



## GENERAL INFORMATION

Ideally located 1 hour south of Paris and 3 hours from the main European economic centres, the Centre-Loire valley region benefits from an exceptional location in terms of logistics and goods flow management.

Owing to its privileged geographic location and its ample infrastructures (9 motorways, rail and air freight lines, business parks dedicated to logistics, etc.), the Centre-Loire valley region attracts a large number of companies, both in the logistics sector (Amazon, XPO Logistics, Groupe Deret, etc.) and in industry (Barilla, Thalès, Zodiac, Procter & Gamble, Vivarte....).

In the Centre-Loire valley region, businesses can benefit from the support of a number of research structures to develop partnerships resulting in countless innovations and cutting-edge projects. There are some sixty public research laboratories and 13 competitiveness centres and clusters operate in the Centre-Loire valley region, facilitating the emergence of collaborative research programmes, the development of synergies between the various stakeholders and increased visibility.

The Centre-Loire valley region is also located in an exceptional environment, renowned for its Loire Châteaux, its art of living, and much more.

> a rich cultural life: 2 national theatres, 65 museums, entertainment venues, festivals all year round ...

> a world-renowned gastronomic heritage (tarte "Tatin", green Berry lentils, Selles-sur Cher and Crottin de Chavignol goat's cheeses, etc.).

France's No.3 wine-making region and the country's leading region for still white wines, the Loire Valley offers a wide selection of quality wines (Saumur, Chinon, Bourgueil, Vouvray, Touraine, Sancerre, etc.

Key figures of the agrifood industry in the Centre-Loire Valley region

- > 462 businesses
- > 12,465 employees
- > 4.3 billion euros turnover
- > Europe's leading cereal-producing region
- > Export sales: 729 million euros

Although the Centre-Loire Valley region is above all identified with production and transformation of cereals, it also boasts a very active and highly diversified agrifood industry (meat, dairy products, pet food)

## MAIN ACTORS

Barilla Harry's France (bakery products), Moy Park Beef (frozen meat), Ebly (wheat for cooking), Cadbury-Schweppes (chocolate), Laiterie Triballat (dairy products), Laiteries de Saint-Denis de l'Hôtel (dairy products), Les Crudettes (Salads), Cargill Food France (poultry industry), Antartic (nonalcoholic beverages), Mars Pet Food France (pet food), Monin (Syrup), Saint Michel Biscuit (bakery products), Novandie (dairy products), Tradival (poultry industry), Damman Frères (teas)

## KEY ASSETS

### 1- Food Val de Loire, a center for agribusiness actors in Contres (41)

The Loire-et-Cher department is the 2nd of the Centre Loire Valley region for its food industry, but products of local agriculture are rarely processed within the region. Food Val de Loire has been created to develop the agribusiness in the Centre Loire Valley region. Food Val de Loire is based on several additional structures:

-The agroparc in Contres brings together in one area of 50ha, industrials, crafts and commercial agribusinesses.

-The cluster brings together specialized companies in the field of agribusiness networking to promote exchanges and the emergence of collaborative projects within the sector. A hundred companies currently use the services of Food Val de Loire.

-Located in the heart of the agroparc, the incubator is a place available to develop innovative projects.

-The monitoring unit informs entrepreneurs of the latest trends and innovations in food sector.

Identified as a market to invest, the food tourism is also an area of development supported by Food Val de Loire.

### 2- The Isaac Newton Innovation Center, dedicated to the food industry (18)

Located thirty kilometers from Bourges (Cher department), Henrichemont has inaugurated in 2014, the Isaac Newton Innovation Center, dedicated to host innovative companies in the food sector and to develop innovation based on cryogenics and culinary genius. This project has been designated a center of rural excellence in 2010 by the French government.

This center now hosts Génialis, a firm who develops innovative projects for the food industry in three complementary areas:

·Valuation of proprietary technologies

·Collaborative innovation projects: Génialis has developed a method of driving innovative project in industrial or commercial systems, integrating research dimensions, application and technology.

·Supports innovation agreements: help any new company, who is setting up in the cluster.

## LATEST INVESTMENTS

When Italy rimes with Berry: In 2013, Barilla announced an investment of €30M in Châteauroux (Indre). The aim: to improve the production tool and adapt it to the new consumption habits of its customers. This is now the biggest industrial bakery of France.

McDonald's made in the Centre-Loire Valley region: The fast food restaurant chain McDonald's sources primarily from the Centre- Loire Valley region. Its nuggets are made at Cargill Foods near to Orléans (Loiret) and the burgers from its hamburgers at Moy Park Beef, again near to Orléans. In 2013, Moy Park I invested €25M in a 3rd production line.