

BOURGOGNE

EUROPEAN TRADITION
GLOBAL AMBITION

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Burgundy has always been a stop-off point with an influence that goes beyond its borders. Cluny, Cîteaux, Vézelay, the Duchy of Burgundy... our history is mixed in with the history of spiritual and temporal Europe. Bolstered by that past, our region is resolutely open to the world, and Burgundy Regional Council strives to develop a European and international policy for the benefit of businesses, teaching and training establishments, and the general public.

With impetus from Safia Otokoré, Vice President in charge of International Development, a number of actions have been initiated with the aim of encouraging economic exchanges with partner regions and of promoting the values of solidarity, in particular amongst young people.

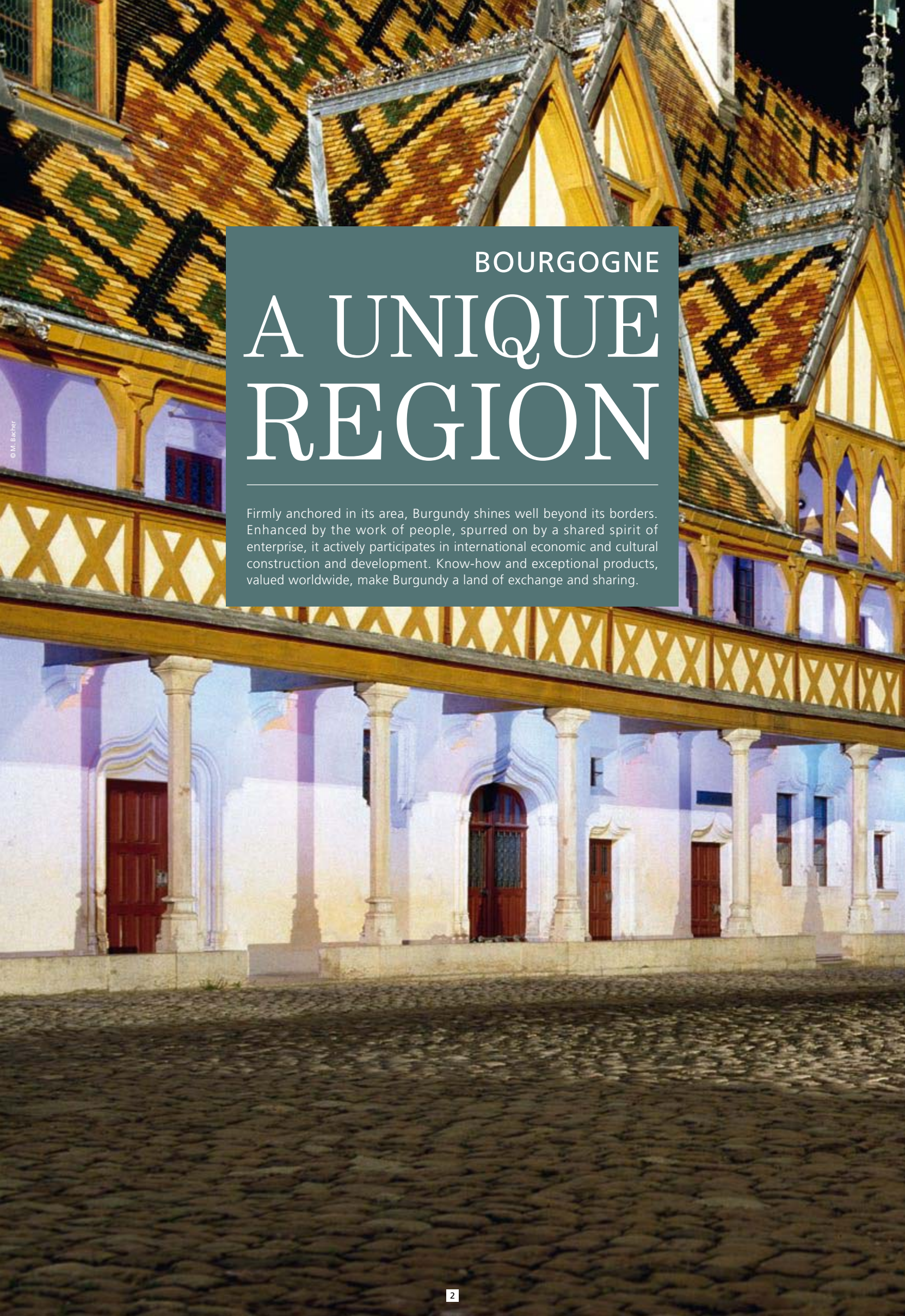
Burgundy is a land of passion and of need, with a centuries-old renown attached to its vineyards, its gastronomy, and its exceptionally rich heritage. Today, far from contenting ourselves with managing that prestigious heritage, we showcase our numerous assets so as to take up the challenges of the 21st century.

Burgundy is a land of innovation, where several clusters of excellence have developed, in particular in the metallurgy, agri-food, automobile, and health sectors. To support and guide Burgundy along the paths of the future, Burgundy Regional Council has a pro-active policy, particularly in the areas of transport and mobility, training, economic development, youth, and the environment.

I leave you the pleasure of discovering our region more widely, a region that is innovative, entrepreneurial, united, and ecological, and I truly hope to help you share in our passion for Burgundy. Happy reading!



François Patriat
President, Burgundy Regional Council
Senator for Côte-d'Or département



© M. Bacher

BOURGOGNE

A UNIQUE REGION

Firmly anchored in its area, Burgundy shines well beyond its borders. Enhanced by the work of people, spurred on by a shared spirit of enterprise, it actively participates in international economic and cultural construction and development. Know-how and exceptional products, valued worldwide, make Burgundy a land of exchange and sharing.





100,000 visitors discover the Romanesque Cluny Abbey thanks to virtual reality.



Burgundy is between 2-4hrs from the main European centres by high-speed TGV train.



Noao, the Magny-Cours Pole Performance electric race car.

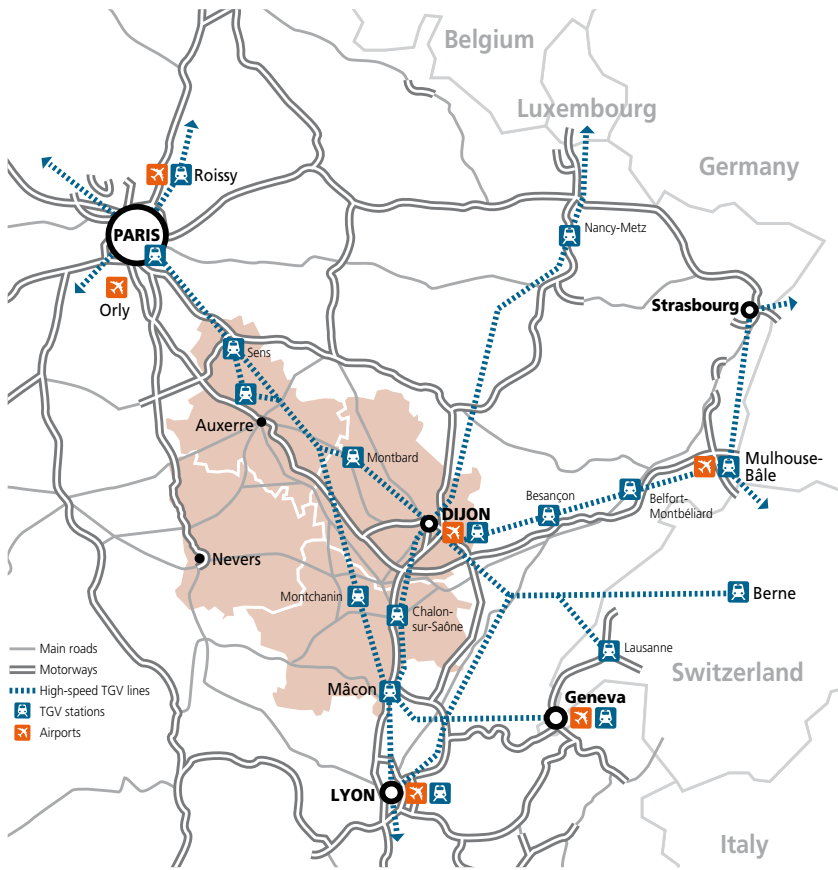
BURGUNDY IN THE 21ST CENTURY

This way to Burgundy!

“Welcome to Dijon-Bourgogne!” Hugh Cornell gets off the plane that brought him from Bordeaux (a one-and-a-half hour flight). In a few minutes his meeting with clients arriving by motorway from Paris, Lyon and Frankfurt (two to three hours by car) will start. And this evening, he’ll take a high-speed TGV train to Zurich (two-and-a-half hour trip).

Many areas claim to be “at the centre of Europe”. Here the slogan takes on its full meaning. Burgundy has always played the role of crossroads and all modes of 21st century transport converge in this region: seven motorways, three high-speed rail lines and an airport for both business and pleasure. The Rhine-Rhone high-speed TGV line has opened up this

region, which was already well linked to Paris and Southern Europe, to Germany and Switzerland. Motorways bring the main regions of Europe to within a day’s journey by lorry: major logistics platforms dot the motorways – in Beaune, Mâcon, and Chalon-sur-Saône. Hugh Cornell connects his laptop to the internet in the meeting room: fibre-optic is here... and from Dijon the world is his oyster. ■



BURGUNDY: ID CARD

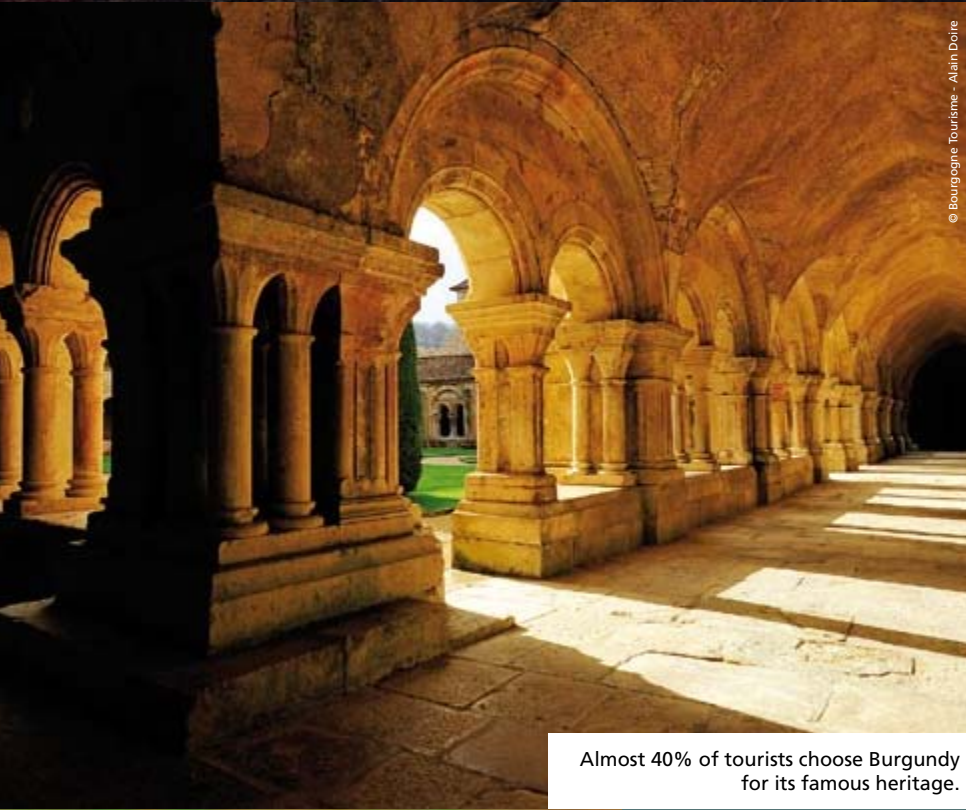
- 1.63 million inhabitants⁽¹⁾
- Gross domestic product: 41.85 billion euros⁽²⁾
- Gross domestic product per inhabitant: 25,451 euros⁽²⁾
- Number of institutions: 140,914⁽³⁾
- Exports (Sep 2011 - Sep 2012): 8.9 billion euros⁽⁴⁾
- Imports (Sep 2011 – Sep 2012) 7.77 billion euros⁽⁴⁾
- Paid employment: 361,000⁽⁵⁾
- Unemployment rate: 8.8%⁽⁵⁾

(1) Insee, census 2006
(2) Insee, 2010
(3) Insee, on 31 Dec 2010 excluding defence sector
(4) Regional directorate of customs and duties
(5) Insee, first quarter 2012



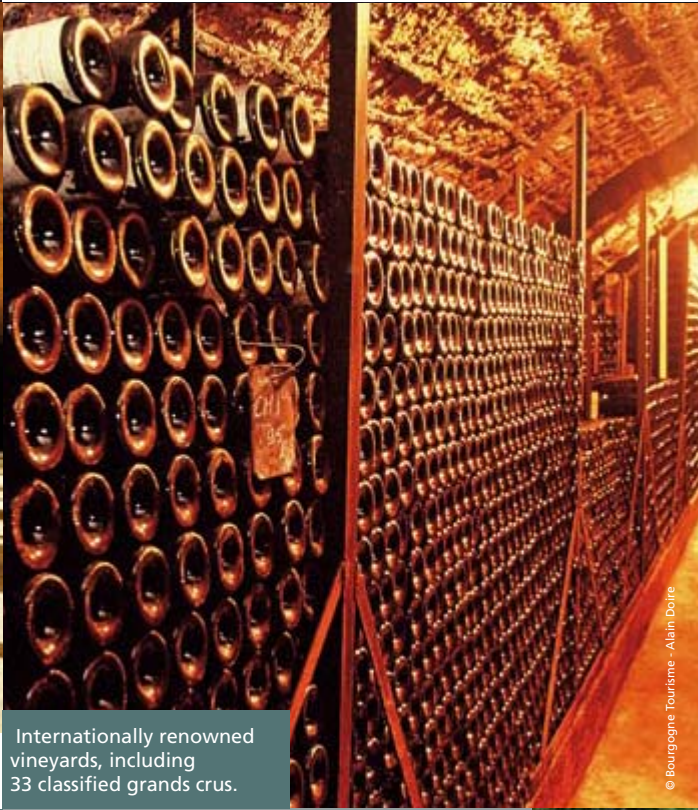
© Michel Joly

Vézelay, the most visited cultural site in Burgundy.



© Bourgogne Tourisme - Alain Doire

Almost 40% of tourists choose Burgundy for its famous heritage.



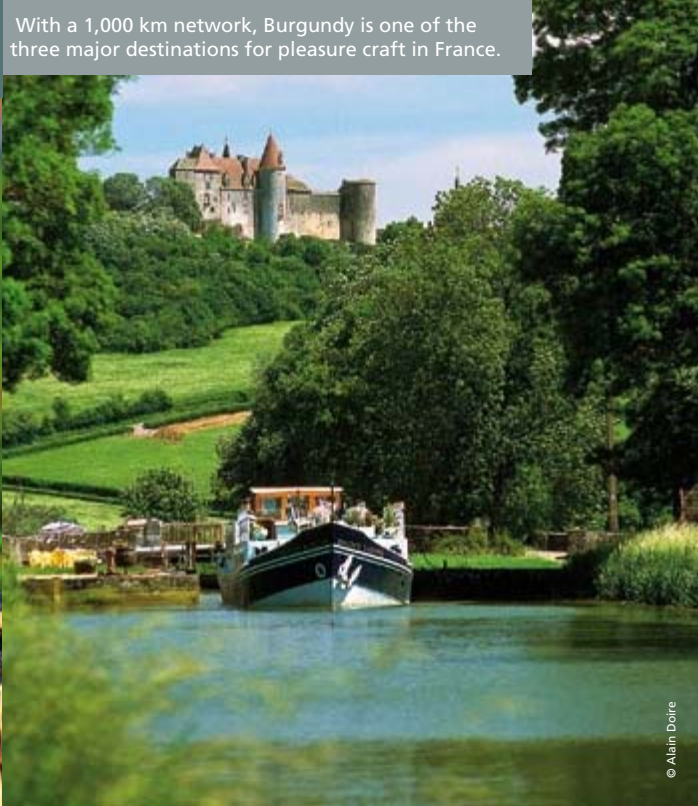
© Bourgogne Tourisme - Alain Doire

Internationally renowned vineyards, including 33 classified grands crus.



© Michel Joly

The “climates” of Burgundy, a mosaic of terroirs, are UNESCO World Heritage candidates.



© Alain Doire

With a 1,000 km network, Burgundy is one of the three major destinations for pleasure craft in France.

PART OF THE HERITAGE OF HUMANITY

Arriving from Beijing, Yao Ming appreciates the silence that reigns in the uncluttered nave of the Abbey of Fontenay. He is one of the “new tourists” coming from far afield, drawn by Burgundy’s heritage, recognised by UNESCO. Three sites belong to the world heritage of humanity, namely the Abbey of Fontenay, the Basilica of Vézelay and the Priory of La Charité-sur-Loire. The “climates” of Burgundy (the fields comprising the Côtes de Beaune and the Côtes de Nuits vineyards) and the cities of Dijon and Beaune have officially been entered by the French government to join the very exclusive club of sites of exceptional universal value. Winegrowers, economic players, politicians and citizens are rallying around Aubert de Villaine, owner of the prestigious “Domaine de la Romanée-Conti”, to support this worthy candidate. Once he has visited these sites already or soon-to-be recognised by UNESCO, Yao Ming will continue his journey discovering the other riches of Burgundy...

SOME LOCALS...

Vauban, Buffon,
Nicéphore Niépce,
Colette, Pierre Larousse,
Gustave Eiffel,
Jean-Philippe Rameau,
Gaspard Monge, Bossuet...



Ancient Burgundy

It was here that the armies of Julius Caesar defeated the Gallic troops lead by Vercingetorix: in Alésia, in the Côte-d’Or, a major page of history was written. From Celtic remains uncovered in Bibracte or Châtillon-sur-Seine (the Vix krater) to the Gallo-Roman monuments of Autun, Burgundy has been part of the adventure of the West since Antiquity.

A duchy that dominated Europe

Between Dijon, Bruges and Liège, Burgundy ruled over a major part of Europe in the 15th century, during the time of the famous dukes of Valois. The court of Philippe the Good drew artists from the entire continent, whose heritage is today admired by tourists. The weepers of the dukes’ tombs, exhibited in the United States, Berlin or Paris, have charmed hundreds of thousands of art and history lovers.

Europe and the orders of Burgundy

Cluny and then Cîteaux saw the birth of the two greatest religious orders of the Middle Ages, still active worldwide today. Cluny Abbey, which was the world’s first great Catholic church, can now be rediscovered thanks to new virtual imagery technology.

Burgundy on a plate

Burgundy snails, Dijon mustard, Charolais beef, Époisses cheese, crème de cassis de Dijon, Bresse chicken... the region’s gastronomic specialties are legion. High-quality products served by cooks dedicated to bringing out the taste of the region, whether boasting three Michelin stars – there are three of these restaurants – or running a simply mouth-watering inn.

The land of great wines

From Chablis to Saint-Véran, from Beaune to Gevrey-Chambertin and Mercurey, winemaking Burgundy enjoys an international reputation. Premiers crus and grands crus were born here, in villages where ancestral traditions continue to the present day. The 100 AOC, appellations d’origine contrôlée (controlled designation of origin) are enjoyed with the best meals on the planet and during dinners of the confrérie des chevaliers du Tastevin (Brotherhood of the Knights of the Wine-Tasting Cup), organised at Le Clos de Vougeot, which attracts celebrities from around the world.



© Alain Doire

Dijon, capital of the Dukes of Burgundy, welcomes nearly 145,000 tourists per year.



Based at the Cité de la Voix in Vézelay, *Arslys Bourgogne* has the reputation of being one of the best choirs in Europe.

© Arslys - Sébastien Bouard



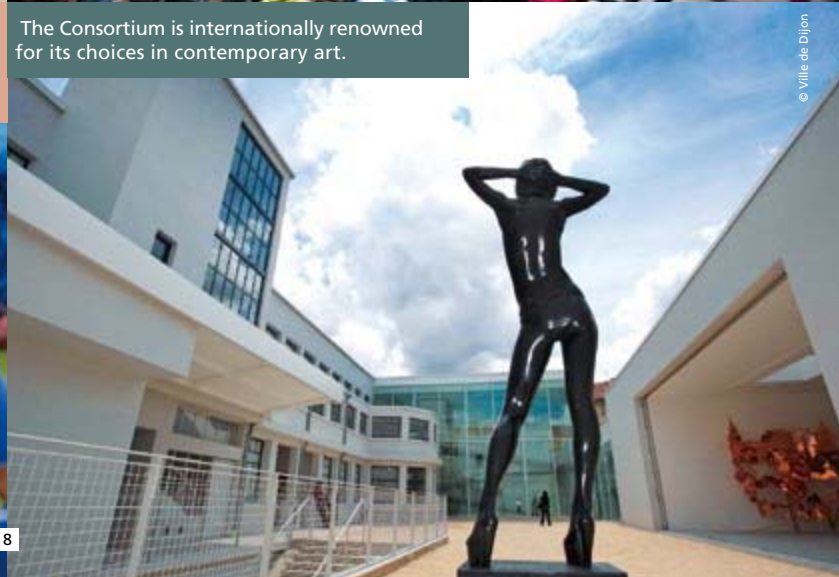
200,000 spectators and 600 professionals come from all over Europe to the Chalon dans la rue festival.

© Vincent Abalet



The AJ Auxerre training centre: a reference in European football.

© AJ Auxerre



The Consortium is internationally renowned for its choices in contemporary art.

© Ville de Dijon

A SHINING REGION

Culture on tap!

Alix, Florent and Dimitri, on the culture trail, have chosen Burgundy for their weekends away because, regardless of their tastes, they are all sure to find something to suit them. The Baroque music lover has already noted the major artists who perform each weekend during summer in the courtyard of the Hospices de Beaune. Florent, a fan of open-air theatre, opts

for *Chalon dans la rue*, an international street art festival. They'll go to Vézelay, where the events organised by *Arsys Bourgogne* will please their friend, who is keen on vocal music. In Nevers, they will all go to the international jazz festival, while in Tournus they'll see pop and rock stars while enjoying food cooked by Michelin-starred chefs, during the festival created by the *Francofolies*. ■

Dijon, capital of Burgundy

Every shining region needs a strong capital! Dijon has found its place as one of the most dynamic regional cities in France. This urban area of 250,000 inhabitants has seen a billion euros of private and public money invested in its infrastructure. Two tramlines were simultaneously constructed over just a two-year period, which have profoundly changed the urban landscape. Ecodistricts, already a benchmark in Europe, are increasing in number. New business zones are quickly finding takers, like Clemenceau, with 50,000 m² of offices in the city centre, or Valmy, with 150,000 m² of offices to the north of the city. One of France's largest Zénith centres (with 9,000 seats), an Olympic pool, a contemporary art centre, an art gallery and a 22,000-seat stadium currently being constructed complete the set of high-level cultural and sporting facilities, including one of Europe's best classical music halls (the Auditorium, with 1,600 seats). Renowned architects, including Rudy Ricciotti, Jean-Michel Wilmotte, Yves Lion and Jean-Marie Charpentier, are currently at work in Dijon. These are all signs that the capital of Burgundy, rich with 2,000 years of history, unique heritage and a remarkable geographical location, has found its place in the 21st century.



YAN PEI-MING,
A CHINESE MAN IN DIJON

Giant portraits, brutally painted in his studio in Dijon, all black, grey and white. Yan Pei-Ming is currently one of the most famous painters in France and one of the few to have had his work exhibited at the Musée du Louvre during his lifetime. Arriving from China in 1980, he based himself in Dijon where, a few years later, he graduated from the École des Beaux-Arts, before continuing his work at the Villa Medici in Rome, from 1993 to 1994.

LAND OF CHAMPIONS

London 2012. He bagged the gold in the 100 metres Paralympic butterfly... Charles Rozoy, a swimmer from Dijon, is one of the high-level sportspeople trained in a region that has seen the birth of many champions. Burgundy is a sporting region with renowned teams, training centres and facilities that also allow everyone to enjoy sport as a hobby.



THE REGIONAL COUNCIL OF BURGUNDY

A POWERFUL AUTHORITY FOR A STRONG AREA

The region is composed of two governing bodies: the regional council, with 57 members, presided over by senator François Patriat, and the economic, social and environmental council (Ceser), a consultative body composed of individuals from the socio-economic sphere.

The regional council is in full charge of transport, high schools, professional training for job seekers and employees, apprenticeships, economic development and regional planning. Burgundy has also decided to invest in higher education and research, culture, sustainable development, agriculture and forestry, information and communication technology, health, international exchanges and cooperation, canals and tourism.

The regional council manages a budget of more than 800 million euros per annum, with training accounting for over 300 million euros and transport for over 200 million euros.

It is working for its area in partnership with other local authorities (4 "départements", 2,045 municipalities, 134 municipal groups) and the State.

Areas in which the Region is involved
Budget breakdown in euros

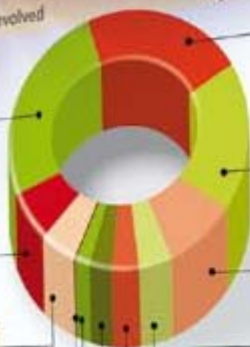
Transport **24,5%**

Other expenses **8,1%**

General services **5,5%**

Health and social initiatives **0,3%**

Environment **2%**



High schools and universities **21,9%**

Training and apprenticeships **17,9%**

Economic initiatives **8,7%**

Regional planning **4,6%**

3,6% Culture, sport and leisure

2,9% European and international funds

Regional council organisation

GOVERNING BODY

Regional council
57 members
Approves the budget and deals with regional affairs

EXECUTIVE BODY

President of the regional council
Prepares and carries out debates

15 vice presidents
Delegation of president's duties

Permanent commission
57 members
Delegation of regional council power
57 elected members sit on this commission

CONSULTATIVE BODY

Economic, social and environmental council
Consulted for its opinion

ADMINISTRATION

2,200 employees including 1,700 in high schools

BURGUNDY ON THE MOVE!



Tournus station (Saône-et-Loire). Here, every hour, a train leaves for Chalon-sur-Saône and Dijon, another heading for Mâcon and Lyon. The regional council, in charge of regional express trains (TER), has heavily invested in both new equipment and the scheduling of train lines in the area. Since accessibility plays a key role in the quality of life in a region, the quality of transport within the area is a priority.

The Region is therefore investing in alternative modes of transport, such as carpooling, car sharing and bicycles, and encourages changing from one mode to another. To this end, the interchange platform at Dijon station, with 20,000 people transiting each day, is an example of this: TER and TGV trains, trams, urban buses, coaches, bikes, taxis and cars are found side by side. Mobigo! enables travellers to easily obtain information regarding the best travel solutions. ■

MOBIGO! FOR A CONNECTED REGION

The regional council and its partners have introduced a central mobility platform covering the entire area. Mobigo! is a website and call centre. The site *mobigo-bourgogne.com* provides real-time information on public transport available in the region (trains, coaches, buses and trams) and all alternative modes to individual cars (carpooling, car sharing, bikes, walking, tourist shuttles, etc.) in both French and English.



The Region organises the regional express trains used by 11 million travellers each year.



Trams, an ecological and modern form of transport, shaping Dijon in the 21st century.

BURGUNDY, NATURALLY

A regional natural park, four natural reserves and soon a national park... Burgundy is a land rich in the diversity and quality of its landscapes. It has a responsibility, in France and in Europe, to preserve not only the bocage, heath and dry grassland, but also rare plant and animal species; all the more so since human activity, agriculture and forestry cover 95% of this vast area. The Region has therefore invested in the development of agricultural practice that respects this special environment: 40% of forests are PEFC (European forest

certification programme) and FSC (Forest Stewardship Council) certified, and more than 6% of farmland is organically cultivated. The 100% organic mill in Aiserey in the Côte-d'Or exports its flour throughout Europe. The Region has chosen policies based on both the careful, efficient use of energy and renewable energy. It therefore supports the construction of buildings with low energy consumption, that are energy neutral or even positive, plus wood-based and wind energy. ■

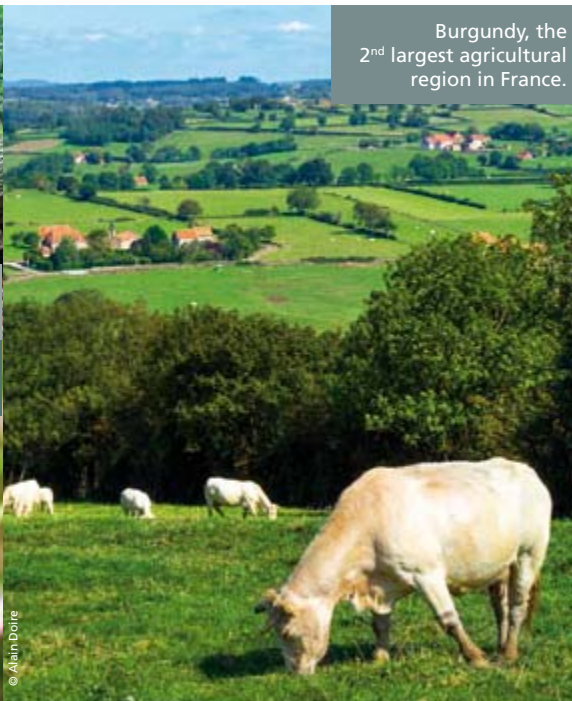
A REGION ON THE ROAD TO ENERGY TRANSITION

The Region has chosen low consumption and energy efficiency. It has supported more than 160 low and very low energy consumption constructions, totalling more than 800 dwellings and 65 tertiary buildings with a surface area of 120,000 m², which are under construction or being assessed by the authorities in Burgundy. More than half will be built to passive and energy positive standards, putting Burgundy at the head of the regions trialling very economical and energy producing buildings.



Timber for construction employs more than 4,000 people.

4 national nature reserves.



Burgundy, the 2nd largest agricultural region in France.



The Elithis Tower, one of the first energy positive buildings in Europe.



The University of Burgundy hosts 35,000 students, 10% of whom come from abroad.



The region devotes 20 million euros to higher education and research.



In 2012, 81 apprentices went on training courses in Europe with the Region's assistance.



The Institut supérieur de l'automobile et des transports in Nevers has partnerships with China, Spain and the Netherlands.

© Valéry Maillet pour l'exposition du 10/08

© Valéry Maillet / expérimentarium

© SAT - Campus Communication

Tailleuse de pierre du lycée des Marcs d'Or © Michel Joly

EDUCATION IN BURGUNDY

A hairdresser in Villeneuve-sur-Yonne, a butcher in Digoin, a bricklayer in Cosne-sur-Loire or a car mechanic in Beaune; there are 11,500 apprentices training for their professions in 31 apprentice training centres. Training is one of the priority areas of action for the Region, which is responsible for high schools in particular. Each year, the regional council invests money to improve the working conditions of 56,000 high school students: it spends more than 150 million euros on buildings and facilities dedicated to secondary and higher education. It supports the University of Burgundy, which, with the University of Franche-Comté, is committed to creating a research and interregional higher education centre capable of

giving the campuses in Burgundy international visibility: the cooperation between the two universities will bring together more than 55,000 students and 2,500 academic staff. The Region is also in partnership with the *grandes écoles* (prestigious higher education institutions) of its area: the *Burgundy School of business*, the *Institut Supérieur de l'Automobile et des Transports* (ISAT) car and transport institute in Nevers, *Agro-Sup* agricultural school in Dijon, *Arts et Métiers ParisTech* engineering school in Cluny, the *École Supérieure en Sciences de l'Ingénieur* (Esirem) engineering school... All of these institutions are members of the Burgundy Franche-Comté Polytechnicum. The University of

Burgundy has also created a subsidiary, Welience, which enables companies to benefit from the skills of researchers on the region's campuses. Food, image and sound, materials, chemistry, and laser technology are all fields in which Burgundy boasts internationally renowned teams. The regional council is also investing in professional training: alongside stakeholders in the economy and training, it provides sufficient training positions for the needs of businesses. It finances training for job seekers or those employed in areas with major needs, such as metallurgy, wind power and human services. It also supports renowned centres of excellence, in the fields of public works or the graphic industries, for example. ■

Training with a global outlook

Hundreds of young Czech students have attended classes at Carnot high school in Dijon. They have become managers or executives in companies and major institutions, in their own country or elsewhere in Europe. This prestigious institution in Dijon personifies the friendship between Burgundy and Central and Eastern Europe. The region's international outlook encouraged the creation of a branch of the Sciences Po Paris political science school in Dijon, specialised in Central and Eastern Europe. Each year, 180 students, half of whom are from this region of Europe, come to study in Burgundy.

KEY FIGURES

- 34,527 students including 26,300 at the University of Burgundy
- 56,000 high school students
- 11,500 apprentices
- 110 high schools
- 6 university sites

Sources: regional council of Burgundy and board of education, year 2011-2012



© AREVA / Élodie FERRARE

Areva, the world N°1 in nuclear energy, produces key reactor components in Burgundy.



In Chalon-sur-Saône: Nicéphore Cité, image and sound skills centre.

© Nicéphore Cité



MecateamCluster®: design, construction and maintenance of mobile machinery.

© Mecateam

Senior bread: the healthy bread of the Farine+ programme by Vitagora®.



© Cérélab



The regional innovation centre in Dijon.

© Synergie



Wind for future : global solutions for the wind power sector.

© Bruno Le Hir de Fallois

TOWARDS ECONOMIC DEVELOPMENT!

When Amazon sets up its third logistics platform in France in Chalon-sur-Saône, or when the new Biotech company opens in Dijon, the Region is there. When jobs are threatened or a company wants to invest, the Region is there. The regional council is first off the mark for economic development in its area, in collaboration with the other local authorities, state administration and economic stakeholders. It encourages the setting up and development of companies in Burgundy.

Bourgogne Développement is the regional development agency and collaborates with the *Agence française des investissements internationaux* to welcome investors. The Region's economic services devise action plans in favour of innovation or the international development of companies. *J'entreprends en Bourgogne* is the first business website of its type in

France and helps making business easier. Actively supporting new companies through its regional incubator, *Prémice* (an approved European business and innovation centre), the Region has put in place tools enabling companies to invest and innovate.

The most striking example of this is the creation of the *Espace régional de l'innovation et de l'entrepreneuriat* (Erie) regional innovation and entrepreneurial space, in an innovation centre in Dijon, designed by the renowned architect Arte-Charpentier. ■

Solutions on an international scale

The taste-nutrition-health centre. How does babies' taste develop? What diet best suits the elderly? How can we produce quality foods in sufficient quantities to feed the planet while respecting the environment? These are some of the questions the researchers and business people brought together within *Vitagora*® are tackling. The taste-nutrition-health centre of excellence brings together more than 150 companies, public and private laboratories and training centres, which have already carried out 167 research projects on a European scale.

The nuclear energy centre of Burgundy brings together 160 members, employing more than 12,000 in the Burgundy region. In Chalon-sur-Saône, Montbard and Le Creusot, French industrial innovation in the field of nuclear energy is being rolled out. Burgundy has the global engineering skills to produce nuclear energy, as well as manufacture key components for the industry. *Cetic*, a power plant training and maintenance centre, based in Saône-et-Loire, is the only one of its kind in the world.

Clusters. A race car that doesn't pollute? Plastics made from plant fibres such as hemp? The fastest train wheels in the world? The production of key parts for wind turbines that will produce "green" energy? Clusters have formed around the automobile industry in Magny-Cours, agro-materials in Dijon, mobile machinery in Le Creusot and wind energy in Longvic. They are uniting companies, research laboratories and training centres around projects.

Image centre. Innovation has long blossomed in Burgundy. In 1816, Nicéphore Niepce fixed an image onto a negative for the first time, the view of the garden from his house near Chalon-sur-Saône. Here, the *Nicéphore Cité* centre continues the pioneer's work by collaborating with innovative companies in the image and sound industries. In Dijon, medical imaging specialists are equipped with a cyclotron to successfully complete clinical trials for major pharmaceutical laboratories.



BURGUNDY A REGION WITH A GLOBAL OUTLOOK

Merchants and businessmen, artists and students... Burgundy, a true crossroads, has always welcomed women and men from around the world. Today the Region is developing an international outlook strategy: mobility for young people, cooperation with other regions of the world and solidarity programmes focussing on developing countries. In Burgundy, a region with a worldwide reputation, the world is second nature.





Apprentices from Hong Kong in training with a chef from Burgundy.

© Pierre Comblat



© Pierre Comblat

In 2012, the Region celebrated the 50th birthday of its partnership with the German state of Rhineland-Palatinate.



© Vincent Arbellet

In 2009, François Patriat met with Michelle Bachelet, President of the Republic of Chile.

Partnerships of the region of Burgundy with the Western Cape province of South Africa. On the left, Safia Otokoré, Vice President in charge of international affairs. On the right, a game between the Burgundy rugby players and children from the townships.



© Conseil régional de Bourgogne



© Conseil régional de Bourgogne

BURGUNDY, A MEETING PLACE

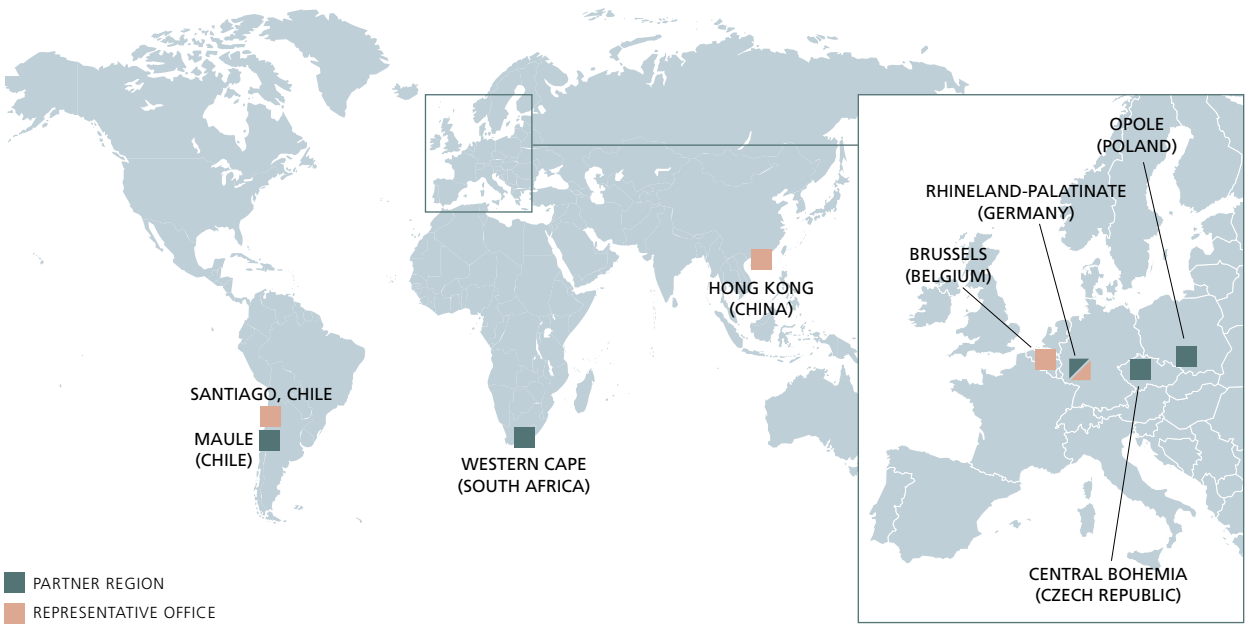
Taking Burgundy beyond its borders is a major challenge for the promotion and development of our region. Burgundy has entered into agreements with five regions, namely Maule Region (Chile), Western Cape Province (South Africa), Land of Rhineland-Palatinate (Germany), Opole Voivodeship (Poland) and Central Bohemia Region (Czech Republic). The three last regions signed a four-side agreement with Burgundy in 2003, strengthening their relations.

The Burgundy House in Mainz coordinates exchanges with Rhineland-Palatinate – a reflection of the work carried out in Burgundy by Rhineland-

Palatinate House in Dijon. Two representative offices, one for Asia in Hong Kong, the other for Latin America in Santiago, Chile, provide expertise and individual assistance to companies seeking to enter these booming markets. They also see to the promotion of Burgundy in these high-growth regions. Additionally, in 2010, Burgundy and the government of Hong Kong entered into a framework agreement, enhancing relations between these two regions.

The *Burgundy Week* in Hong Kong in October 2011 was a chance to promote Burgundy’s excellence in the fields of gastronomy, wine and

culture. These special relationships encourage projects in fields as varied as the environment, tourism, viti- and viniculture, education, sport, health, culture and economics. From these exchanges of experience and good practice, strong partnerships have been built up over the years, including agricultural training shared between South African and Burgundy wine-growers, development of commercial exchanges with Asia and partnerships between universities. ■





Burgundy Tourism crosses the oceans to meet professionals.



Tolix, an icon of industrial design, owes over 50% of its turnover to exports.

Actifry deep fryers, a product of the Seb group's innovation, world leader in small household appliances.



BURGUNDY, A GLOBAL ECONOMIC PLAYER

The excellence sectors such as wine, gastronomy and tourism, not forgetting industry and business innovation, make Burgundy a sought-after participant on the world stage. To reach new markets and charm potential investors, Burgundy is travelling, building relationships and welcoming visitors.

Burgundy was the first region in France to organise its export activities on the basis of a strategic partner plan: *Parex*, a regional export plan of action. This plan was launched by the regional council in 2011, for the 2011-2014 period. It offers support to businesses and industries to optimise their international development.

It unites public partners around common objectives and strategic lines, demonstrating the region's willingness to interact with the world, an essential advantage for the growth of businesses. Burgundy is one of the few regions to register a trade balance surplus. Each year, it exports goods for an amount approaching nine billion euros. Iron and steel products and machinery top the list of products sent abroad (worth approximately two billion euros), ahead of beverages (approximately one billion euros). Europe is the major destination for the region's products (more than five billion euros), but Asia is becoming more and more important (already one billion euros per annum).

The ultimate place of welcome, boasting numerous advantages (accessibility, innovation, incentivising public policies, etc.), Burgundy embraces companies and industries wishing to set up in our region. It also welcomes tourists from around the world: each year, there are more than 40 million overnight hotel stays in the region and visitors spend more than two billion euros here. The *Bourgogne Tourisme* agency's goal is to help attract tourists to Burgundy, through its promotional campaigns, publication of brochures and provision of information on the internet, as well as participation in tourism exhibitions worldwide. ■



SBM, taking a chance on the world stage

It's the story of a small to medium business in Burgundy that is 100% Made in France and exports 70% of its products to over 65 countries worldwide! SBM, in Clénay, near Dijon, designs and creates energy-efficient industrial heating systems for large buildings (industrial or logistics warehouses, etc.). Innovation and international deployment are the keys to industrial success in Burgundy. To expand in the region, SBM has settled a "business accelerator" enabling local small and medium businesses to benefit from an environment that favours their development.



The Europe Direct centres in Burgundy give over 200 presentations in schools in Burgundy a year.



The PARI job search platform financed by the FSE.

Construction of a river quay and logistics platform in Gron (Yonne) with the support of the ERDF.



Jean-François Ravault, Producteur de bœuf de Charolles (AOC) à Saint-Pierre-de-Varennes, Saône-et-Loire. L'une des 15 124 exploitations agricoles soutenues par l'Europe en Bourgogne.



DEFINITELY A EUROPEAN REGION

The Region is part of the *EU 2020* strategy which focuses on inclusive and sustainable growth. Europe is investing in projects developed in Burgundy involving employment and competitiveness, in the fields of the environment, new technology, innovation and training. The region of Burgundy benefits from major funding granted by Europe: 185 million euros from the *ERDF* (European Regional Development Fund), 300 million

through the *EAFRD* (European Agricultural Fund for Rural Development) and 100 million from the *ESF* (European Social Fund) for the 2007-2013 period. An example? A major local tourist destination and architectural delight, the town of Cluny, rolled out a promotional project called “*Cluny 2010*” in close partnership with Europe. Thanks to this support, almost 100,000 visitors are expected per year for a project that creates jobs.

A Brussels-based office representing Burgundy and Franche-Comté provides a permanent link between the Region and the European Community, thereby facilitating the rollout of European projects. The mission of the Europe Direct centres located in Dijon and Mâcon is to bring Europe to its citizens. High school and tertiary students, individuals and companies can find all the information needed for their projects here: living in Burgundy means living in Europe! ■

KEY FIGURES

ERDF: €185M,
with a leverage effect of €710M

ESF: €105M,
with a leverage effect of €337M

EAFRD: €107M,
with a leverage effect of €213M

Total: 1.26 billion euros
for 3,000 projects (2007-2013)

When Europe invests in Burgundy!

Gron (Yonne): a port thanks to the ERDF. Near Sens, in the south of the Paris basin, the port of Gron has been created to offer an alternative to road transport for goods between Burgundy, the Paris region and the sea port at Le Havre. The construction of a 1,200 meter river port and a 13,000 square meter logistics platform, at a total cost of 4.8 million euros, was supported by a 1.95 million euro contribution from the ERDF.

Women are more mobile thanks to Europe! The European Social Fund has committed 15,000 euros to an initiative conducted by the Pari association (inter-company job seeking associative platform), with the support of the regional council of Burgundy. This organisation, based in Nevers, has enabled 40 women to return to work by offering them vehicles at very low cost.

Raw milk from a vending machine... This is a first for Europe ! In the centre of Chalon-sur-Saône it is possible to buy raw milk from a vending machine! This 24-hour self-service machine is fitted with the equipment needed to keep milk at 3°C. Its installation represents an investment of 52,400 euros, supported by a 13,250 euros contribution from the *EAFRD*. The project was conceived by a farm in the Chalon-sur-Saône area, Gaec Agrilux.

YOUNG PEOPLE TRAINED FOR THE INTERNATIONAL STAGE

This year, Robin is studying in Mainz. The partnership between the University of Burgundy and the University of Mainz allows this young Literature student from Dijon to spend a year living in another European country. Like him, 2,000 other students from the Region benefit from a scholarship. The regional council commits 2.5 million euros to helping young people, regardless of their status or level of

studies, to carry out a professional internship or study period abroad. High school and tertiary students, apprentices and young job seekers can therefore benefit from financial assistance to make them more employable and to acquire new skills: knowledge of a foreign language, ability to adapt to a new environment and autonomy. To promote equal opportunity, specific assistance is offered to young

people who may be unaware of opportunities abroad. The Region offers them support for internships within a company abroad: help looking for a host organisation, accommodation, or administrative procedures. Therefore, an internship office guides students at Burgundy House in Mainz and at Rhineland-Palatinate House in Dijon, in order to work in a company from the partner region. ■



5,000 high school and 2,000 tertiary students live an international experience each year.



Collégiades 2012: students from the Collège universitaire de Sciences Po coming to Dijon from around the world for sport and art competitions.

BURGUNDY STANDING FOR INTERNATIONAL SOLIDARITY

This year, apprentices from building profession training centres in Burgundy are taking off for Madagascar. Working alongside young Madagascans, they are renovating or building schools, hospitals and public buildings. The project is supported by the regional council of Burgundy. Meanwhile, approximately fifty nursing students from the region's schools are leaving for Senegal and Burkina Faso for

internships in dispensaries or hospitals, once again with the Region's support. More than 500 organisations in Burgundy, aware of the inequality between peoples, are taking a long-term approach to development actions. International solidarity projects supported by associations in Burgundy and education concerning development in Burgundy are the priorities of the Region, which, since

2004, has pursued a policy in favour of a fairer world. The *Fonds jeunes solidaires* youth fund, by helping to finance humanitarian projects, encourages the commitment of citizens, high school and tertiary students. The Region of Burgundy's participation therefore falls within the United Nations' Millennium Development Goals (MDGs), aiming to reduce poverty in developing countries. ■



The international solidarity conference, an annual meeting in the region.



Apprenons, bâtissons le monde association, renovating a school in Madagascar.

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BURGUNDY ON THE INTERNET

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BURGUNDY REPRESENTATION OFFICES ABROAD

Burgundy Franche-Comté Europe Office
Rue d'Arlon 55 – 1040 Brussels
Phone: (+32) 2 231 10 50
www.bfce.eu

In Rhineland-Palatinate

Burgundy House (Mainz, Germany)
Haus Burgund Mainz
Flachmarktstraße 36 – 55116 Mainz
Phone: (+49) 61 31 23 43 17
www.haus-burgund.de

PARTNER REGIONS OF BURGUNDY

Rhineland-Palatinate (Germany)
www.rlp.de

Opole (Poland)
www.umwo.opole.pl

Central Bohemia (Czech Republic)
www.kr-stredocesky.cz

Western Cape (South Africa)
www.westerncape.gov.za

Maule (Chile)
www.gobiernoregionaldelmaule.cl

INTERNATIONAL REPRESENTATION IN BURGUNDY

Rhineland-Palatinate House
www.maison-rhenanie-palatinat.org

List of consulates in Burgundy
www.locallife.fr/bourgogne/ambassades-consulats.asp

EUROPE

Europe Direct information centre in France
<http://ec.europa.eu>

ECONOMY

J'entreprends en Bourgogne
jentreprendsenbourgogne.fr

Burgundy Development
Regional agency for outside investment in Burgundy
www.bourgognedveloppement.com

Burgundy Tourism
Burgundy official tourist site
www.bourgogne-tourisme.com

Burgundy Innovation
Burgundy's innovation portal
www.bourgogneinnovation.org

Burgundy Chamber of Commerce and Industry (CCIR)
www.bourgogne.cci.fr

Burgundy Chamber of Arts and Trades
www.artisanat-bourgogne.fr

VITAGORA
Taste-nutrition-health excellence centre
www.vitagara.com

Burgundy nuclear energy centre
www.polenucleairebourgogne.fr

PREMICE
European business and innovation regional incubator centre of Burgundy
www.premice-bourgogne.com

European financing programmes portal in Burgundy
www.europe-bourgogne.eu

CULTURE

Dijon Auditorium
www.opera-dijon.fr/opera-de-dijon/auditorium

Consortium
leconsortium.fr

Burgundy Regional Book Centre
www.crl-bourgogne.org

FRAC Bourgogne
Regional contemporary art fund
www.frac-bourgogne.org

EDUCATION

Dijon Board of Education
www.ac-dijon.fr

University of Burgundy
www.u-bourgogne.fr

AgroSup Dijon
National advanced institute of agricultural science, food and the environment
www.agrosupdijon.fr

École nationale supérieure d'arts et métiers ParisTech – Cluny Campus
www.ensam.fr/fr/centres_et_instituts/centre_cluny

École supérieure de commerce Dijon
Bourgogne www.escdijon.eu

Sciences Po – European Campus Central and Eastern Europe
college.sciences-po.fr/sitedijon

ENVIRONMENT

Alterre Bourgogne
www.alterre-bourgogne.org

ADEME
Environment and energy control agency
www2.ademe.fr

Burgundy Sustainable Building
www.bourgogne-batiment-durable.fr

YOUTH

Regional Youth Information Centre
www.ijbourgogne.com

MOBILITY

Mobigo!
Intermodal transport information centre in Burgundy
www.mobigo-bourgogne.com

Dijon Burgundy Airport
www.dijon.aeroport.fr

SNCF
To travel to Burgundy by train
www.voyages-sncf.com

Non-exhaustive list.

UNMISSABLE BURGUNDY

- 1

Dijon, capital of Burgundy
- 2

La Charité-sur-Loire and its priory church
- 3

Beaune and the Hôtel-Dieu
- 4

The basilica and village of Vézelay, gateway to the Avallonnais (town of Avallon, villages of Saint-Père, Pierre-Perthuis and Montréal, valleys of the Cure and the Cousin, Caves of Arcy, etc.)
- 5

The cathedral and synodal palace of Sens
- 6

The Côte viticole wine trail and its symbol, the Château du Clos de Vougeot
- 7

The Loire in Burgundy (Bec d'Allier, town of Bourbon-Lancy, etc.)
- 8

The Rock of Solutré and the Mâconnais
- 9

Autun
- 10

Auxerre
- 11

Chalon-sur-Saône
- 12

Joigny
- 13

Nevers
- 14

The mediaeval trail of Guédelon, gateway to la Puisaye (châteaux of Saint-Fargeau and Ratilly, etc.)
- 15

The château of Bazoches
- 16

The château of Cormatin, gateway to the South Burgundy Châteaux Trail (Sully, Drée, etc.)
- 17

Mont-Beuvray/Bibracte
- 18

The Morvan (lakes of les Settons and Pannecière, Château-Chinon, etc.)
- 19

The Musée du Pays Châtillonnais – Trésor de Vix and Châtillon-sur-Seine
- 20

The area between Cluny and Tournus, and :

20.1

Cluny Abbey

20.2

the Abbey of Tournus

and also: the village of Brancion, the church of Chapaize, etc.

- 21

The pays de l'Auxois, and:

21.1

the Abbey of Fontenay

21.2

the château and village of Châteauneuf-en-Auxois

21.3

the MuséoParc Alésia

21.4

the village of Flavigny-sur-Ozerain

and also: Semur-en-Auxois and Saulieu, the châteaux of Bussy-Rabutin and de Commarin, the church of Saint-Thibault, Buffon's forges, etc.

22

The pays du Charolais-Brionnais, and:

22.1

the basilica of Paray-le-Monial

22.2

the village of Semur-en-Brionnais

22.3

the Romanesque churches of the Brionnais (Anzy-le-Duc, etc.)

23

The village of Noyers-sur-Serein

24

The canals of Burgundy and their works of art (Rogny-les-sept-écluses, etc.) and especially:

24.1

the Burgundy Canal

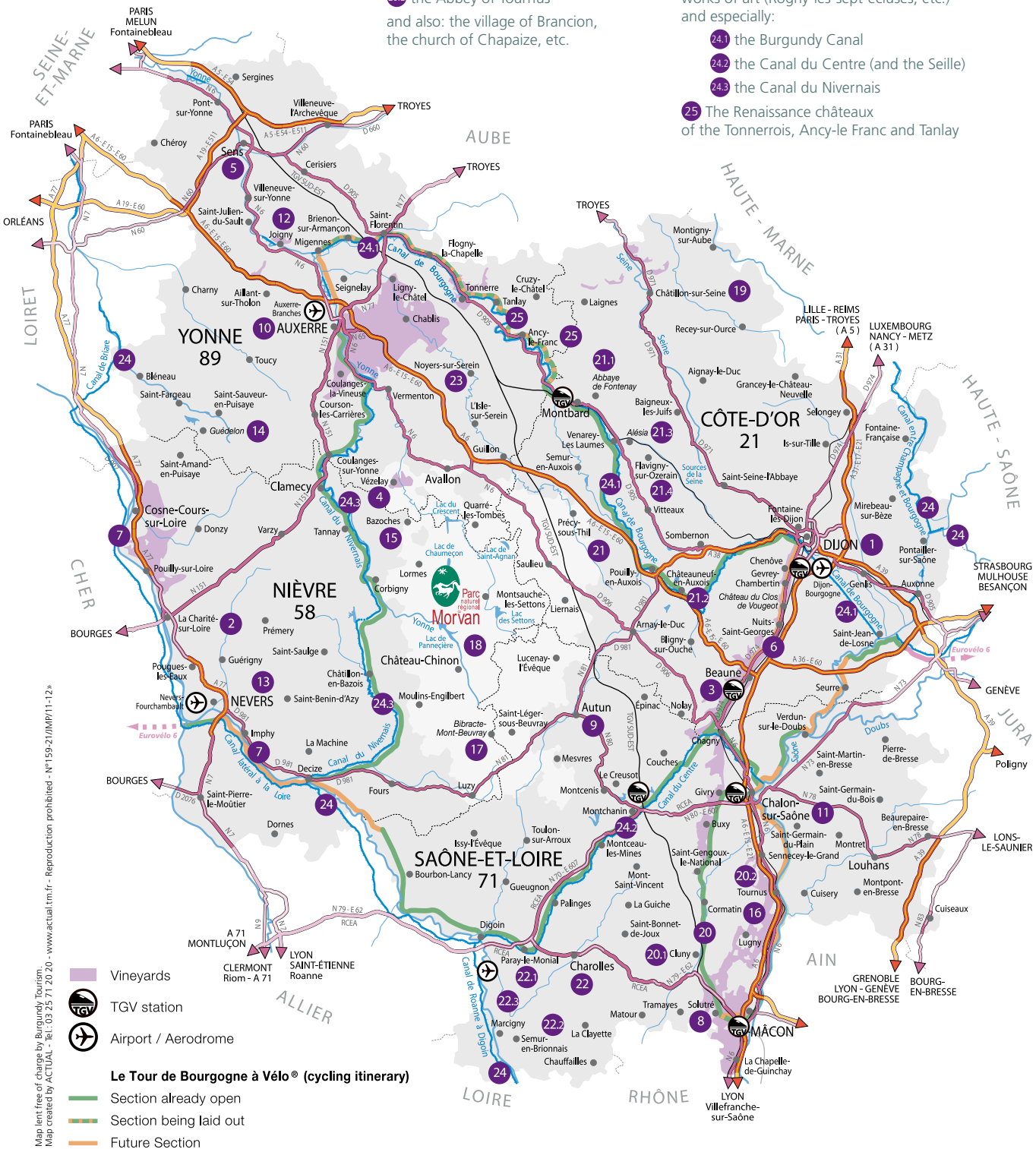
24.2

the Canal du Centre (and the Seille)

24.3

the Canal du Nivernais

25

The Renaissance châteaux of the Tonnerrois, Ancy-le Franc and Tanlay



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