IFREMER - French Research Institute for Exploitation of the Sea

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IPGP - Paris Institute of Earth Physics

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INSERM - National Institute of Health and Medical Research

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IUT - University Institute of Technology

www.iut-lareunion.fr

IRD - Research Institute for Development

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IUFM - University Institute for Teacher Training

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L

LE²P - Laboratory of Energy, Electronics and Processes

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PIMENT - Department of Physics and Mathematical Engineering for Energy and the Environment

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N

NATIXIS FACTOR -

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O

OPAR - Reunion Island Physical Atmosphere Observatory
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SOFIDER Océan Indien

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SEAS-OI - Satellite Aided Environmental Monitoring in the Indian Ocean

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T

TEMERGIE - Technology for Energy Efficiency, Renewable Energy and Isolated Energy

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Technopole of Reunion

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U

URPAC - Reunionese Union of Audiovisual and Cinema Producers

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