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Euromaritime 4-6 February 2020: Marseilles, capital of the blue economy!

The maritime economy has the wind in its sails in Marseilles. Over 200 French and foreign businesses in this thriving sector in terms of employment and innovation have already confirmed their participation in the European blue growth exhibition, Euromaritime. This will be taking place in Marseilles for the first time from 4 to 6 February 2020, at Parc Chanot Exhibition & Convention Centre. Organised by the French marine industry press leader, Infomer (Le Marin, Ouest-France Group), and Sogena (events subsidiary of the French Marine Industry Group, GICAN), this flagship Euro-Mediterranean event will give pride of place to startups in a specially designated space.

Hosting this key calendar date for maritime professionals in the South will also shine the spotlight on the advantages of the Mediterranean coastline, in view of the figures unveiled by the Higher Institute of Maritime Economics (ISEMAR).

SEAnnovation: startups climb aboard at Euromaritime

To support future maritime technology, the Euromaritime organisers have designed the SEAnnovation space, which is poised to showcase 16 startups selected following a call for applications.

The applications have been studied and the winning candidates selected by a panel of marine industry experts: the GICAN, the French Shipowners' Association (Armateurs de France), the French Ports Union (Union des Ports de France) and the Méditerranée and Bretagne Atlantique maritime clusters.

The aim is an ambitious one: to select the most innovative businesses and immerse them deep in the shipbuilding and repair, maritime transport, port and new environmental and energy technology industries.

"We wish to provide a springboard for projects and technologies – which may still be a long way from the market today – to give them an opportunity to find partners and grow, for the benefit of the marine sector across the board," explains Hugues d'Argentré, CEO of Euromaritime.

Challenge and performance are the watchwords for startups. This is the case, for example, for Nantes-based **D-ICE Engineering**, which develops software and systems for a sustainable approach to using the oceans and for expediting the energy transition, as well as for **Forssea**, which has bases in Paris and Montpellier and designs and manufactures remotely operated underwater vehicles.

This futuristic outlook also drives **Notilo Plus**, a startup with locations in Marseilles and Lyons, which harnesses the latest AI and self-learning technologies to capture high value-added data and imagery, or the environmental sector with Sophia Antipolis-based **Bioceanor**, which is developing a next-generation smart underwater weather station for real-time and predictive monitoring of water quality.

These startups are growing at such a rate of knots that they often find themselves having to juggle technical management with strategic business appointments. Euromaritime's SEAnnovation space therefore represents a tremendous gateway for them, not only in terms of accessing the exhibitors attending, but also all of the maritime stakeholders in the Euro-Mediterranean area.

The blue economy in the Mediterranean: ISEMAR figures

As France's leading port, Marseille-Fos recorded 81 Mt worth of **freight transport** in 2018, which is 35% of nationwide activity with the other ports along the coast: Nice, Toulon, Sète, Port La Nouvelle and Port Vendres. With nearly two million ferry and cruise **passengers** passing through it, Marseilles Port is one of the busiest Mediterranean ports.

Port employment in Marseilles encompasses 15,000 employees for direct activities and logistics, with an additional 15,000 employees in the industrial/port-related sectors. A thousand employees work at each of the two main ports of Toulon and Sète.

Marseilles is also one of the major hubs in the **French outfitting industry**, with CMA CGM, Marfret, Corsica Linea, la Méridionale, Bourbon and Gazocean which employ 6,600 workers and account for much of the domestic marine industry's added value.

The long-standing shipbuilding tradition around Provence is enduring through the **repair and maintenance** of not only merchant vessels with the Chantier Naval de Marseille but also large yachts (Palumbo) such as at La Ciotat (MB92) and Saint-Mandrier (IMS). The regional environment naturally includes Naval Group's **defence activities** around its sites in the Var *département*. This brings the shipbuilding industry's total workforce to 7,000.

As the second busiest region for **large yachts**, the economic benefits of the yachting economy for the Provence Côte d'Azur and Corsica regions as a whole exceed €700m.

The emerging sector of **MREs** is set to deploy across the Mediterranean area too, around floating wind turbine technology – not least around Port La Nouvelle as well as off the Marseilles coast.

In terms of **fishing**, with a primarily coastal-based activity, Provence and Occitania each make key contributions to the national whole, with 600 to 700 vessels and a thousand fishermen apiece. Last but not least, **shellfish farming** in the latter region adds a further thousand jobs.

At a glance

Euromaritime | Key figures from the 2017 exhibition

- 4th edition in 2020 (2013, 2015, 2017 Paris)
- 250 exhibitors
- 5,000 visitors from 41 countries
- more than 10 conferences

Euromaritime is a **Groupe Ouest-France Infomer Le marin** exhibition, organised by **SOGENA**

Organisation

Christine Cabau Woehrel, Chair of Euromaritime 2020

Jean-Marie Biette, Infomer le Marin, Exhibition Director

Hugues d'Argentré, SOGENA, CEO

Ouest-France Infomer – Le Marin: Infomer is the leading news cluster for the maritime press in France, and a subsidiary of the SIPA-Ouest-France Group. Infomer's publications embrace a broad range of magazines, including: the weekly *Le Marin*, which is aimed at maritime professionals and available by subscription, in newsagents and online, as well as the monthlies *Cultures Marines*, *Le Chasse Marée* and *Voiles et Voiliers*, not forgetting *Produits de la Mer*, which comes out every two months.

SOGENA is the subsidiary of the French Marine Industry Group (GICAN), a trade union bringing together shipyards, system and equipment manufacturers, subcontractors, engineering firms, naval architects and all businesses involved in shipbuilding and repairs, marine renewable energies and promoting and protecting the oceans and coastal and port infrastructure.

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