



100% NORMANDIE

➤ Economy and Sectors of Activity



A region for production, innovation and exportation, among the French leaders in many sectors: mobility (automotive, aeronautics and aerospace), energy, agrifood, horse industry, digital technology, health, etc.

Around 1.3 million jobs: 40,500 in agriculture, 202,500 in industry, 84,500 in construction, 162,600 in trade, 802,900 in services.

20,000 new establishments created per year.

Sector organisation in hubs or networks.

€30.7bn in export sales.

Automotive industry

A driving force in the region's industry, the automotive sector represents 45,000 direct and 150,000 indirect jobs. This diversified sector benefits from a dense fabric of motor vehicle equipment manufacturers, subcontractors and skill centres working for the two leading automobile manufacturers, Renault, the region's leading industrial employer, and PSA Peugeot-Citroën. Normandy is also the cradle of France's electrics industry, with over 70% of national R&D activity in the automotive sector and support from the Mov'eo competitiveness cluster.

Aeronautical and aerospace industry

The aeronautical and aerospace industries are in prime position in the region's economy. Combined, they represent over 18,000 salaried jobs and a turnover of €3bn in 2016: design, production and testing of engines for Ariane launchers, manufacture of nacelles for aircraft engines (in particular Airbus A380), high-technology cable manufacture, etc. Normandie Aerospace, the Norman network of stakeholders in the aeronautical, aerospace, defence & security fields provides support for ongoing and future projects. A few companies in the field: Snecma – Aircelle – Safran, Thalès, Zodiac, UTC Aerospace Systems, TE Connectivity, D2T and Revima.

Agrifood industry

A sector of regional excellence endorsed by top quality agricultural produce and seafood (13 controlled designations of origin). France's leading region for a range of dairy products, cider-based products and seafood. App. 25,500 jobs in 800 companies. €6bn sales, two-thirds of which are exported. Leading brand names: Bigard, Charal, Danone, Ferrero, Frial, Nestlé, Elle & Vire, etc. Research focusing on innovation and food safety.

Energy

Normandy is France's 1st ranking region in the energy sector for employment (26,000) and production of wealth. An essential supplier of nuclear, thermal and renewable energy thanks to the expertise of major groups (EDF, Areva, Total, etc.). 7 laboratories of excellence (Labex), in the field of materials for energy and clean combustion. Leader in petroleum refining and, soon, in MRE (Marine Renewable Energy).

Digital technology

Normandy is a historic breeding ground for a number of digital technologies: First transaction by smartcard, first transaction by mobile phone equipped with an NFC chip. A number of fields of excellence (semiconductors, monetics, contactless technology, virtual and augmented reality) reuniting major groups (Orange, NWP, Zodiac, Acome) SMEs and start-ups. 20,650 jobs in around 4,000 establishments. Caen, Le Havre and Rouen reunited within the Normandy French Tech network.

Chemistry – Pharmaceutical – Cosmetics

The region's chemistry-pharmaceutical industry relies on a network of major international companies: Sanofi-Aventis, Janssen Cilag, Shering Plough and GSK. An R&D skills chain, from the development of new molecules to product marketing, together with contract manufacturers (Farmaclair, Famar, etc.) and cosmetic manufacturers (Batteur, Auriège-LASCO, Jacomo, etc.). Leading region for bottling with 75% of world production of luxury bottles for perfumery, spirits and pharmacy. Member of Cosmetic Valley, the world's leading perfumery-cosmetics hub.

Construction and Public Works

84,500 jobs in 24,500 establishments (2017). Annual production estimated at €8bn: 6.1 in building, 1.9 in public works. Quarrying and materials industry: €429M turnover in 132 companies for 2,585 direct jobs. Remarkable investment in research and higher education, from apprenticeship to engineering schools: ESITC (Higher School of Civil Engineering) in Caen and INSA (National Institute of Applied Sciences) in Rouen.

Horse industry

Normandy is a quintessentially equestrian region: – all equine activities, from sport and leisure to research, are represented. – renowned stud farms and training sites, – international competitions including the World Equestrian Games in 2014. – the Pin National Stud farm and equestrian centres in Saint-Lô and Deauville. – 1st ranking French region with 115,000 equidae, 50 breeds, and a turnover of €1.3bn for 18,000 jobs.

International trade

Normandy is a champion in terms of international activity: – 3,700 exporting companies. – €64bn (2016) in external trade. – 36% of the GDP in export sales. – 57% of Normandy's export sales are to Europe (Germany, then the Netherlands and the United Kingdom), 15% to Asia, 12% to America and 11% to Africa. – Leading French region for the exportation of chemical, petroleum, pharmaceutical and agricultural products.