



Dijon,

the place to



invest



Starting up and relocating to Dijon
Follow our guide !

2024

dijonbourgogneinvest.fr


in



the Mayor's word



In 2022, Dijon Métropole also created a new territorial attractiveness agency, Dijon Bourgogne Invest. Convinced that it is indeed through our collective and federated energy that new innovative projects adapted to a world in perpetual reinvention will be born, this agency encourages the establishment of new companies and promotes local industries (health, digital, agri-food, eco-construction).



Dynamism and boldness are at the heart of each of the projects we undertake. Over the past few years, the Dijon metropolitan area has undergone one of the most spectacular changes that an urban area of its size has experienced in France.

Since 2001, the community has invested more than one billion euros in the economy to reshape the Dijon area, both structurally and socially. We welcomed a Zenith in 2005, inaugurated two tramway lines in 2012, renovated the Fine Arts Museum in 2019 and are pursuing the development of a Grand Campus, around the University of Burgundy, with the installation of the two engineering schools ESEO and ESTP in 2021. 2019 was also the year that OnDijon was launched: a single command post shared with the 23 municipalities of Dijon Métropole, which enables the refurbishment and mutualization of urban equipment (traffic lights, public lighting, cameras ...) in order to ease the management of public space and thus optimize our energy expenses.

Dijon Métropole has entered a new active phase of development and has chosen to innovate, while striving to preserve the exceptional quality of life that its territory offers. The city is pursuing a proactive economic policy aiming to support companies as closely as possible in order to encourage their establishment and growth.

Looking for solutions and acting to implement them to everyone's benefit is the dynamic of our human-sized, united, ecological and radiant metropolis.

François Rebsamen

Mayor of Dijon,
President of Dijon métropole,
Former Minister





the President's word

Dijon is a wonderful metropolis to live and work in. A metropolis that offers the possibility of balancing personal and professional quality of life.

The new attractiveness agency Dijon Bourgogne Invest holds all the cards.

This territory is a jewel, a treasure located at the gateway to Grand Paris, Grand Lyon and the Grand East, while remaining human-sized. It is a university metropolis, with specialized schools, research and competitiveness clusters. Dijon is well positioned to succeed, to innovate, to attract talent as well as investors, to develop its local sectors of excellence and to boost its transition to a sustainable economy in a territory with a high quality of life. Dijon Bourgogne Invest must take advantage of these assets to meet the needs of companies.

In today's globalized and constantly changing world, the economic and ecological issues related to the rapid transformation of companies have led to a shift in the focus of investment to cities on a human scale. It is our responsibility to mobilize ourselves to attract and welcome all these investors by facilitating their integration into our territory.

Attractiveness refers to a whole range of issues and criteria, including the personal and family development of our executives and employees. This is why the new agency, which I have the pleasure of chairing, has a triple ambition:

- **To encourage the establishment** of new companies and start-ups in the region.
- **To support local growth sectors**, local companies and their major projects.
- **To promote and make Dijon Métropole shine** in France and internationally.

We share the ambition of creating a high-performance ecosystem by deploying, diversifying and energizing projects for the establishment and development of businesses in the Dijon metropolitan area to ensure sustainable and responsible economic growth.

Together, we will move from being an underdog to a chosen destination, by relying on talent and promising projects from all horizons and on strong, forward-looking partnerships.

We are heading for an attractive, radiant and eco-responsible city.

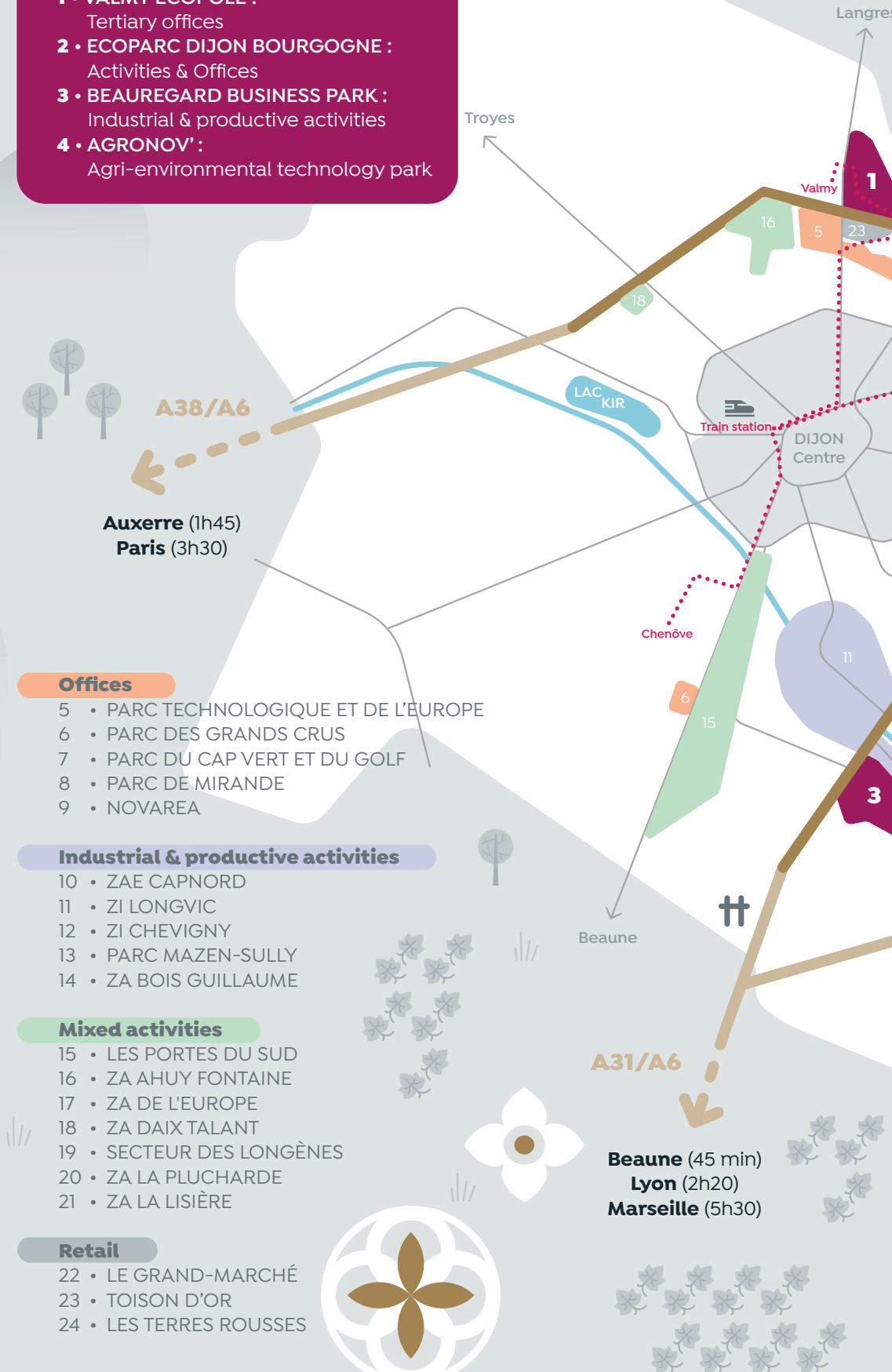
Catherine Petitjean
President of Dijon Bourgogne Invest



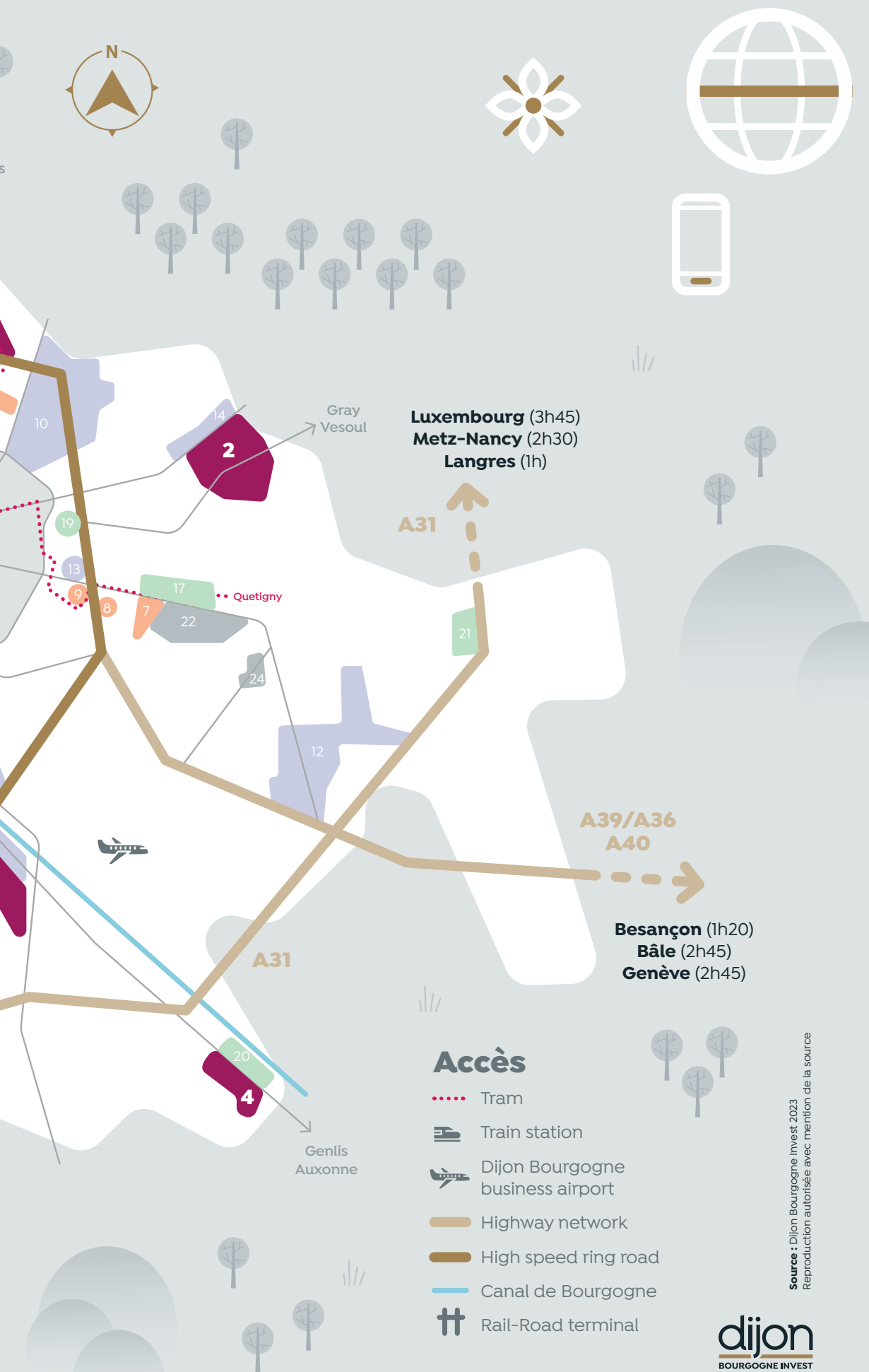
Dijon Métropole's bu

4 ongoing operations

- 1 • VALMY ECOPOLE :
Tertiary offices
- 2 • ECOPARC DIJON BOURGOGNE :
Activities & Offices
- 3 • BEAUREGARD BUSINESS PARK :
Industrial & productive activities
- 4 • AGRONOV' :
Agri-environmental technology park



business park network



Source : Dijon Bourgogne Invest, 2023
Reproduction autorisée avec mention de la source

MAJOR INITIATIVES



2019

On Dijon

On Dijon, the project for a smart and connected metropolis, was inaugurated in 2019, making Dijon, **the first city** in the world to undertake an innovation of this scale.

What does On Dijon concretely involve?

A connected centralized control station shared with the 23 municipalities of Dijon metropolis, which enables the improvement and pooling of urban equipment (lights, public lighting, cameras, etc.) in order to facilitate the management of public space.

- Carried out by Bouygues Energies & Services, Clitellum, with SUEZ and Capgemini.
- **€105M** contract, including **€53M** in investments by the Metropole
- **65%** energy savings by 2029
- **34,000** light points renovated (100% LED)
- **269** video protection cameras renewed
- **113** intersections equipped with bus priority
- **180** buildings secured and connected to the station



2020

Response Project

By implementing the Response H2020 project, Dijon Métropole is aiming for **carbon neutrality by 2050**.

What does the Response H2020 project actually involve?

The creation of two positive energy zones to tackle global warming, reduce inequalities and promote sustainable economic development by identifying and implementing scalable technical solutions.

- **75 %** reduction in CO2 emissions
- **38 %** reduction in energy consumption thanks to thermal renovation
- **15 %** reduction in heating consumption in intelligent buildings
- **65 %** reduction in public lighting consumption
- **487** housing units concerned

2021

Green Hydrogene

Dijon Métropole has set itself the objective of **converting its entire public transport bus fleet, as well as its fleet of bin lorries, to run on hydrogen**.

To achieve this goal, the construction of the very first hydrogen power plant was launched in 2021.

- **€18M** of initial investment
- **1,200 kg** of H2/day produced by the plant
- **1,750 tons** of CO2 savings per year by 2022
- **350** vehicles powered



MAJOR INITIATIVES



2022

Cité internationale de la gastronomie et du vin

The Cité internationale de la gastronomie et du vin was inaugurated in April 2022.

What is the CIGC in concrete terms?

This is a genuine space for commercial and tourist economic development centered on the gastronomy and wine themes, with more than one million visitors expected each year.

- **Construction:** Eiffage Group.
Architects: AAAB, A.-C. Perrot & F. Richard
- **€250M** of investments, on **6.5 hectares** a total of 81,453 m² of floor space
- **1,750 m²** of exhibition space to tell the story of and promote the French gastronomic meal and the Climats du vignoble de Bourgogne (two UNESCO awards)
- **5,000 m²** of shops dedicated to the culinary professions (Ferrandi, Village by CA, etc.)
- **125 luxury 4* hotel rooms** under the Curio by Hilton brand
- **3.5 hectare** eco-district



2022

Vatel Academy

The Vatel Hotel School will open its doors in Dijon Métropole for the start of the 2026 school year, with a new campus dedicated to hospitality.

What is Vatel Academy in concrete terms?

The VATEL ACADEMY Campus will be located on two sites, one in Quetigny and the other on Sully street in Dijon. It will enable some 450 students to benefit from training leading to qualifications, aimed at young people aged 16 to 20 and college leavers, as well as people under 40 undergoing professional retraining in the fields of catering, hotel management and cooking.

- **100 supervisory jobs** created to support students
- a **12,000 m²** surface area for the first site, located on a former urban wasteland: **6,700 m²** will be dedicated to the Campus, and **5,300 m²** will complete the school's housing offer
- **3,500 m²** for the second site on the university campus, comprising a **500 m²** Food Court dedicated to international gastronomy and local produce, and a **130-unit** student housing program





Valmy Ecopole

Located in northern Dijon, the Valmy ecopole is the first innovation HUB of Dijon metropolis, dedicated to the development of high-level tertiary jobs in an attractive living environment.

The Valmy ecopole, designed with a sustainable and ecological approach, supports the idea of responsible growth in Dijon. It is an undeniable asset for the companies of tomorrow.

Key elements



Overall area of **60 hectares**



130,000 m² of floor space to be built in the last phase of the expansion



More than **4,500 private jobs** on site



Latest investments:
C-PAGE, Hôtel B&B, MEDIC GLOBAL, Heller Machines-Outils France



Access: ring road (dedicated interchanges), park-and-ride facilities, tramway, 20 minutes from Dijon train station and Dijon Bourgogne airport





©Agence Patriarche

Ecoparc Dijon Bourgogne

Located at the eastern entrance to Dijon metropolis, in the municipalities of Saint-Apollinaire and Quetigny, the ecopark is aimed at sustainable and inspiring production and service activities.

This business park intends to become a pilot project in terms of quality of use and environmental ambition. It is an essential operation to consider for your implementation / relocation projects.

Key elements



Overall area of **185 ha**



120 ha marketable in the long term



Superior **productive and tertiary** activities



Latest investments: Euro-Information, Pacifica, Eurogerm, Laboratoire FILAB



Access: expressway to Dijon and direct connection to the motorway network, 20 minutes from the train station, Flexeo bus line, bicycle path from Dijon Centre





©Innoveco, Dijon Bourgogne Invest

Beauregard Business Park

Located in the southern part of Dijon metropolis, as an extension of the Oscara parks situated in Longvic and Ouges, the Beauregard business park is intended for industrial activities, SMEs and SMIs.

The Beauregard park aims to combine urban and landscape quality to meet its objectives in terms of sustainable development and logistics needs of the local economic fabric.

Key elements



Overall area of **80 ha**



60 ha marketable in the long term



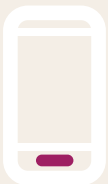
Industrial and productive activities and associated services



Latest investments: Savoye, Giphar, URGO, Eiffage Energie Systèmes, Brocard



Access: direct connection to the ring road and the A39, A31 to A6, A38 to A6 freeways





Agronov

Located in the southern part of the Dijon metropolis, Agronov is an association promoting innovation in agro-ecology, a key player in the agricultural transition.

At the service of sustainable agriculture, Agronov, a genuine place of expertise convergence, allows the organizations hosted on the site, the opportunity to develop the network they need to carry out their innovation projects.

Key elements



Overall area of **20 ha**



Occupancy rate of the hotel / incubator: **100%** by the first quarter of 2024



Companies and start-ups in **agronomic and agri-food innovation**



Latest members: Staphyt, ARDPI Biotech, SON, Cellaven



Access: Served by public transportation, 20 minutes from downtown, park-and-ride lots, and the A31 highway31



Corporate Real Estate

Market data from the IMDEX business real estate observatory published by the CCI Métropole de Bourgogne

Transactions carried out in terms of assigned demand over the year 2021 in Dijon Métropole:

- Offices: **30,503 m²**
- Business premises: **44,933 m²**

The top 3 business parks in terms of private employment concentration:

- The ZAE Cap-Nord represents a pole of more than **11,000 jobs**
- The ZAE des Portes du Sud represents more than **9,000 jobs**
- The ZI Longvic represents more than **6,500 jobs**

Outstanding opportunities



©Golem Red / AXIM / Patriarche

Chocolaterie de Bourgogne

The Chocolaterie de Bourgogne, located in the Cap-Nord business park, is an emblematic industrial site in Dijon, with a succession of illustrious operators: LANVIN, NESTLÉ, BARRY CALLEBAUT...

The site, which closed its doors in 2021, has since found a new buyer in the form of real estate investors who are carrying out an ambitious project to completely restructure the site. The building permit filed by the Patriarche group was issued in November 2023, and promises to bring about major works to enhance this industrial site, which will now be occupied by multiple occupants.

A few key elements:

- Developed area of **48,000 m²** of floor space
- **400 m long** visible from the ring road
- **Access:** Dijon ring road giving access to the motorway network



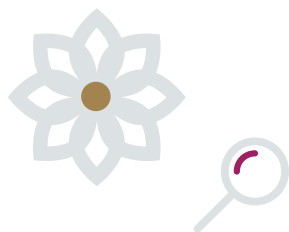


Santenov Campus dedicated to healthcare innovation

The Patriarche Augmented Architecture group has been chosen to design, build and manage Dijon Métropole's new healthcare "totem pole".

"This new environmentally exemplary building on the front of the ESEO-ESTP metropolitan campus, located at the corner of rue Sully and boulevard Jeanne d'Arc, is a totally new concept for Dijon Métropole," explains François REBSAMEN.

This concept is designed to enhance the attractiveness and visibility of the region's healthcare sector of excellence. By the end of 2025, a 9,000 m² building will house new training, research, innovation and entrepreneurial activities in the fields of healthcare and digital technology.



SYMBIOSE - Les Longènes

The "Health" development program, on approximately 5 ha of land, benefits from an exceptional location in direct contact with the Dijon Bourgogne University Hospital and the Dijon ring road.

"Symbiose - Les Longènes" is located at the heart of the fast-growing university hospital complex: Centre Georges François Leclerc, RéadaptTIC project, etc. It offers a total surface area of 39,000 m² of premises: office buildings, local shops, dialysis center, student residence, etc.



Economic growth is great!

We help local, national and international companies to set up and expand throughout our territory by offering free, confidential, tailor-made assistance.

Our missions:

- **Encourage the establishment of new companies in the area**
- **Supporting local businesses and entrepreneurs**
- **Promote the excellence of local industries and enhance the reputation of the Dijon metropolis in France and abroad**

The DBI team offers a range of services to help you implement your projects: real estate and land search, financial engineering, legal and tax assistance, networking with partners, and help with recruitment and employee mobility.

We want to develop Dijon, a multi-faceted metropolis: entrepreneurial, with a high level of service, capitalizing on its pool of skills, its art of living, its sectors of excellence and a major commitment to sustainable, low-carbon and inclusive economic growth.



10 good reasons to settle in Dijon Burgundy



1

Outstanding location

1h35 from Paris by TGV

6

Metropolis committed to the digital transformation

100% of the metropolis served by **optical fiber**

2

Breeding ground for expertise

+ 40,000 students

32 laboratories
et 3,000 researchers

7

Exceptional quality of life

1ST medium-sized metropolis in terms of **quality of life** (Arthur Loyd 2023)

3

National healthcare hub

13^e rank for Dijon-Bourgogne UHC out of 1,400 institutions (Le Point 2021)

8

City of green mobility

+60% of pedestrian roadways in the city center between 2011 and 2019
316 km of bicycle facilities

4

Food transition and gourmet city

9,000 emplois

9

A business friendly city

convention and exhibition center 15 minutes from the train station

5

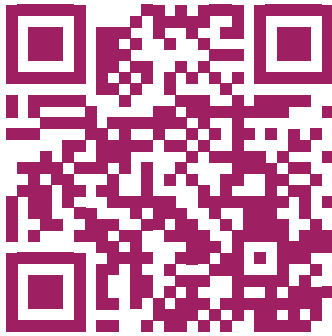
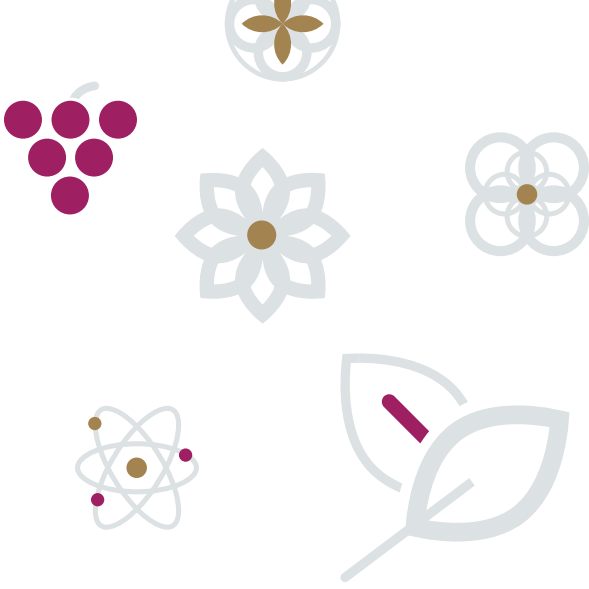
Pioneer of low-carbon cities in France and in Europe

"100 climate-neutral and intelligent cities by 2030" label

10

A diversified real estate market and economic activity zones



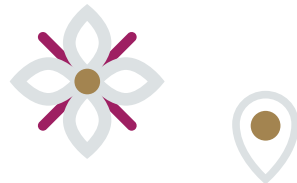


dijon

BOURGOGNE INVEST

40 avenue du Drapeau
21000 Dijon France
+ 33 3 80 68 02 90

contact@dijonbourgogneinvest.fr



dijonbourgogneinvest.fr

