



U.S. COMMERCIAL SERVICE
Embassy of the United States of America

Consulate of the United States of America
For Aquitaine, Poitou-Charentes & Limousin,
Bordeaux

Bordeaux area/Aquitaine : Economic/Commercial Overview

The **Bordeaux Consulate/APP** covers the French Regions of Aquitaine, Poitou-Charentes and Limousin, i.e. an area that accounts for 7.6 % of French GDP.

I. Economic profile of the Region Aquitaine.

Aquitaine accounts for 4.4 percent of French GDP (with \$61.4 billion in 1998) and is home to almost 5 percent of the French population and of its workforce. (i.e. 2.9 million of inhabitants) Yet, in recent years, the Bordeaux region faced significant economic challenges, largely as a result of declining defense budgets. The local unemployment rate increased slightly to 9.2 percent in the end of 2002, almost equal to the national average. This rate, as in the rest of France, is expected to rise again in 2003. For instance, one of the three largest American companies in the region (Solectron) has laid off some employees.

Local business and government authorities have been seeking ways to re-structure local industry to create new businesses and jobs as defense spending continues to decline.



AQUITAINE 'S MAIN INDUSTRIAL SECTORS

Manufacturing: 36,000 manufacturing plants, including the building industry, are located in Aquitaine, representing a wide range of sectors. They include not only traditional manufacturing (e.g., wood and paper, food processing, textile), but also high-valued added sectors (e.g. aeronautics, aerospace, chemicals, electronics and automobile equipment)

Nuclear Power Plant One of the France's most powerful **nuclear** power plants (25 billion kWh) is located near Bordeaux.

<http://www.edf.fr>



Aeronautic, Defense & Space Industry: 10% of the French aerospace, defense and military workforce is located in Aquitaine: 15 000 people currently work in these sectors. More than 10,000 additional people work for approximately 250 subcontractors.

Dassault Aviation

Dassault Aviation has three major civilian and military aircraft production facilities in the Bordeaux region, two close to the Bordeaux Merignac airport.

Those plants essentially design, assemble and ~~pro~~^{duc}t Falcon corporate and multi-role aircraft, as well as the Mirage and Rafale fighters. Dassault, which has 11 facilities in France, also operates in Little Ferry and Paramus, NJ, (sales, procurement, maintenance, finishing, and avionics), Little Rock, AR, (assemble Falcon business jets) and several other cities in the U.S. (e.g., Atlanta, GA, Everett, WA, Albany, NY, Woodland Hills and CA).

The United States is a major market for the Falcon aircraft (including the U.S. Coast Guard Service). In a typical Falcon, American components represent 40% of the total value.

<http://www.falconjet.com/>
www.dassault-aviation.com

The Laser Megajoule Project

The Bordeaux region possesses internationally recognized expertise in laser technologies. The megajoule laser (Mj), which will be in operation in the beginning of 2010, will place Bordeaux as the major European capital in laser technologies. The main objectives of the program include the development of research through the creation of CELIA (Center for Intense Lasers and their Applications) and the encouragement of partnerships and industrial development with the creation of the Aquitaine Laser Applications Platform Center (PALA). The region is creating structures to welcome companies using laser technologies in developing their research/production (ophthalmology, micromecanics, electronic fields...etc.)

http://www-dam.cea.fr/asp/simulation_035.asp
<http://www-dam.cea.fr/asp/thematique.asp>
http://www.u-bordeaux1.fr/bx1/p1_recherche.html
http://www.cpmoh.u-bordeaux.fr/default_ang.html
http://www.aquieco.com/publication/Vie_Eco/grands-projets-2003-78.asp

RESEARCH INFRASTRUCTURE AND TRANSFER OF TECHNOLOGY

Bordeaux Region hosts **five** Universities, with close to 90,000 students and 9,000 **researchers** in many sectors including composite materials, electronics, optics and lasers or Research Center (CELIA) for the development of the megajoule laser, health, agribusiness, wood and wood packaging....

The five Aquitaine Universities have **strong links with 154 universities worldwide, including 15 with the United States** (See TAB C), **among which the University of California:** Bordeaux 3 University hosts the Study Center of the University of California. Academic exchanges with Bordeaux 3, Bordeaux 1 and the Californian center have existed for 40 years.

<http://www.montaigne.u-bordeaux.fr/Interna.html> Phone +33(0) 5 05 57 45 30

<http://www.cribx1.u-bordeaux.fr>

<http://www.u-bordeaux2.fr>

<http://www.montaigne.u-bordeaux.fr> (languages and human science)

<http://www.montesquieu.u-bordeaux.fr>

<http://www.univ-pau.fr>

<http://www.univ-poitiers.fr>



Main research domains:

The Bordeaux region has extensive research facilities, focusing on **six "areas of excellence"**

-Agriculture, wine and food processing

-Forestry/wood papers

-Health

-Environment

-Information technologies

-Advanced materials, optics, lasers

NEED FOR AGRICULTURAL EQUIPMENT IN AQUITAINE

Agriculture, food processing, forest and timber transformation are major activities in the area and the need for agricultural/forest equipment is very significant.

Wine:

Turn over **of \$3.5Billion, 50,000 workers.**

USA is the second largest market for Aquitaine wines

www.Bordeaux.com

www.vins-bordeaux.fr

Vinitech is the world's leading showcase for the latest innovations in equipment and technologies for grape growing and wine production. The biennial event has attracted 50,000 professional visitors from 60 countries. The 2002 edition featured the first US Pavilion, organized by FCS France.

The next Vinitech trade event will occur between November 30 and December 30, 2004.

<http://www.bordeaux-expo.com/vinitech/>



Wood and wood packaging:

This dynamic sector, which employs over 28,000 workers, represents **the second largest agricultural sub-sector in the region after wine.**

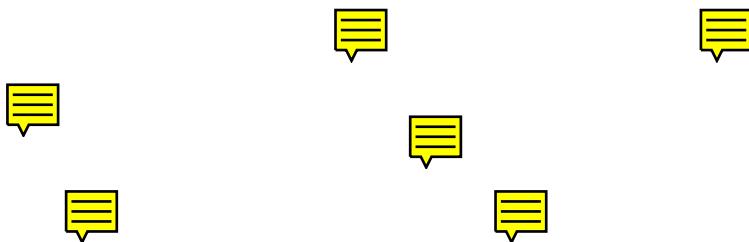
The hover totaled **\$2.7 billion** in

United States wood imports from Aquitaine totaled **\$ 25 million** in 2000.

Forexpo is the second largest trade show in Europe for forestry equipment. This biennial event features 400 exhibitors and attracted 31,000 visitors in 2002.

The next Forexpo trade event will occur in April 21-23, 2004.

<http://forexpo.mediaforest.net/>

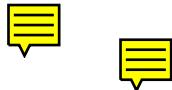
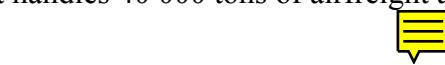


LOGISTICS AND TRANSPORT ACTIVITIES IN AQUITAINE

Aquitaine is both a border and coastal region. A highly developed logistic and transportation infrastructure constitutes an asset for international trade.

<http://www.logistics-in-europe.com/>

- **The port of Bordeaux** is mostly involved in regional traffic.
<http://www.bordeaux-port.fr/fr/accueil/accueil.asp>
- **The port of Bayonne.**
www.ports-basques.com
- **Bordeaux freight platform is the third largest in France**, with 80 companies employing 1400 people on a site covering 60 hectares.
<http://www.aquieco.com>
- **Bordeaux Hourcade's new platform** offers unique multi-modal facilities with 4 gantries covering together 7 rail tracks. It should double the region's transport capacity.
- **The Bordeaux Airport** welcomed 3 million passengers in 2002 on **31 regular flights, half of which are international**. It handles 40 000 tons of airfreight a year.
www.bordeaux.aeroport.fr
- **The Biarritz airport** welcomed more than 770 000 passengers in 2002
<http://www.biarritz.aeroport.fr/>
- **The Pau airport** has major flight activities.
<http://www.pau.aeroport.fr/>



II. U.S. trade with Aquitaine:

The United States is Aquitaine's second largest client. The region enjoys a significant trade surplus with the United States. This surplus is principally due to aeronautic and aerospace products, but also to automobile equipment and wine.

While France's trade with the U.S. represents 9.5% of all of France's international trade, U.S. trade with Aquitaine represents 21.3% of the total of Aquitaine's foreign trade.

U.S. exports to Aquitaine

The United States is the Aquitaine's second largest foreign source of goods and services, for an overall value of \$1.5 billion (i.e. 15.5 % of the value of foreign exports to the region).

The top three U.S exports to Aquitaine are: aeronautical parts (U.S. exports represent 71,5 % of the total foreign exports in the sector), pharmaceutical based products (U.S. exports represent 89% of the total foreign exports in the sector) and control and measuring equipment (U.S. exports represent 68 % of the total foreign exports in the sector).

U.S. imports from Aquitaine

The United States is Aquitaine's top foreign market. As far as U.S. imports from French regions are concerned, Aquitaine is ranked fourth out of 23. The overall value of U.S. imports from Aquitaine was **\$3.4 billion in 2001**, or 25,9% of total foreign imports in Aquitaine and 8,8% of U.S imports from France. **From Aquitaine, the U.S imports mainly aeronautic parts, automotive equipment and wines & spirits.**

US investments in the Bordeaux area:

Over 400 foreign-owned companies, employing 20,000 persons, operate in the Bordeaux region. The USA is the leading foreign investor in Bordeaux region with 67 companies, involving more than a third of workers in foreign industrial plants.

The top U.S. investments in the region are:

- *The Ford Motor Company* (Dearborn, MI): gear boxes and transmission parts manufacturing plant with 3,500 employees, the largest foreign investment in the region and foreign employer in the region, and the largest exporter of automotive parts in France;
- *Soled[■] Corp.* (Milpitas, CA): printed circuit boards manufacturing plant, with 1200 employees.
- *IB[■] Corp.* (Armonk, NY): Purchasing department for France for electronic components and printed, with 500 employees.
- *PNY Technologies Corp.* (Moonachie, NJ): computer memory upgrades production plant, with 140 employees.
- *Stryker Corporation* (Kalamazoo, MI): surgical implants production factory, with 300 employees.
- *Quiksilver, Na Pali* (Huntington Beach, CA): surf sportswear manufacturer, with 600 employees.
- *Carpenter Technology Corp.* (Reading, PA): manufacturing plant of plastic products and polyurethane for engineered industrial solutions, with 52 employees.
- *Advanced Power Technology* (Bend, OR): manufacturing plant for semiconductors and transistors for aeronautics and avionics, with 50 employees;
- *Allen Telecom* (Cleveland, OH): broadcasting and transmission equipment production plant, with 30 employees;
- *Template Graphics Software Inc.* (San Diego, CA): application software and 3D graphic software conception unit, with 28 employees.

(Note that the top three are also the largest foreign employers)

ATTACHMENTS:

Tab A –UNITED STATES EXPORTS TO AQUITAINE IN 2000
Tab B – Latest U.S. investments in Aquitaine since1997-2001

TAB A. UNITED STATES EXPORTS TO AQUITAINE IN 2000:**1500 million U.S. dollars**

Sectors	Value in million dollars
Electronics components	385
Aeronautics and space	353
Pharmaceutical products	258
Measure and control instruments	93
Audiovisual equipment	84
Chemical products	31
Paper	19
Car equipment	12
Others	263
Total	1500

TAB B. Latest U.S. investments in Aquitaine since 1997/2001:

- **Integra Life Sciences Holdings Corporation** (Plainsboro, NJ) acquired in 2001 Satelec Medical, a subsidiary of the Satelec-Pierre Rolland group, for \$3.6 million. Integra Life Sciences will staff its Satelec location and expects to expand sales to approximately \$85 million in 2001. Satelec Medical, based near Bordeaux, manufactures and markets the Dissectron ultrasonic surgical aspirator console and a broad line of related hand pieces. The Dissectron is the leading ultrasonic surgical system in France.
www.Integra-LS.com
- **Sara Lee Corporation** (Chicago, IL) operates in more than 40 countries and markets branded products in more than 170 nations. Its new meat processing plant built in Monein-en-Béarn near Pau will create approximately 50 jobs. This unit will produce the much sought-after French "Jambon de Bayonne."
www.saralee.com
- **Neville Chemical Company** (Pittsburgh, PA) is a manufacturer of synthetic hydrocarbon resins and coumarone-indene resins. In 1999, Neville Chemical formed a joint venture with *les Dérivés Résiniques et Terpéniques (DRT)*, in DAX, Landes, France. The new joint venture, called ND Dispersions LLC, combines the two companies' interests and technologies in the tackifier dispersion business for the adhesives market
www.nevchem.com

- **Qwest Communications International In. c** (Denver, CO) **KPNQwest**, is a European joint venture, built a seventh high-capacity fiber-optic network ring of 8000 km running through the Netherlands, Belgium, France, Germany. Kpn euro ring is looking for a various option partnerships to extend international reach into the USA and to be able to offer customers full coverage across the USA.
<http://www.kpn.com/doc/start.html>
- **Weverhaeuser Group**, former Willamette Industries has acquired MDF Aquitaine, a medium density wood fiberboard company based in southwestern France with an annual production of 145,000 cubic yards.
 Willamette Europe belongs to one of the most famous worldwide groups in the wood sector. All over Europe, the company makes and distributes a wide range of panels and wood based products. Created in 1900, the company employs today around 92 employees
www.willamette-europe.com
- **Quiksilver** (Na Pali SA), a California-based sportswear firm, expanded in 1997, the production and logistics capacities of its sportswear subsidiary for Europe Na Pali SA in Saint-Jean-de-Luz, near the Spanish border.
<http://www.quiksilver-europe.com/>
- **Allen Telecom** (Ohio), a telecommunication company, acquired in 1997 a 62 percent stake in Telia SA, a manufacturer of power amplifiers for the wireless telecommunication industry located near Bordeaux.
- **Advanced Power Technology** (A P T), the company was found in Oregon in 1984, it developed a new concept for designing and fabricating high voltages, high power system for servers, computers. The company is based near Bordeaux airport (Merignac airport), employs around 35 employees. 95% of its goods are exported to the U.S.A (U.S.A is the company's first client)

For further information of the Aquitaine region economic profiles, opportunities it offers, the US commercial service suggest you to visit the following site

- The Regional Council of Aquitaine Region** www.cr-aquitaine.fr
- The Regional Agency for Development** <http://www.bra-bordeaux.org/home.htm>
- The Chamber of Commerce and Industry of Aquitaine region (CCI)** www.Aquitaine.cci.fr
- American Chamber of Commerce** www.amchamfrance.org
- The Chamber of Commerce and Industry of Bordeaux** www.bordeaux.cci.fr
- The International Council for Bordeaux wines (civb)** www.civb.com
- The French customs** <http://www.douane.gouv.fr/default.htm>
- Bordeaux tourism office** <http://www.bordeaux-tourisme.com/>
- Aquitaine's statistics bureau:**
http://www.insee.fr/fr/insee_regions/aquitaine/home/home_page.asp
- Bordeaux city hall:** <http://www.mairie-bordeaux.fr/>