

Connexion Connexion 2026 Connexion Connexion Connexion

Insights on Attractiveness and Impact

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Behind the projects,
the people

Two voices for one shared direction



Véronique Sarselli
President of the Lyon
Metropole and Co-President
of ONLYLYON & CO



In a world marked by profound geopolitical, economic and environmental transformations, our regions are once again becoming essential anchor points. It is at this scale that concrete, sustainable and collective responses are being built.

It is with this conviction that I am joining ONLYLYON & CO as Co-President, alongside the President of the Lyon Metropolitan Chamber of Commerce, Saint-Étienne Roanne. Lyon Metropole, as the association's primary contributor, thus reaffirms its commitment to enhancing the attractiveness of our wider region.

I am fully aware of the challenges ahead. But above all, I see the strength of a collective already at work: economic, academic and institutional stakeholders, all mobilised to promote our territory and strengthen its competitiveness.

We have considerable strengths: a strong industrial base, centres of excellence, and a unique capacity for cooperation. By building on this momentum, renewing it and amplifying it, we will be able to go further. Attractiveness is not a given; it is a collective pursuit, demanding and sustained, requiring vision, consistency, and trust. I know I can count on each of you to meet these challenges together.

Thank you for your commitment.



Philippe Valentin
President of the CCI Lyon
Métropole Saint-Etienne Roanne
and Co-President of ONLYLYON & CO



We are living a period of ongoing crisis, where successive shocks place lasting strains on our businesses. In this demanding context, the Lyon Metropolitan Chamber of Commerce, Saint-Étienne Roanne is fully mobilised to support companies, help them transform and support their development, both in France and internationally.

Alongside the Lyon Metropole, we also contribute to making our territory ever more attractive by holding the co-presidency of ONLYLYON & CO. In the competition between major French and European economic hubs to attract talent, projects, investment, students, and tourists, the Lyon model, uniting local government, the Chamber of Commerce, and all stakeholders engaged in this collective effort, continues to show its utility. We have shaped an agile, collective tool serving attractiveness, influence, and cooperation.

As we move through 2026, a new collaboration is taking shape with the elected officials and teams of the new executive in place at the Lyon Metropole, and I am confident that together we will further strengthen the robustness and performance of our attractiveness model. Our territory, ecosystems, and businesses have solid fundamentals, and in this turbulent period, this will be a real strength in working together - partners and teams alike - towards an ever more desirable Lyon-Saint-Étienne metropolitan area.



Bertrand Foucher
Chief Executive Officer
ONLYLYON & CO



Attractiveness is no longer something that can be decreed; it is reinvented every day in an unpredictable world.

International investors consistently rank economic, political and regulatory stability as their primary investment criterion.

The world has entered a period of enduring instability, where geopolitical and economic balances can shift overnight. Crises are multiplying and intensifying, bringing conflicts, capital flows, inflationary pressures, supply chain disruptions, and a retreat into protectionism.

In this context, the Lyon region demonstrates its resilience, as reflected in our economic barometer: in 2025, despite uncertainty, our attractiveness remains steady, with stable investor interest and a consistent number of projects

supported—smaller in terms of jobs, but increasingly oriented towards innovation.

This momentum is built on strong fundamentals: a resilient economy, recognised strengths in health, climate tech and energy, a dynamic industrial ecosystem, academic excellence, and a longstanding culture of cooperation.

But this international openness also exposes us directly to shocks. One question becomes central: how should we adapt our attractiveness strategy in an unpredictable world?

In this context, our attractiveness is evolving: it is becoming more selective, more qualitative, and more strategic. We now prioritise projects and dynamics with high impact: sustainable jobs, territorial anchoring, land-use efficiency, complementarity with local industries, as well as the ability to generate long-term cooperation, innovation, and value creation.

This requirement now guides all our actions and relies on structuring tools, such as our methodology for gauging impact, which is now recognised and serves as inspiration for other French and European agencies. This paradigm shift is transforming our role.

Beyond attraction, it is about being as close as possible to stakeholders (companies, investors, talents) to understand their constraints and support their trajectories. This means engaging in increasingly complex situations: hybrid research projects, converting industrial sites, supporting financial restructuring, talent recruitment, valuation of distressed corporate assets... while engaging the entire territorial ecosystem.

The response lies in a comprehensive attractiveness model, based on a combination of mutually reinforcing levers. Investment, talent, innovation, and major scientific, cultural, and tourism events must all be considered together.

ONLYLYON & CO operates on this basis, in coordination with all its partners – economic, academic, and institutional stakeholders, as well as dedicated structures such as ONLYLYON Tourism and Convention Bureau – each contributing, in its own way, to the attractiveness of the territory.

At the heart of this model, the ONLYLYON brand is a strategic instrument for differentiation and collective engagement. It enables stakeholders to be brought together, messages to be aligned, and a shared international narrative to be built. This narrative takes shape through joint actions (missions, events, public speaking engagements) that strengthen our visibility and our ability to attract talent, projects, and visitors. Today's student may well be tomorrow's entrepreneur, researcher, or conference delegate. None of this would be possible without the trust of our partners, first and foremost the Lyon Metropole and the Lyon Metropolitan Chamber of Commerce, Saint-Étienne Roanne.

Cooperation is at the heart of our model, both locally and at the European level, with initiatives such as Choose Europe.

ONLYLYON & CO thus carries a clear ambition: to federate, to tell a story, to attract, to connect, and to transform – serving the visibility, competitiveness, and resilience of the Lyon region.

Finally, I would like to recognize the commitment of the ONLYLYON & CO teams. They have chosen cooperation, skills development, and exposure to the complexity of the world.

The choice to act, by vocation, despite uncertainty.

Thank you all, and enjoy your reading.

ONLYLYON & CO

an ecosystem, a shared dynamic



Serving
territorial
resilience and
cooperation.



ONLYLYON & CO is a non-profit association created in 1974, gathering the main local authorities and economic institutions of the Lyon region. It is co-chaired by the Lyon Metropole and the Lyon Metropolitan Chamber of Commerce, Saint-Étienne Roanne.

Two programs

ONLYLYON & CO runs two programmes:
* ONLYLYON, the territorial marketing programme, and
* ONLYLYON Invest, the economic attractiveness programme.

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It is a public-interest association whose team is committed to promoting and enhancing the attractiveness of the Lyon region both in France and internationally. The Lyon region is defined as the “metropolitan square” (see the map on page 12).

Our missions

- To promote and showcase the Lyon region, in France and internationally.
- To identify, attract, support, and connect businesses, investors, talent, and innovative solutions from other regions in France and abroad. The association's mission includes encouraging their long-term engagement to benefit the Lyon region's economy and its residents.
- To foster economic cooperation with local, national, European, and international stakeholders in line with its purpose.

Our budget

The association's operating budget amounts to €5,055,169, broken down as follows:

ONLYLYON & CO income (€)		ONLYLYON Invest expenses (€)		ONLYLYON expenses (€)	
Métropole de Lyon subsidy	3,002,445	Sectors	1,246,935	Ambassadors	293,381
CCI Lyon Métropole Saint-Étienne Roanne subsidy	1,542,000	Location support	479,278	Communication	230,504
Territorial contributions	174,650	Marketing and communication	480,470	Press relations	76,680
Membership fees	30,000	International prospecting	618,889	Social media	267,657
Apprenticeship subsidies	26,000	Strategy and institutional relations	276,082	Project support	469,480
ONLYLYON partnerships	160,000	Talents	251,556	Partnerships	160,000
Dedicated funds	120,074	Territories	204,257	Total	1,497,702
Total	5,055,169	Total	3,557,467		

Governance: a collaborative ecosystem

The governance of ONLYLYON & CO is structured around five colleges, in addition to the co-presidency, and is based on cooperation. The Board of Directors comprises 27 members, with representation from each college. The General Assembly brings together, once a year, the association's 75 members from all colleges, although each college is also intended to meet throughout the year on various thematic topics. Our extended ecosystem includes all the partners and organisations with which we work to strengthen our actions and develop synergies.



3 questions to Sara Righenzi



Partner at KPMG, Sara Righenzi is Regional Director for Auvergne-Rhône-Alpes and Bourgogne-Franche-Comté and a member of the firm's governance bodies. She is also a member of the "Elles on board" network.

Why did you choose to join the governance of ONLYLYON & CO?

ONLYLYON & CO is an initiative that brings together stakeholders across the territory around a shared ambition: strengthening Lyon's attractiveness. I wanted to commit to it in order to contribute, alongside other leaders, to the influence and economic development of the metropolitan area.

In your view, what are the major economic challenges for the Lyon region?

Lyon has a strong and diversified economic ecosystem. The challenge is to accelerate innovation and the transition towards a sustainable economy while remaining highly attractive to talent and international investment.

You are British and lead KPMG's activities in the region, working with many international investors: in your view, what are the main strengths of the territory that ONLYLYON & CO should continue to strengthen and promote?

Lyon combines centres of excellence, a dynamic entrepreneurial ecosystem, and a high-quality of life. These are highly sought-after assets for international investors, and they must continue to be promoted on a global scale.



Data Room

Reading the territory differently.

Behind the figures lie real-world dynamics: those of a territory that is attracting, growing, and evolving. Those of residents settling in, businesses expanding, and sectors evolving. This dataroom aims to decode these movements. By cross-referencing demographic, economic, and territorial data, it reveals a territory in motion, between positive dynamics and challenges to address.

It was produced in partnership with OPALE – the Employment, Economy and Inclusion Observatory – led by UrbalYon, whose data and analyses helped shed light on the developments presented.

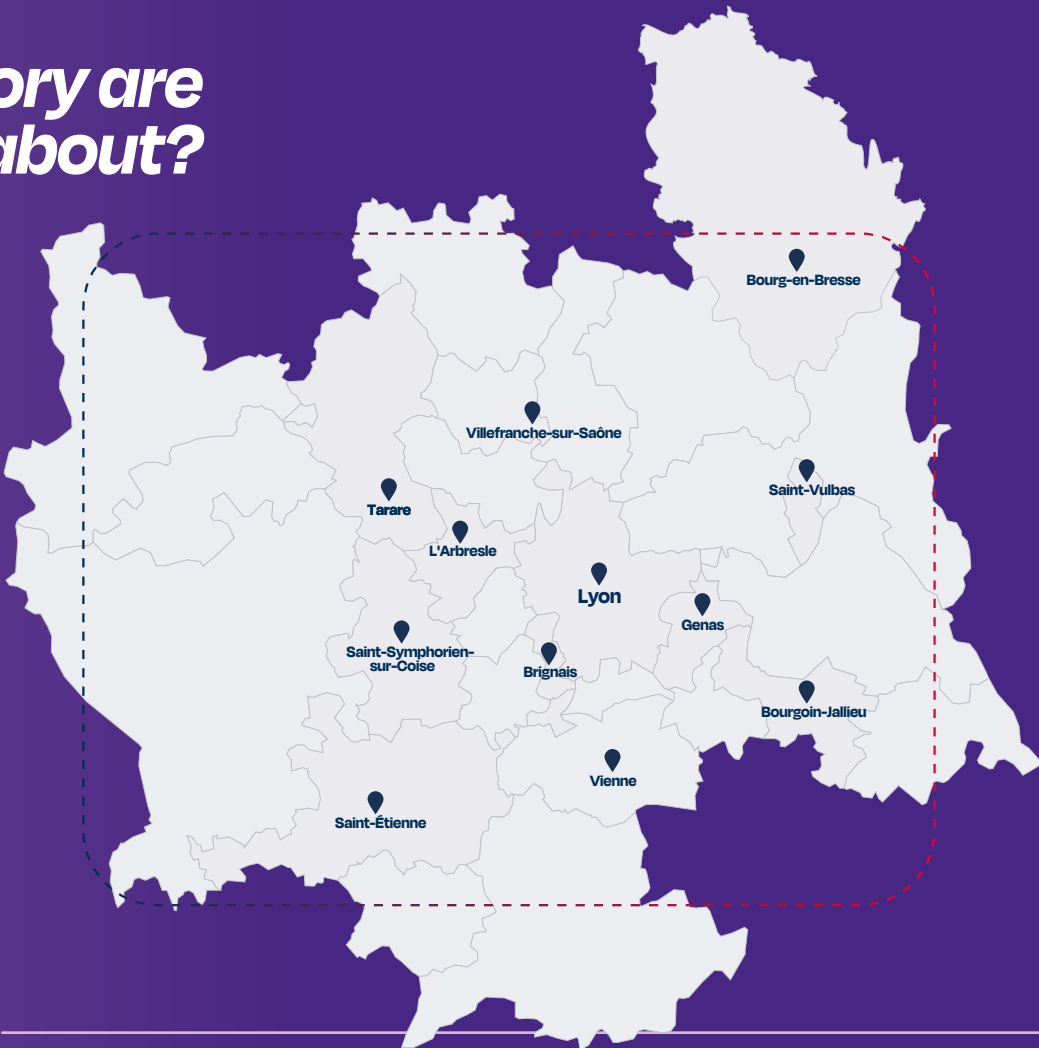


In concert with Lyon's metropolitan dynamic, the territory affirms its attractiveness, driven by its diversity, its growth, and its capacity to adapt.

Here, figures are not an end in themselves: they tell a story. That of a territory where opportunities are emerging for those who choose to live, invest, and do business there.

What territory are we talking about?

The “metropolitan square” (a recurring expression in this dataroom) refers to the economic and mobility catchment area around Lyon, as illustrated on the map opposite.



Human capital A territory that attracts and retains experienced profiles

+19,2%
Population growth over 20 years

With a population increase of +19,2% between 1999 and 2022—around 1.6 times the national average (+12%)—the metropolitan square confirms its attractiveness, driven by a balanced working-age population (57% aged 15–59) and a strong increase in experienced workers (+23% among 45–59-year-olds), highlighting its appeal for established and engaged profiles. (data compiled by OPALE – source: INSEE – population census 2022)

Age distribution

Population distribution by age group in 2022 in the metropolitan square and percentage change since 1999.

0–14 years	724,942	18%	+11,8%
15–29 years	735,226	19%	+6,4%
30–44 years	749,119	19%	+5,2%
45–59 years	745,311	19%	+23,0%
60–74 years	609,411	25%	+43,5%
75+ years	369,453	9%	+69,7%
Total	3,933,462		+19,2%

A territory... ...skilled ...productive ...balanced ...in transformation

Population aged 15 and over by socio-professional category

FARMERS AND AGRICULTURAL WORKERS	16,536	1%
ARTISANS, TRADERS, BUSINESS OWNERS	123,022	4%
SENIOR EXEC. AND HIGHER INTEL. PROF.	379,350	12%
INTERMEDIATE PROF.	504,198	16%
EMPLOYEES	467,695	15%
MANUAL WORKERS	377,867	12%
RETIREES	836,668	26%
OTHER	503,713	16%
TOTAL	3,209,049	

A skilled territory undergoing transformation, with a balanced and diversified working population: executives (12%), intermediate professions (16%), employees (15%), and manual workers (12%). The strong increase in the share of executives (from 7% to 12%) and the upskilling of intermediate professions reflect an economic fabric increasingly oriented towards higher value-added activities, while maintaining a balance between socio-professional categories. This ensures both productivity and a wide range of skills. (data compiled by OPALE – source: INSEE – population census 2022)

Data Room *Reading the territory differently.*

Economy & productive fabric

Diversity and resilience at the heart of the economic structure

Private salaried employment in 2024: number of jobs and number of employing establishments in the metropolitan square (data compiled by OPALE – source: Urssaf as of 31/12/2024)



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 #1 France's leading industrial region

Alongside Île-de-France, leader in services and corporate headquarters, Auvergne-Rhône-Alpes stands out as France's leading industrial region: with a higher share of industry than the national average, more industrial jobs than any other region, and a diversified industrial base, it represents a lasting engine of production, innovation, and reindustrialisation for the country. (source: CCI Auvergne-Rhône-Alpes)

Entrepreneurial dynamism and strategic presence of major groups

68,000
corporate
headquarters

With more than 68,000 headquarters, including nearly 7,000 mid-sized companies and 240 large corporations, the Lyon Metropolis combines entrepreneurial dynamism, attractiveness for SMEs, and the strategic presence of major groups, offering a balanced ecosystem conducive to innovation and skilled employment.

Number of business headquarters in the Lyon Metropolis by company size (data compiled by OPALE – source: INSEE – SIDE, 31/12/2022)



The metropolitan square benefits from a diversified economic fabric, covering strategic sectors ranging from industry and energy to digital, health, and food. This diversity creates a dynamic ecosystem, offering numerous business opportunities and an attractive market for investors.

Attractiveness and investment

2nd France's most attractive region

In 2024, France remains the leading European destination for foreign direct investment (1,025 projects), ahead of the United Kingdom and Germany, despite an overall 14% decline in FDI across Europe.

The Auvergne-Rhône-Alpes region ranks as the second most attractive French region, with 146 projects generating more than 2,500 jobs, confirming its dynamism and resilience for international investors (source: EY Attractiveness Survey 2025).

Auvergne-Rhône-Alpes attracts investors despite a tense global context

The Lyon Metropolis remains the most attractive in France after Paris, with 48 foreign investment projects in 2024, well ahead of metropolitan areas such as Marseille, Toulouse, Lille, or Nantes.

Top 10 host regions for FDI in Europe in 2024 (and % change)

1. GRAND LONDRES (LONDRES)	265	-26%
2. ÎLE-DE-FRANCE (PARIS)	258	-14%
3. NORD-RHÉNANIE-WESTPHALIE (DÜSSELDORF)	180	-9%
4. AUVERGNE-RHÔNE-ALPES (LYON)	146	-13%
5. FLANDRES (ANVERS)	137	-6%
6. ECOSSE (EDIMBOURG)	135	-5%
7. BAVIÈRE (MUNICH)	124	-2%
8. LOMBARDIE (MILAN)	116	+27%
9. CATALOGNE (BARCELONE)	107	-9%
10. HAUTS-DE-FRANCE (LILLE)	101	-8%

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#1 Leading EU region for foreign industrial investment in 2024, ahead of many major European industrial regions. (source: Invest in Auvergne-Rhône-Alpes – based on data from the EY Attractiveness Survey 2025)

CORPORATE REAL ESTATE

Despite a challenging economic context, corporate real estate in Auvergne-Rhône-Alpes confirms its attractiveness, highlighting its ability to attract capital, particularly in logistics, industrial assets, and properties adapted to new ways of working. (source: Corporate Real Estate Investment Data 2025, Auvergne-Rhône-Alpes).

€721 M
invested in 2025,
including more than
€250 million in the
Lyon Metropolis

Data Room

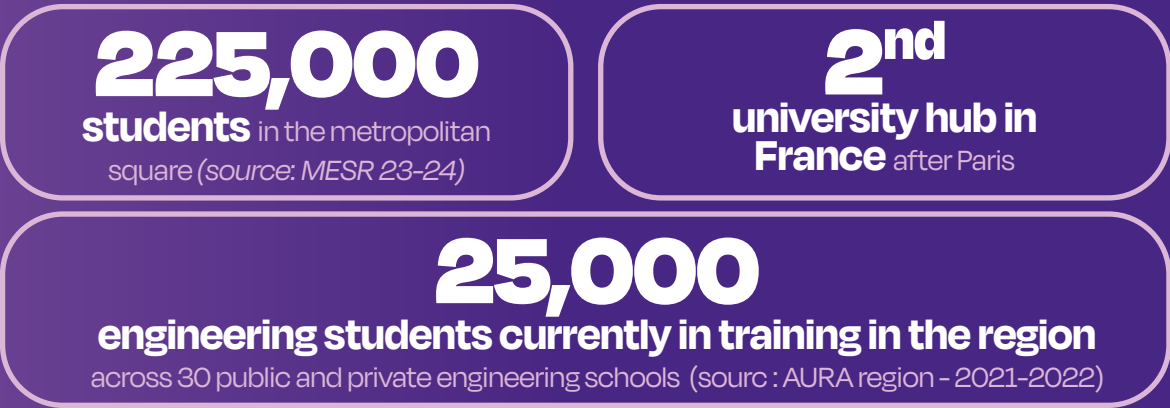
Reading the territory differently.

Talent & innovation



The Lyon area profits from a diverse economic base with strategic sectors ranging from industry, to energy, to digital, to health, to food products. This diversity creates a dynamic ecosystem, offering numerous business opportunities and an attractive investment market.

A territory that attracts and trains tomorrow's talent



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A major hub for innovation and research

With more than 1,400 patent applications filed across the four departments that make up the metropolitan square (Rhône, Ain, Loire, Isère), our territory contributes to the dynamism of the Auvergne-Rhône-Alpes region, which accounts for 18% of patent filings in France and stands out as a true innovation hub, combining technological excellence, cutting-edge research, and strong attractiveness for both companies and talent.

Auvergne-Rhône-Alpes ranks second, ahead of Occitanie (5.8%), Nouvelle-Aquitaine (3.9%), Provence-Alpes-Côte d'Azur (3.5%), and Pays de la Loire (3.4%).

In 2023, business R&D expenditure in the region reached €6.97 billion, representing more than 12% of the national total (source: MESR-SIES, corporate R&D survey).



To learn more about the Lyon Talent Factory model, download our thematic report at www.onlylyon.com/en/press-room

Ecological transition



The metropolitan area and its surrounding region is actively engaged in the energy transition. 25% of its electricity production comes from renewable sources (wood, hydropower, biogas, photovoltaics, and heat pumps), contributing to a sustainable energy mix while maintaining reliable production through nuclear energy. The territory outperforms regions such as Île-de-France or Provence-Alpes-Côte d'Azur, confirming its role as a national leader in the energy transition. (source: ORCAE)

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in the metropolitan area, representing 48.2% of total surface area (source: General Agricultural Census (RGA) – DRAAF Auvergne-Rhône-Alpes – 2020)

Business tourism



France's **leading** destination and **8th** worldwide for sustainable tourism and MICE, with a score of 84.4/100, showing strong improvement compared with 2024 (source: GDS Index 2025).

ONLYLYON Invest

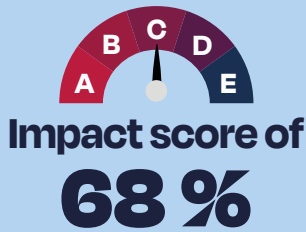
Key indicators 2025

Measuring
our impact,
understanding
our work.

The economic attractiveness programme of the Lyon region, ONLYLYON Invest annually supports around sixty French and international location projects. Working closely with public and private stakeholders, we foster resilient, sustainable, economic growth rooted in the local economy. Through tailored services, we support companies in successfully establishing themselves in one of Europe's most dynamic and open territories.

59 supported direct investments

Number of national or international company projects established in the territory with support from ONLYLYON Invest.



Share of investment projects scoring above C on the impact scale.



40 % of projects involve foreign investment.

6 additional investments

Technological or social-innovation solutions brought into the region, either directly or through partnerships, with local stakeholders.

Inclusion
29 %

The percentage of ONLYLYON Invest hires promoting diversity and equal opportunity.

902 jobs in 3 years

Number of jobs created within 3 years by companies established during the year with the support of the Agency.

Expressed real estate needs



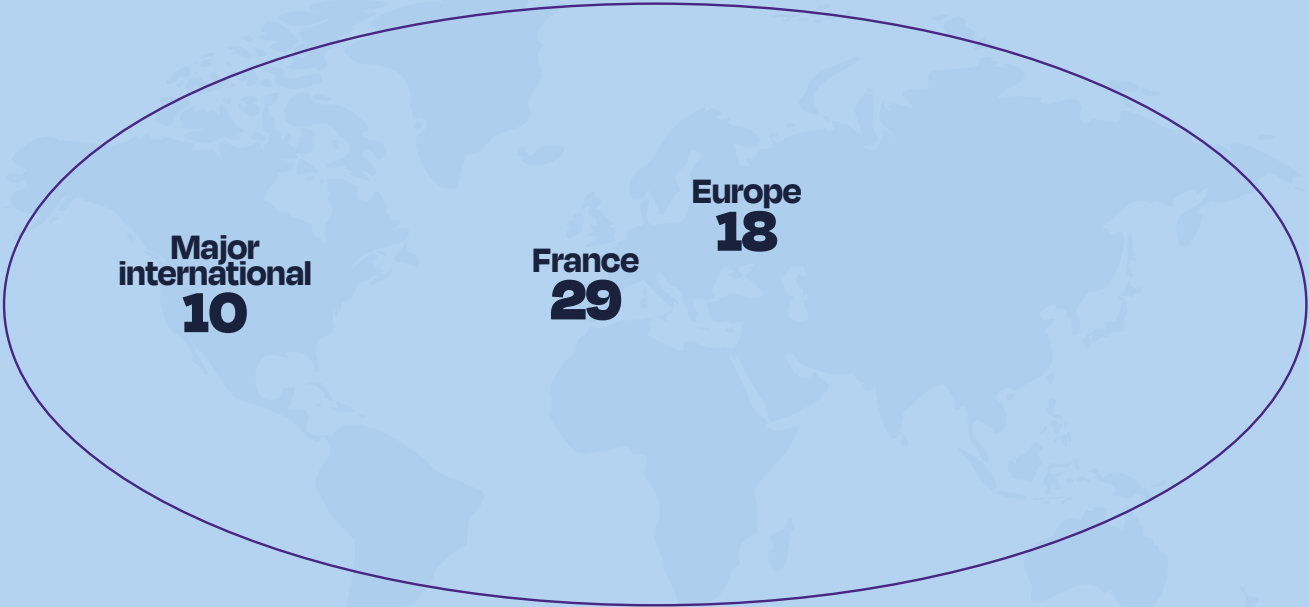
€510M Financing needs expressed by companies

- Land - 20 hectares
- Industrial/operational space - 34,970 m²
- Office space - 2,610 m²
- Flexible space - 20 workstations

Prospecting activities

Nearly 60 prospecting initiatives (trade shows and missions)

153 new projects identified and qualified in 2025



FOCUS Learning expeditions at Lyon's major industrial trade shows

During the Global Industrie (March) and Pollutec (October) trade shows in Lyon in 2025, our teams organised several initiatives combining the international reach of these flagship events with the force of the Lyon region.

The goal: to welcome industrial entrepreneurs from around the world, ready to invest in the territory and help build the industry of tomorrow.

Global Industrie is both a technological showcase and a major meeting point between French industry and international markets.

This year, foreign delegations from across the globe were able to explore the region's outstanding industrial expertise.

The programme included guided tours of the Eurexpo Lyon exhibition centre to discover cutting-edge innovations and future technologies, visits to advanced industrial sites (Renault Trucks, a leader in e-mobility, and MATERI'ACT, a spin-off of the FORVIA Group and leader in sustainable materials), and a networking evening with more than 50 professionals to strengthen international synergies.

ONLYLYON Invest also leveraged the Pollutec trade show, an international benchmark event for environmental solutions for industry, cities, and territories, to showcase the region's innovations and sustainable



Global Industrie solutions to around fifty international prospects.

The programme included a guided tour of Pollutec to meet local industrial stakeholders, a visit to the LyonTech-Ia Doua laboratories, a place where industry is shaped through close cooperation between companies, research centres, and academia, and a networking evening at I-Factory bringing together more than 100 professionals from the sector.



Pollutec

Companies and projects supported in 2025

Services (18)







Industry (16)







Clean Technologies (14)





Digital (6)





Life Sciences (5)





Partnerships (4)



Solutions (2)





Different paths, one shared choice: the Lyon region

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How can we attract and accelerate innovation in a territory? What enables companies to test, produce, and deploy industrial and technological solutions at scale?

In 2025, the Lyon region shows that a combination of talent, infrastructure, and strong local partnerships creates a unique environment to tackle these challenges and turn projects into concrete successes.

Diverse industrial sectors and development strategies

Why do some regions succeed in attracting and accelerating industrial innovation? In the Lyon area, the answer lies in its industrial sectors: chemistry and catalysis with MCatalysis, electric mobility with REV Bus&Truck, energy transition and HVAC solutions with Carrier, circular economy with Uzaje, digital and smart building technologies with vadiMAP, health and biopharma with the Manufacturing and Supply (M&S) Accelerator of Sanofi, and innovative nuclear solutions with Thorizon.

The projects supported by ONLYLYON Invest reflect the richness and diversity of industrial and innovation dynamics across the Lyon territory. From traditional industry to energy transition, digital innovation, and the circular economy, companies are reinforcing existing sites, developing new activities, and testing cutting-edge technologies. These initiatives enrich existing industrial sectors, reinforcing synergies between industrial, academic, and institutional stakeholders.



Michael Irwin,
founder of
MCatalysis



From left to right:
Laure Claquin, Director of Operations at Thorizon France
Laurence Festor, Head of Operations of Sanofi's AI Accelerator
Emmanuel Auberger, Founder and President of Uzaje
Rosalie Pardon, Human Resources Director at Carrier

The region does not merely host initiatives: it creates an environment where production, experimentation, and large-scale deployment are possible. Companies join well-established value chains and help them evolve, accelerating the development of new solutions and emerging industries.

Un partenariat stratégique
entre Thorizon et l'INSA Lyon



In the Lyon region, these sectors do not simply coexist: they interact, reinforce one another, and provide companies with a unique environment to turn innovation into concrete industrial success, while strengthening their impact on the territory.

A territory that meets business challenges

Although their projects differ, all these companies chose the Lyon region for similar reasons. Excellent European connectivity, a dense industrial base, high-quality infrastructure, and a strong talent pool form a solid foundation for supporting their establishment and growth.

Beyond these structural advantages, the region stands out for its ability to foster interaction between stakeholders. The synergies between economic, academic, and institutional spheres accelerate both innovation and industrial scaling. As noted by Laurence Festor (Sanofi), "the proximity of our industrial sites and access to AI and digital talent were decisive." This view is shared by Laure Claquin (Thorizon), for whom "the local scientific and industrial ecosystem is a key lever for accelerating our R&D developments."

For Emmanuel Auberger (Uzaje), another decisive factor stands out: "demand from local authorities and public support were key in our establishment"

Finally, the region offers not only a favourable environment but also concrete

“
The Lyon region provides a complete ecosystem to accelerate our projects!

Rosalie Pardon, Carrier

operational advantages. Access to land, opportunities for business acquisition and transfer, and networking platforms—all resources that enable companies to test, structure, and deploy their projects in both a strategic and operational context.

Sector-specific challenges

Behind this diversity, companies are facing deep transformations that are redefining their business models. The energy transition, digital transformation, regulatory pressure, and access to skills directly influence location decisions and industrial strategies.

REV Bus&Truck à
Villefranche-sur-Saône



Some must primarily respond to challenges of scale and sovereignty: Carrier is supporting the rapid growth in demand linked to data centres while helping strengthen European industrial independence.

Others focus on technological integration to accelerate their processes, such as Sanofi, which leverages AI and IoT to bring innovation closer to patients.



The Carrier site in Montluel

In more emerging sectors, the challenges lie in mastering complex technologies and structuring new industries. Thorizon is developing innovative nuclear solutions through high-level scientific partnerships, while Uzaje is scaling industrial reuse systems. MCatalysis is part of this dynamic, working on

synthetic fuels with a clear ambition: “to produce sustainable fuels at a cost competitive with oil.”

Other companies are focusing on operational transformation: vadiMAP is simplifying and accelerating energy-efficient renovation through digital tools, while REV Bus&Truck is exploring the potential of electric retrofit solutions.

These sector-specific challenges illustrate the ability of the Lyon region Lyon, supported by its comprehensive ecosystem, to accompany a wide variety of projects while helping them remain competitive.

Strategic support at every stage

Support from ONLYLYON Invest is a key lever to secure and accelerate projects. Through targeted connections, local expertise, support with regulatory challenges, and easier access to financing, companies improve efficiency, reduce risks, and structure their teams more quickly.

This translates very concretely into the projects carried out in the territory. For example, Carrier was able to run a recruitment campaign of 100 hires at its Montluel site within optimized timelines: “support from ONLYLYON Invest helped us quickly identify the right profiles and optimize our hiring timelines.”

For others, the focus is more on visibility and local anchoring. MCatalysis highlights the agency’s role in securing its establishment: “support from ONLYLYON Invest gave us greater visibility, strategic contacts, and decisive local expertise.”



Bertrand Berger, CEO of REV Bus&Truck



The industrial centre of Uzaje in Saint-Priest



The M&S Accelerator of Sanofi

Similarly, vadiMAP emphasizes structured support from the earliest stages of its development in France: “this support helped us set up effectively and build key partnerships to accelerate our growth”.

Finally, Uzaje and Thorizon point to comprehensive support ranging from site selection to access to financing, as well as team building; which enabled a rapid and reliable rollout.

Strong territorial anchoring through collaboration

These companies are firmly rooted in the Lyon ecosystem, benefiting from a well-organized local environment. Sanofi coordinates its digital initiatives across its regional sites and benefits from strong academic and industrial partnerships. Carrier adds that “close proximity to public and industrial partners strengthens our regional presence and facilitates strategic dialogue.”

These dynamics are built on close collaborations. MCatalysis relies on local partners to integrate R&D and production, stating that “Lyon has established itself as a leading hub.” Thorizon develops its projects with partners such as INSA Lyon, Orano, and EDF, while vadiMAP and Uzaje work with clusters and financial networks to support their growth. REV Bus&Truck, meanwhile, is reviving GreenMot and building a local HR hub.

These collaborations help companies accelerate their projects while leveraging the region’s strengths—its infrastructure, talent, and innovation networks—to ensure long-term regional integration.

Projects supported in 2025 illustrate this dynamic. Site expansion, emergence of new industries, energy transition, and technological experimentation: the Lyon ecosystem, supported by ONLYLYON Invest, fosters innovation, secures business establishment, and structures teams, positioning the territory as a long-term hub of industrial and innovation excellence.

Fiches projets



Activity: High-tech heating, ventilation, air conditioning, and refrigeration solutions for industry, commercial buildings, and data center infrastructure.

Project: Modernization and strengthening of the Montluel site, with over €40 million invested to optimize production lines and inaugurate an expanded R&D laboratory as well as a new testing center dedicated to high-performance solutions and data centers.



Activity: Conversion of carbon-rich waste (plastics, residual gases, biomass) into synthetic fuels and chemical products using electrified catalysis technology.

Project: Progressive development of the value chain in the Lyon area, from a prototype in Villeurbanne to an industrial demonstrator and a future pilot plant, with the ambition of scaling up to industrial production.



Activity: Global biopharmaceutical company developing innovative therapeutic solutions and vaccines.

Project: Launch of the 3rd Digital Accelerator in Lyon, integrating AI and IoT to transform industrial sites (Marcy-l'Étoile, Lyon Gerland, Neuville-sur-Saône), accelerate production, and strengthen pharmaceutical innovation.



Activity: SaaS platform supporting decision-making for energy renovation of commercial and industrial building portfolios.

Project: Deployment of its building energy analysis solution, aiming for large-scale rollout and strategic anchoring in Lyon to prepare European expansion.



The SaaS platform of vadiMAP

Lucas Batier, Regional Director France at vadiMAP



Activity: Convert diesel buses and coaches into fully electric vehicles (retrofit), accelerating the shift to clean mobility.

Project: Acquisition of GreenMot’s activities and launch of a new plant in Villefranche-sur-Saône, supported by a €1.2 million investment from the joint venture, preserving around 20 jobs and enabling industrial-scale production.



Activity: Circular economy company specializing in industrial washing and reuse of food containers (stainless-steel crates, cups, boxes, jars, etc.) for catering, events, and the agri-food sector.

Project: Creation of an industrial center in Saint-Priest for washing reusable containers, serving local authorities and businesses, reducing waste and promoting zero plastic, with the creation of around 20 local jobs.



Activity: Deep-tech company developing 4th-generation molten salt small modular reactors (SMRs).

Project: Design of the Thorizon One reactor in Lyon, supported by scientific testing and partnerships with local institutions (including INSA Lyon, the Matéis laboratory, and CURIUM), aiming for industrial deployment by 2030.

Between challenges and resilience

how the Lyon region is rallying behind industry

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Sébastien Brasier, Head of Business Development and Regional Integration at ONLYLYON Invest, analyzes the dynamics affecting struggling companies in the Lyon region in 2025 and the key role of support mechanisms in preserving jobs and industrial projects.

Supporting struggling companies means turning obstacles into opportunities

What is the current situation for struggling companies in 2025?

At the national level, a recent article by L'Usine Nouvelle identified 124 industrial sites closed or under threat in 2025. The Lyon region, with its strong industrial base, is not immune to this trend, which signals a slowdown in the reindustrialization progress made over the past decade.

In this turbulent context, ONLYLYON Invest has been strongly engaged alongside public stakeholders such as the CCI Lyon Métropole Saint-Etienne Roanne, local authorities, and the DREETS. The agency has intervened in nearly 20 cases, representing around 1,800 jobs threatened or lost.

All types of companies are affected, from small businesses to large corporations, with ripple effects across the entire ecosystem and throughout the territory (Lyon Metropolis, Nord-Isère, Beaujolais, and Ain).

What are the main sector trends?

Several underlying trends are emerging.

The automotive and low-carbon mobility industries are under particular pressure. Between massive investments, uncertain demand, and increasing international competition, companies in the sector are facing strong pressure that weakens the entire value chain.

Locally, this has resulted in significant restructuring involving companies such as JTEKT in Irigny, Valeo in Saint-Quentin-Fallavier, GreenMot, Eaton, and Symbio.

The chemical industry is also experiencing a structural crisis. Rising energy costs, environmental

requirements, and pricing pressure are weakening European competitiveness against international rivals. Several local sites are affected, including DOMO Chemicals in Saint-Fons, Von Roll in Meyzieu, and Cotelte in Rillieux-la-Pape.

Finally, the luxury textile sector is operating in a more constrained environment than it may appear. Rising costs, post-Covid disruptions, and intensified competition are putting pressure on margins, weakening even exceptional craftsmanship. In the region, Maroquinerie des Pierres Dorées and Velours de Lyon are recent examples.

What role can ONLYLYON Invest play in these situations?

Historically focused on growth and attractiveness, the agency is now deploying additional means to support companies in difficulty through four main areas of action.

First, identifying buyers and investors. Thanks to its international networks and a portfolio of around 200 projects, ONLYLYON Invest identifies stakeholders capable of taking over activities and preserving jobs. The example of GreenMot, partially taken over by REV Bus&Truck, illustrates this approach.

Second, enhancing the value of industrial sites. Vacant industrial land can host new projects, as seen in Saint-Fons, where the DOMO Chemicals site is attracting interest from low-carbon chemistry players.

The third lever is workforce redeployment. Employees affected by restructuring represent a pool of expertise that the agency connects with recruiting companies, notably through job-dating initiatives.



The Lyon region is being tested, but it remains resilient.

Finally, the agency provides support for business development and financing to help companies navigate difficult phases.

What lessons can be drawn for the region's attractiveness?

These situations highlight that attractiveness is not only about attracting new projects. It also depends on the ability to support transformations, preserve know-how, and enhance existing resources. The challenge is to maintain a strong, sustainable industrial base capable of adapting to ongoing transformations.

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ONLYLYON

The territorial brand

ONLYLYON, the first French territorial brand created in 2017 by 13 institutional partners from the Lyon metropolitan area, stands as one of the pioneering place-marketing programs in Europe. Since its launch, it has worked to strengthen the territory's visibility and competitiveness, enhance its international image, encourage innovation, promote quality of life and urban living, and anticipate major social and environmental transitions. The ONLYLYON brand develops a unifying narrative designed to highlight the territory's attractiveness and its sectors of excellence, while showcasing the dynamism of its economic, academic, social, and cultural stakeholders, with the aim of attracting talent, businesses, projects, and tourists in a context of increasing competition among global metropolitan areas.

Make a change. Feel alive.

Built on a unique collaborative model, ONLYLYON is a strategic tool supporting the dynamism and transformation of the Lyon metropolitan area, driven by an ambitious mission statement: "Acting here and elsewhere to make the territory sustainably welcoming and attractive." It is driven by a strong collective dynamic: a unique model of collaboration bringing together public, institutional, consular, private-sector, and academic partners, private-sector partners, and

academic networks around strong ambitions for the development of the territory. This collective strength is further reflected in its network of Ambassadors, as well as in its large community of followers across its communication channels, website, and social media platforms. Driving shared identity and vision, ONLYLYON shapes and promotes the image of an innovative and creative territory through an umbrella brand that provides a coherent narrative framework and unites collective energies.

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Communities

The strength of a committed collective.

7,749 ONLYLYON Ambassadors

The Ambassadors (+1,279 in 2025), in France and internationally, take part in inspiring events and engaged initiatives (161) that strengthen the network's connections and enhance the visibility and influence of the Lyon metropolitan area.



22 private partners

More than 40 events

They embody the Lyon way of "doing things together" by engaging in a collective that, through around twenty annual events, fosters impact, talent attraction, and the visibility of the territory's innovations.

In France and internationally, they have brought together partners and Ambassadors around inspiring conferences, learning expeditions, urban explorations, onboarding sessions, and co-creation workshops, strengthening the collective momentum of the network.

Media

The power of the message.

Generated through the joint station media plan with the Lumière Festival in the Lyon region.

14 million contacts

20 million digital impressions

2 million followers

For the "5 lives" campaign, launched in November in Paris, Frankfurt, London, and Boston, as well as on social media.

ONLYLYON social media channels experienced strong growth in 2025, with a highly engaged community and interaction rates above standard benchmarks.

International

Lyon and everywhere else.

7 communities around the world

In Paris, Brussels, Frankfurt, Barcelona, New York, Boston, and Montreal.

40% of the Ambassadors are based outside the territory

1 collective mission

In New York and Boston, bringing together economic and academic stakeholders (see next page).

2 joint operations

In Brussels and Frankfurt with ONLYLYON Tourism and Conventions, bringing together 200 participants.

- 1.6 million on Facebook (6.1 million views)
- 166,000 on Instagram (7.6 million views)
- 110,000 on TikTok (1.4 million views)
- 68,000 on LinkedIn (696,000 views)

ONLYLYON in action



100 years of the Mazaud Group



Onboarding Huttopia



Ambassador Soirée
"A summer to change tomorrow"



Conference
Heidi Sevestre



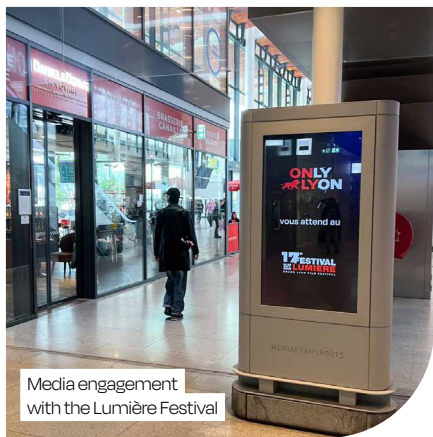
Exploration urbaine
La Ruche Industrielle



ONLYLYON
in Frankfurt



The ONLYLYON sculpture
is renewed at the Confluence



Media engagement
with the Lumière Festival

The spirit of the collective.



Maxime Séché
CEO of Séché
Environnement

How would you describe Séché Environnement's roots in the Lyon metropolitan area?

For many years, Séché Environnement has built a strong industrial presence in the Lyon area and the broader Auvergne-Rhône-Alpes region. We operate several industrial sites and services there, particularly in waste management, industrial water treatment, and pollution control solutions, all of which directly contribute to the circular economy and to the ecological transition of local companies.

We have also expanded our regional activities, for example through the acquisition of Séché Assainissement Rhône-Isère in Isère, which strengthens our capacity to operate in areas such as sanitation and industrial maintenance.

What relationships do you maintain with local economic, institutional, and industrial stakeholders?

We work closely with many local partners: industrial companies using our solutions, local authorities, industrial platforms, and business networks.

For example, our district heating project at the Plaine de l'Ain industrial park perfectly illustrates this type of cooperation: it involves pooling energy resources for three factories in the park, promoting both decarbonization and energy autonomy.

These kinds of initiatives are built in close collaboration with territorial partners, as they address concrete needs in terms of industrial attractiveness and environmental performance.

Why did you enter into a partnership with ONLYLYON, and how does it fit into your regional strategy?

Our partnership with ONLYLYON is part of our commitment to actively contribute to the visibility and attractiveness of the Lyon region.

ONLYLYON's mission is to identify, attract, and connect companies, talent, and innovative solutions with the territory in order to strengthen its economic resilience.

By being part of this dynamic, we can both share our industrial expertise in support of the region's economic and ecological transitions, and connect with a network of local and international stakeholders that enhances the visibility of our company and of environmental industries.

This cooperation is a lever for jointly contributing to the necessary transformations, whether environmental, social, or economic.



Ambassador's voice

In 2025, as an international organizer of scientific conferences and frequently travelling abroad, I had the opportunity to present Lyon to the International Association of Women Business Owners in Kaohsiung (Taiwan), a network of 250 members. This led to the upcoming visit of a delegation of around twenty Taiwanese business leaders to explore the metropolitan area and its economic ecosystem. As a long-standing ONLYLYON Ambassador, I actively contribute to the international visibility of Lyon. I also worked with the ONLYLYON Tourism and Conventions teams to host the ECVIM veterinary congress in 2024, which brought together 1,600 participants from 50 countries worldwide. It was a real source of pride to welcome this congress in my "home town" and a very memorable experience.

Florence Kahn-Ramos
International event
organization specialist
and ONLYLYON Ambassador



Mission journal in the United States

A deep-dive into academic and economic cooperation with Hervé de Malliard and Pascal Ray.



Hervé de Malliard
President of Maison MGA



Pascal Ray
Director of École Centrale de Lyon

In November 2025, ONLYLYON led a strategic mission to the United States, bringing together around ten partners, including academic and institutional stakeholders. Over the course of a week, the delegation took part in a series of key activities: territorial promotion events, outreach and prospecting initiatives, visits to schools and universities, as well as numerous professional meetings. Through their testimonies, two of our partners reflect on the highlights of this mission, the opportunities identified, and the prospects opened up to strengthen international cooperation. Their perspectives highlight the richness of this collective experience and its impact on enhancing the visibility of the Lyon ecosystem on the international stage.

What were your objectives in taking part in the ONLYLYON mission to the United States in November 2025?

Hervé de Malliard

As an entrepreneur, I took part in this mission to better understand the expectations of the U.S. market, meet industrial partners, draw inspiration from American excellence in health innovation, and assess medium-term opportunities for collaboration and development.

These collective missions also help demonstrate that the Lyon region has an innovative and structured industrial ecosystem at the global forefront of fully integrated complex systems engineering and a “lab-to-factory” value chain capable of delivering ambitious international projects.

Pascal Ray

This mission fully aligned with our international development strategy, both at the level of the school and of the Lyon-Saint-Étienne Engineering College and the Université de Lyon COMUE, of which we are members. The goal was to

strengthen ties with American academic and scientific institutions, identify new opportunities for cooperation in research and education, and showcase Lyon’s engineering excellence to universities and companies alike.

The mission also helped increase the international visibility of our students and faculty, opening new perspectives for outgoing mobility as well as for hosting American students and researchers.

What were the most memorable moments or exchanges during this mission?

HdM

What struck me most was the ability of the New York and Boston ecosystems to create a highly fluid continuum between research, funding, and innovation.

Exchanges with academic and industrial stakeholders confirmed how proximity between universities, hospitals, startups, and investors generates a powerful acceleration effect.

Soirée Ambassadeurs à Boston



“We have all the ingredients: academic excellence, strong hospital capacity, and industrial expertise.”

Hervé de Malliard

The incubation and startup acceleration platforms are impressive—we should draw inspiration from them to aim higher.

I was also struck by the maturity of discussions around advanced therapies—cell therapies, mRNA, techbio—where the challenge is no longer purely scientific but deeply industrial: how to produce at scale, reliably and competitively. This is clearly where Lyon and its region can make a difference, provided we fully structure this excellence. Finally, this mission demonstrated the strength of the Lyon collective: when we speak with one voice, we are credible and heard internationally.

PR

I fully agree with Hervé. Speaking with one voice internationally is essential. What impressed me most is that the excellence of our academic ecosystem in Lyon—and especially when acting collectively—is fully recognized by leading American universities. We were able to engage on equal footing in discussions on research as well as student and researcher mobility.



The delegation visiting Harvard Business School



Visit to The Engine



Choose Lyon at the Consulate of France in New York.

The mission

15 academic & economic partners

5 days in New York & Boston

4 key highlights

included meetings with students at the French High School (Study in Lyon), with investors (Choose Lyon), and with ONLYLYON Ambassadors (Voices of Talents for Impact).

3 universities visited

(Columbia, Harvard & Tufts University)

4 incubators + 2 French startups visited

5 business development meetings led by ONLYLYON Invest and 4 projects identified.

However, there is a major difference: the economic model of higher education and the way projects are funded in the U.S., through significantly higher tuition fees and large-scale philanthropic funding.

What are the key lessons learned from this mission for your field and for the territory?

HdM

The first lesson is clear: the real competition is about speed—from laboratory to industrial scale. Innovation only has value if it is produced, deployed, and made accessible.

The second is the importance of capital—financial, of course, but also human and organizational. U.S. ecosystems embrace rapid and large-scale risk-taking, whereas in Europe we can sometimes be overly cautious.

The good news is that our territory already has all the ingredients: academic excellence, strong hospitals, and industrial expertise. Our challenge is to connect them better, make them more legible, and build a truly integrated continuum. Finally, we must better assert our uniqueness: Lyon is one of the few places in Europe capable of designing, testing, and industrializing complex health technologies. We now need to make this expertise widely known.

PR

Like Hervé, I believe we must draw inspiration from the American capacity to innovate with strong risk-taking and a deeply integrated technological and financial ecosystem.

We must continue strengthening our ecosystem approach, because we already have all the assets and strengths to succeed.

**“
Speaking with a single voice on the international stage is essential!”**

Pascal Ray

As board members, what are your wishes for ONLYLYON's international activity, particularly in North America?

PR

ONLYLYON is a true catalyst of expertise, bringing together academics, companies, professional associations, and local authorities. It is also a valuable partner helping us, as academics, to communicate collectively on the international stage.

We must continue refining the image of our territory and

We need to keep working together, sharing, and co-constructing. We are France's leading industrial region, and engineering in Lyon is as strong as in Paris, with an attractive quality of life and the right infrastructure. So let's dare to move forward together.

our academic positioning to strengthen it nationally and internationally. This will help attract talent for both higher education and companies, and of course support the arrival of new ones. We have many strengths to showcase—so let's inspire our international partners around key engineering themes. Together, let's build the Lyon Institute of Technology.

HdM

ONLYLYON has a key role to play in structuring and projecting a clear and distinctive international image of our territory. I see three priorities.

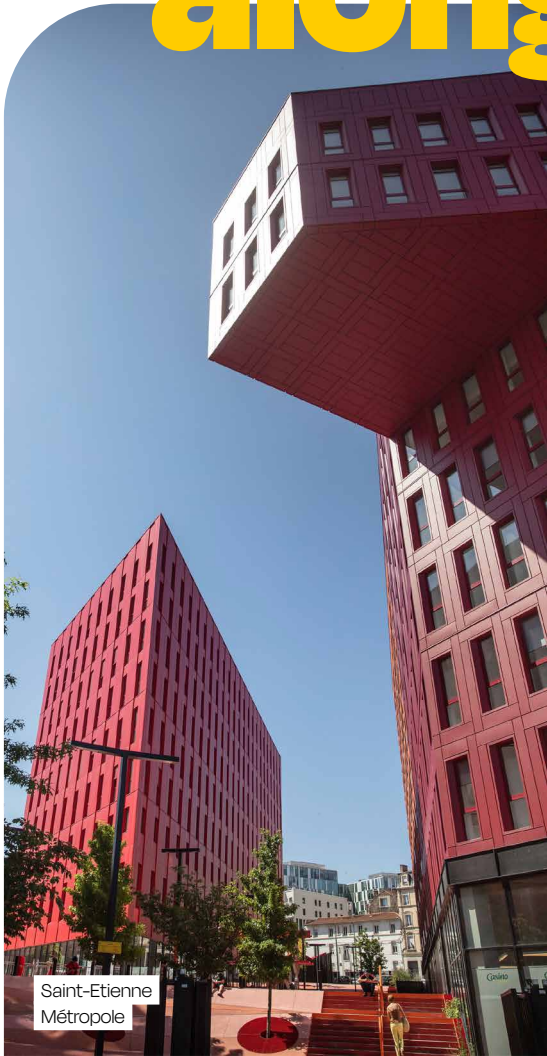
First, strengthen a unified, clear, and ambitious narrative highlighting our unique ability to integrate research, clinical practice, engineering, and industry in health and biotech fields.

Second, focus our efforts more strongly on North America by building long-term relationships with key ecosystems such as Boston, New York, and San Francisco, and by creating concrete bridges for companies, researchers, and investors.

Finally, move from promotion to demonstration: bring people here, show them, let them experience it. It is by showcasing real projects, factories, technology platforms, and concrete collaborations that we will build attractiveness and trust.

A network of territories committed alongside us

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Saint-Etienne
Métropole



Communauté
d'Agglomération Porte de l'Isère

ONLYLYON & CO operates across the Lyon region through a network of regional partners. This diverse ecosystem extends from peri-urban hubs to more rural areas. Equipped with key structural assets—land availability, industrial sectors, expertise, infrastructure, and quality of life—they offer tailored solutions to companies and talent. This complementarity enables the Lyon region to welcome a wide range of projects across industry, innovation, and services. Driven by a common goal, the agency and its partners work together to strengthen the long-term appeal of the Lyon metropolitan region.

Spotlight on **Emilie Brot**

General Manager of the Plaine de l'Ain Industrial Park (PIPA), one of the largest industrial parks in Europe with nearly 200 companies and over 8,000 jobs.

The Plaine de l'Ain Industrial Park is often described as a laboratory for innovation in resource management. How are these challenges transforming the way an industrial park is designed today?

Resource management—energy, water, and biodiversity—has become a key strategic issue for industrial areas. In a park like Plaine de l'Ain, which hosts nearly 200 companies, our role is to support manufacturers in moving towards more sustainable solutions while strengthening their competitiveness.

For example, we are developing a shared solar power plant for on-site energy use, carried out with several companies in the park, to produce local renewable energy directly used by industrial players.

On water, we are also working to optimize usage and secure resources by promoting more efficient management and exploring reuse or sharing solutions between companies.

The objective is to turn the industrial park into a true ecosystem where resource management becomes a lever for innovation, performance, and resilience for businesses.

What concrete benefits do these initiatives bring to companies and to the territory?

These initiatives enable companies to better control their energy costs and access sustainable, locally produced solutions. They also foster stronger cooperation among industrial companies, for example around energy or resource valorization.

At the territorial level, this strengthens the attractiveness of the park and positions Plaine de l'Ain as an industrial hub capable of combining economic development with environmental transition.

You are a member of the Territories college of ONLYLYON & Co. Why this commitment, and what does this dynamic bring to an industrial park like yours?

The Plaine de l'Ain Industrial Park is located about forty kilometers from Lyon, but it is fully part of the broader economic basin of the greater Lyon region. Companies that choose to locate there are looking both for high-quality industrial land and proximity to a powerful economic, academic, and international ecosystem.

ONLYLYON & Co operates precisely at this broader economic scale. This dynamic helps connect different industrial and innovation hubs across the territory depending on projects and sectors: energy, industry, logistics, or environmental transition.

For a park like ours, it is also a valuable lever to access international investor networks and to position Plaine de l'Ain within global economic dynamics. It allows our local industrial projects to engage with the major economic and environmental transformations taking place worldwide.

Resource management is becoming a driver of innovation for companies.

Parc Industriel de la
Plaine de l'Ain



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Territorial conference on lease types



The partnership stand at SIMI



The partners gathered at SIMI



Territorial conference in partnership with Urbalyon



CNER breakfast on the SIMI stand



The partnership stand under a shared banner

Territorial conferences 2025: focus on real estate and land use

Bringing together all the Agency's regional partners, these conferences are a important means for cooperation across the Lyon metropolitan area.

As forums for discussion and collaboration, they help address shared challenges related to development and the region's overall appeal. They offer a valuable setting for cross-disciplinary dialogue, the exchange of perspectives, and stronger collaboration between regional partners.

Organised twice a year, the 2025 editions focused on major real estate and land-use challenges: the first conference addressed new types of leases (construction leases, emphyteutic leases), while the second—co-organised with the Lyon Urban Planning Agency (Urbalyon)—focused on the vertical development of industrial and productive activities.

At SIMI 2025: the power of cooperation to strengthen regional appeal

The Lyon region participated in SIMI 2025, France's leading real-estate investment event, which brought together more than 450 exhibitors and 25,000 visitors at Paris Expo Porte de Versailles. Under the ONLYLYON banner, more than 15 public and private partners joined together to present a unified message and highlight the territories' complementary strengths.

Alongside the Lyon Metropole, SPL Lyon Part-Dieu, Lyon Confluence, Groupe SERL, SVU, Saint-Étienne Métropole, EPA Saint-Étienne, the Lyon Metropolitan Chamber of Commerce and Industry Saint-Étienne Roanne, the Porte de l'Isère Urban Community, the Plaine de l'Ain Industrial Park, Beaujolais Be Authentic, the Villefranche Beaujolais Saône Urban Community, the Saône-Beaujolais Community of Municipalities, the Beaujolais CCI, CNR, FNAIM Rhône, and FPI Région Lyonnaise, ONLYLYON & Co coordinated this collective

presence, orchestrating the stand and key moments to reflect a shared vision of the territory.

The edition featured strategic meetings, more than ten conferences and speaking engagements, as well as hosting the CNER breakfast—France's federation of development, attractiveness, and innovation agencies.

This collective effort strengthened relationships between partners, showcased the territory's diverse expertise, and positioned the Lyon area as a competitive destination able to meet today's real-estate and investment challenges.



Pays de l'Arbresle



Parc Industriel de la Plaine de l'Ain



Métropole de Lyon



Saint-Etienne Métropole

FIND ALL DATA IN THE
"OUR TERRITORIES"
SECTION ON THE
WEBSITE
[INVEST.ONLYLYON.COM](https://invest.onlylyon.com)



Porte de l'Isère



Vallée du Garon



Grand Bourg Agglomération



Monts du Lyonnais



Ouest Rhodanien

Parc Industriel de la Plaine de l'Ain (PIPA) A turnkey land offering on the doorstep of Lyon

Capital: Saint-Vulbas

- 1,000 hectares of business zones
- 8,000 employees
- 195 companies, including Boehringer Ingelheim, Groupe Lactalis, Séché, Barilla, OP Mobility...
- Sectors: industry, logistics, services, construction

Saint-Etienne Métropole A territory of innovation and opportunities

Capital: Saint-Etienne

- 53 municipalities
- 407,700 inhabitants
- 31,550 companies, including HEF Groupe, Thuasne, Dessintey, Clextral, Haulotte,

Angénieux, Neyret, etc.

- 30,350 students
- Sectors: new manufacturing, medtech, design

Métropole de Lyon

A unified territory to help your business succeed

Capital: Lyon

- 1.4 million inhabitants
- 58 municipalities
- 176,000 companies, including IFP Energies nouvelles, Panzani, Renault Trucks, bioMérieux, Sanofi, Arkema, Framatome, Alstom, Gerflor, etc.
- Sectors: food and agrifood, chemistry and environment, sustainable construction, energy, Industry 5.0, mobility, health and life sciences, textiles
- 190,000 students

Communauté de Communes du Pays de l'Arbresle (CCPA) Economic vitality and direct connections to the Lyon Metropolis

Capital: L'Arbresle

- 38,000 inhabitants
- 17 municipalities
- 4,000 companies, including Fresenius Medical Care, Eurofins, Revillet, Lethiguel Europe, Enedis, DG Skid, etc.
- Sectors: health and life sciences, production systems, energy

Communauté d'Agglomération Porte de l'Isère (CAPI) A strategic location between city and nature

Capital: L'Isle d'Abeau

- 112,000 inhabitants
- 22 municipalities
- 6,400 companies, including Skyepharma, Duchênes Industries, Vicat, Imerys, Radiall, Porcher Industries, Geodis, etc.
- 54,000 jobs
- Sectors: production systems, health, sustainable construction, textiles, logistics

Communauté de Communes de la Vallée du Garon (CCVG) High accessibility and a privileged natural environment

Capital: Brignais

- 32,000 inhabitants
- 5 municipalities
- 4,000 companies, including C-Gastronomie, Pignol, GL events, Gauzy, Imeca, GlobalD, etc.
- Sectors: production systems, mobility, food and agrifood

Grand Bourg Agglomération A balanced territory where urban, peri-urban, and rural areas complement each other

Capital: Bourg-en-Bresse

- 137,000 inhabitants
- 74 municipalities
- 9,000 companies, including Renault Trucks, Nexans, Firmin Bouvard, Int'Air Médical, Hyléance, etc.
- 4,200 students
- Sectors: mechanical engineering, metallurgy, industrial bodywork, agrifood, plastics, health

Communauté de Communes des Monts du Lyonnais (CCMDL) A rich and dynamic economic fabric in a green living environment

Capitals: Pomeys et Saint-Laurent-de-Chamousset

- 36,000 inhabitants
- 32 municipalities
- 4,700 companies, including Les Trois Chênes, Cochonou, Eaton, Prismaflex International, Baronnier, Cair LGL, Edilians, etc.
- Sectors: wood and sustainable construction, agrifood, biotech, pharmaceuticals and parapharmaceuticals

Communauté de Communes de l'Est Lyonnais (CCEL) A dynamic and attractive living and economic area

Capital: Colombier-Saugnieu

- 42,000 inhabitants
- 8 municipalities
- 4,000 companies,

including Stryker, Groupe Bonduelle, Gérard Perrier Industrie, Uto, Doran International, Mersen, etc.

→ Sectors: production systems, energy, medical equipment, food

Communauté d'Agglomération de l'Ouest Rhodanien (COR) A key player in economic development and energy transition

Capital: Tarare

- 51,000 inhabitants
- 31 municipalities
- 2,700 companies, including Gerflor, Ninkasi, Nouvelles Fibres Textiles, Groupe Tra-C Industrie, Andritz, Nowos, etc.
- Sectors: textiles, food, production systems.

Attractivity is scaling up: playing collectively from the local level to Europe!

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With evolving economic and geopolitical dynamics, strengthening a region's appeal is no longer a solitary effort. It is now built through cooperation at all levels. Through its involvement in the "Choose Europe" initiative alongside major European metropolitan areas, and its leading role within the CNER in France, ONLYLYON & Co contributes to the emergence of new ways of acting collectively. Sharing methods, aligning strategies, pooling strengths: these dynamics reflect a strong conviction. In today's environment, impact is driven by the ability to cooperate.



Eric Menges,
President of FrankfurtRheinMain GmbH

The Frankfurt RheinMain region is a major economic and financial hub in Europe. Located in the heart of Germany, it benefits from excellent connectivity, both in transport and digital infrastructure, and relies on leading academic institutions that attract and train international talent.



We are turning the "Choose Europe" slogan into something concrete: real places, real partnerships, and real opportunities.

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European attractiveness is built through networks with "Choose Europe"!

Interview with Eric Menges President of FrankfurtRheinMain GmbH

Eric, you lead the economic development agency of the Frankfurt region, twinned with Lyon for over 60 years, and you work closely with ONLYLYON & Co within the framework of the Choose Europe initiative.

What do you have in common with Lyon, and what are the main differences in terms of context and economic strengths?

Let me start with the obvious: Frankfurt and Lyon are not the cities that immediately come to mind for international entrepreneurs when they think of Germany or France. Yet both cities and their regions make a major contribution to national GDP and host some of the most successful companies in our countries. They are both international metropolitan areas located along a river, combining a strong industrial heritage with modern services, innovation, and culture. We are long-standing twin cities and among the most

attractive urban destinations in our countries in terms of quality of life and talent appeal.

Frankfurt is, of course, known for its financial services and its role as a banking and aviation hub. The life sciences sector, however, is of major interest for both our cities and regions. I must also admit that, apart from our Frankfurt sausages, our contribution to global culinary pleasures remains rather modest compared to Lyon's.

What we clearly share is the profile of large European "human-scale" cities embedded in powerful metropolitan regions, each with a strong export-oriented industrial base and significant logistics infrastructure. We are both university cities with strong research ecosystems and talent pools. We also benefit from being gateway cities. Thanks to our connectivity and central geographical position, we are natural entry points to Germany and France, as well as to the broader European market. There is no doubt that both our cities are extremely attractive for international investors and talent.



The Choose Europe stand at CES Las Vegas

“This cooperation between agencies that are also competitors represents, for me, the very essence of the European idea.”

to international companies considering establishing a presence in Europe. These teams specialize in foreign direct investment (FDI), market entry, and business development. By bringing them together under Choose Europe, we are effectively assembling some of Europe's most experienced investment advisors within a single network.

For companies, this creates a very concrete advantage: a coordinated entry point to trusted expertise across multiple European regions. Whether a company needs support on regulation, site selection, talent recruitment, funding opportunities, or partnerships, it can rely on experts who understand both local ecosystems and the broader European landscape.

On a more personal level, the fact that all participating agencies are also competitors when it comes to attracting new foreign investment—and yet we have managed to build this network of cooperation based on trust, competence, and a certain level of transparency while maintaining our different cultures and performance ambitions—is, to me, the very essence of the European idea.

Finally, I have also formed very strong friendships within this network. And we should never forget that beyond all the “hard” and “soft” facts we like to present in our marketing materials, the human factor should never be underestimated. Choose Europe creates real synergies and helps make Europe a powerful network where ideas, investments, and talent will continue to thrive.

Choose Europe is an initiative led by agencies and territories rather than European institutions. What role do you think you can play in the current global and European context?

What makes Choose Europe unique is that it is a bottom-up initiative. It is not a programme designed to achieve a single predefined objective, but rather an approach in which we, as investment promotion agencies, identify areas where we can truly create value by cooperating within our respective mandates. We are “problem solvers” for companies and talent that need clarity and reliability in an increasingly uncertain world.

We are all deeply committed to Europe, and by exchanging ideas, perspectives, experiences, and best practices, we make Europe more attractive for investment. What works in one place can often work elsewhere. We know that when we direct companies within our network, they will be met by a highly efficient and service-oriented agency. We are creating real bridges for researchers, founders, and highly skilled professionals to build their careers in Europe. We are turning the slogan “Choose Europe” into something concrete: real places, real partnerships, and real opportunities.

Finally, what is your main motivation for contributing to Choose Europe alongside Lyon and 13 other European agencies?

The motivation is simple: together, we can offer far more than any single city could alone. Each participating region brings its own strengths. When these strengths are connected, they form a complete European value chain—from finance and research to production, logistics, and innovation. For international companies deciding where to locate or expand, this makes Europe far more attractive and coherent.

Another key element is the expertise behind the initiative. Each participating agency provides free advisory services

What if a territory's attractiveness were measured by the impact of the projects it hosts?



**3 questions to Mathieu Dejoux
General Delegate of the CNER
(Federation of attractiveness,
development and innovation
agencies)**

Last year, the CNER launched a working group on impact measurement. How does this topic resonate with your members?

The CNER launched this working group based on a scoring tool pioneered by ONLYLYON & Co. Inspired by the Nutri-Score model, this “impact score” assesses projects across several dimensions—environmental, social, productive, territorial, and cooperative—

to help agencies and elected officials better qualify supported projects and prioritize their efforts.

This work answers to a significant expectation from our members: having practical tools to better assess the impact of projects on regions, beyond traditional indicators alone.

What have been the main achievements of this working group?

The main contribution of the working group has been to broaden and collectively test this analytical framework across other territories, notably by presenting the initiative at our 2025 annual congress, the DEV&CO forum held in Montpellier in November 2025.

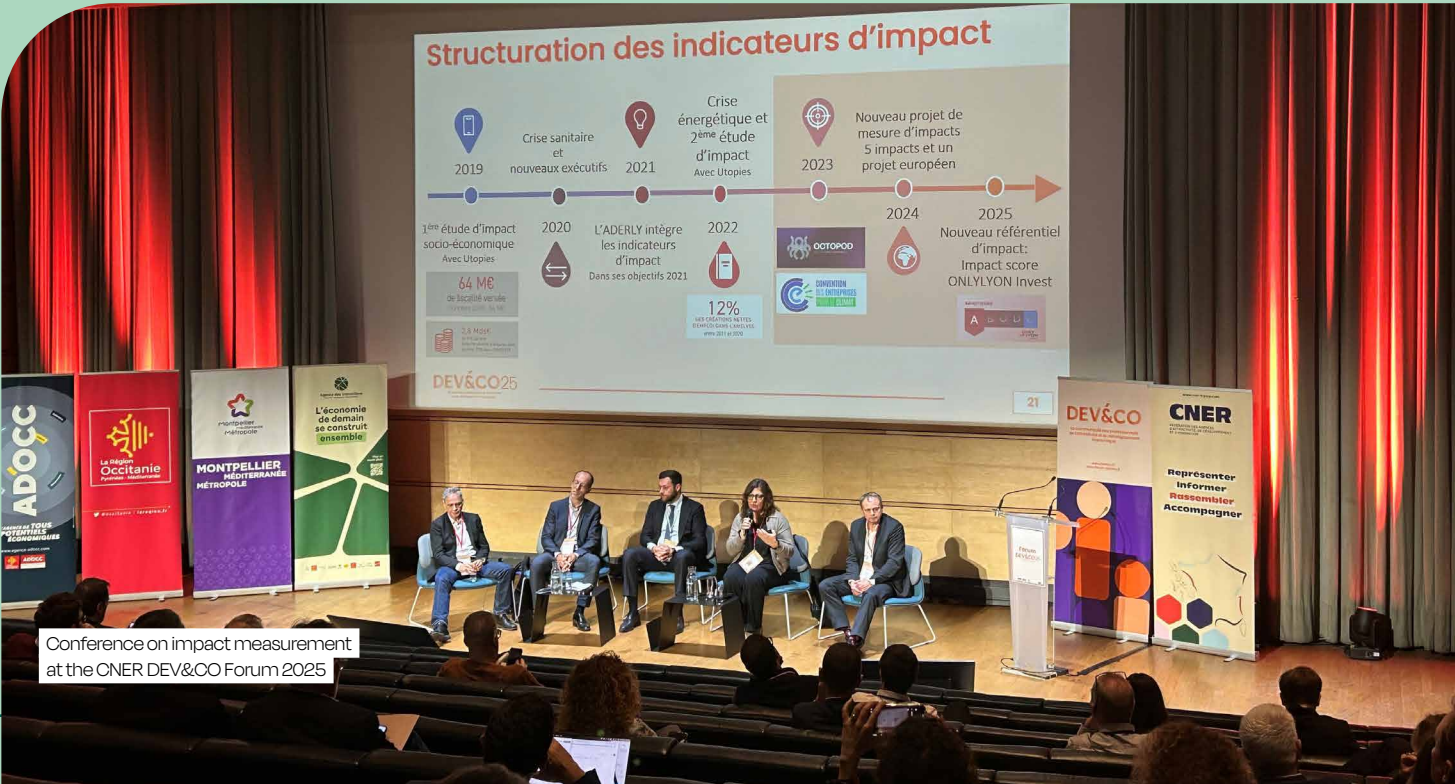
ADIRA, the Alsace Development Agency, ran a pilot with around forty Alsatian inter-municipal authorities to evaluate how well the tool adapts to different regional contexts. This work also led to the introduction of a weighting system, allowing each territory to adjust criteria according to its specific characteristics, priorities, and development challenges.

The participating agencies now aim to scale this approach nationally and make it available to as many regions as possible.

What are the future prospects in the current context?

In today's context, this approach is more relevant than ever. Development agencies and local authorities can no longer measure economic growth solely through the number of business locations or jobs created. The challenge now is to more precisely assess the real impact of projects on territories: job quality, land-use efficiency, contribution to transitions, local embeddedness, cooperation with stakeholders, and long-term value creation.

We therefore aim to continue deploying this method across as many agencies and territories as possible, in order to support a more qualitative, strategic, and sustainable approach to economic development.



Conference on impact measurement at the CNER DEV&CO Forum 2025

Behind the projects...



Direction



Sectors Prospecting Team



Cooperation and strategy team



General Services Team



ONLYLYON team



Anchoring and Territories Team

- Robin Abric – Financing
- Eve Baretta – Administrative and Financial Manager
- Sébastien Brasier – Location and Territorial Anchoring Manager
- Prisca Dalle – Prospecting and Sector Expertise Manager
- Célia Daultier – Relationship Marketing
- Aymeric De Mollerat – Projects and Networks
- Amélie Debuchy – Location and Mobility
- Polina Derkach – Communications
- Christine Deschaux – Procurement
- Sonia Dhaidi – Events
- André Dubuisson – Sustainable Construction
- Laura Elek-Hernandez – Food and Territorial Anchoring
- Bertrand Foucher – Chief Executive Officer
- Alexa Foulon – Human Resources
- Florent Gerbaud – Health and Life Sciences
- Valérie Godin – Human Resources Manager
- Cyril Gouedard-Comte – Marketing
- Armelle Gros – Business Location
- Stéphanie Gros – Information Systems
- Anna Maestri – Human Resources
- Aurélie Magnin – Corporate Communications
- Cédric Maiore – Social Media
- Claire Manhes – Executive Support and Mobility
- Pauline Mayoud – Territories
- Marie Nabil – International Prospecting
- Aurélie Neirotti – Accounting
- Léa Peyrouse – Territories
- Lilian Renard – ONLYLYON Programme Manager
- Margaux Rosier – Corporate Real Estate
- Emmanuelle Sysoyev – Public Affairs Manager
- Léo Tardy – Industry 5.0
- Youna Thoueil – Relationship Marketing
- Benjamin Turley – North America
- Damien Vessereau – Chemistry and Environment
- Ambre Vigier – Social Media

Ours

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