Beat: Business

PAYS BASQUE - A REGION OF EXCELLENCE AND INNOVATION

OCCASION OF G7 SUMMIT IN BIARRITZ

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USPA NEWS - It´s an Uudeniably Dynamic and Attractive Region. With its Population on average increasing 0.6% annually, Nouvelle-Aquitaine is one of the most Populated Regions in France. Even if Newcomers are often young Parisian Graduates who settle mainly in the Metropolis of Bordeaux, there is also signficant Movement across the Region from Bordeaux to the Landes, Charente-Maritime, Vienne and of course the Basque Country, where more than 9,000 People a year arrive. Not all settle near the Coast : People are also moving Inland, as far as Pau or Saint-Jean-Pied-de-Port or Saint-Etienne-de-BaiÌˆgorry, which are seeing their Populations swell with many young People keen to create their own Activities. Quality of Life is a real Driver of Innovation. By 2025, 30,000 Newcomers are expected.

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The PyreÌ?neÌ?es-Atlantiques excels in highly dynamic Livestock Management: 4,500 Farmers rear Blonde d´Aquitaine Cows. It is also the second largest National Sheep Reserve. Some 1,800 Farms are involved in rearing, 80% focusing on local Sheep Breeds such as Manech Redhead, Black Head Manech or Basco-Bearnaise. Another strong characteristic of BeÌ?arn and the Basque Country is Active Pastoralism. Communal Cummer Pastures cover nearly 150,000 hectares managed by 120 grazing Collectives. The Recognition of Products through Quality and Origin Certfication (SIQO) is a Guarantee of Practices that preserve Terroir and promote Local Breeds. Agriculture here has a Rich Diversity of Producers and Farmers working together with Local Food Processing Companies.

From the Label Rouge to the IGP and AOP, the PyreÌ?neÌ?es-Atlantiques has no less than 23 Product Categories under SIQO Certification, the most iconic of which are the Wine Appellations JurancÌ§on, Madiran and Irouleguy, the AOP Ewes´ Milk Cheese Ossau-Iraty, IGP Pyrenean Suckling Lamb, AOC Kintoa, AOC Piment d´Espelette, IGP Bayonne Ham or IGP Foie Gras from the South-West. More than 40% of the Region´s Farmers have at least one SIQO.

Regional Crop Production accounts for 69% of Agriculture compared with 31% for Livestock Production. Agriculture shapes a highly diverse Landscape including Plains for Eld Crops, two zones of wine production around Bordeaux and Cognac, and Livestock in Areas where the Cultivation is more dfficult. Nouvelle-Aquitaine is the second largest Region of Organic Farming Production in terms of the number of Certified Producers (5,000) and the third largest in Area with 200,000 Cultivated Hectares, representing 5% of all Agricultural Land.

The Nouvelle-Aquitaine Region is also home to France´s largest Forest. Occupying a third of the Region, it is divided into different Zones. Encompassing 1 million Hectares planted with 80% of Maritime Pines, the Massif des Landes de Gascogne is the largest in Western Europe. On the Haut Limousin Plateaux, where Forestation Rates are also significant, Hardwoods grow alongside Douglas Fir and Spruces. Other Wooded Areas are divided between Oaks, Beeches, Chestnuts, but also Poplars in some Alluvial Plains. 62% of the Region is planted with Hardwoods.

The Basque Country and the Nouvelle-Aquitaine Region are both labelled Positive Energy Territories. Biarritz and the Basque Coast are investing in Blue Growth in Marine and Maritime Employment Sectors. This involves the Production of Renewable Energy at Sea and the valorisation of Marine Bio-Resources, including maintaining and revitalising Traditional Maritime Activities, Fishing, Aquaculture, Port Operations, Tourism and Water Sports... Sustainability Objectives rely on Data Collection programs and Management Measures such as Ocean Start, a Future Technopole dedicated to the Ocean Economy and Marine Biometrics. Respecting Natural Resources is part of the Challenge. Economic Stakeholders from across the Basque Country meet, discuss Coastal Development and jointly define the new Roadmap for Renewable Marine Energies.

The Rivages Pro Tech Centre (Suez), created in 2006 on the Izarbel Site, develops Laboratory Analysis Techniques, Digital Modelling Processes and Predictive Management Processes for Pollution in Aquatic Environments. While the Centre´s Internationally-Renowned Fields of Expertise will be maintained, new areas of Activity will also be developed. Collaborations are also underway with Businesses based on Technology Parks in the Basque Country Urban Authority Area. Rivages Pro Tech intends to develop the use of Satellite Images to boost its Ocean Observation Systems. Another very promising avenue is linked to Data-Processing Sciences, which make Software Programs more intelligent so that they can learn themselves and help us to foresee Dangers, so we can take Action at the Right Moment in the Right Place... The Projects are boosting Rivages Pro Tech´s Expertise and will enrich the Ecosystem supported by the Basque Country Urban Authority around the themes of the Blue Economy, Water Quality, and Renewable Marine Energies. (www.suez.com)

Created in 2011 by Muriel and Jean Marc Dubois, "Laboratoires de Biarritz" is the Realization of Grand Ambitions : a Project originated of the Personal, Family and Environmental Convictions of its Founders. Indeed, Dedicated Surfers and Ocean-Lovers, the Family was looking in vain for Sunscreen that was safe for the Skin and the Marine Environment“¦The work of R&D started with Fundamental Research to find the Molecules of Tomorrow, in the Heart of Nature with Incredible Virtues. The Research is at the Origin of the Discovery of Several Exclusive Active Ingredients. Protected by Patents, these Active Ingredients are potentiated in Technical Formulas, beneficial for the Health of Skin.

Organic Certification requires that at least 95% of the Ingredients used be of Natural Origin and that at least 20% of the Final Product be from Organic Agriculture. Laboratoires de Biarritz go above and beyond that because the Products are made up of 99.5% Natural Origin Ingredients and up to 96% of the Final Product is from Organic Agriculture. Their Formulas contain 0% Petrochemical Ingredients and 0% “at Risk“ Ingredients (Parabens, Silicones, Phenoxyethanol, etc). Biodegradable Ingredients, 100% Recyclable Packaging, Airless Containers, Entierly Made In France. Their Patented Active Ingredients thus come from Gelidium Sesquipedale, a Red Seeweed that is specific to the Basque Coastline. To this valorization of Local Natural Resources can be added French Suppliers and Production predominately based in the Pyrenees-Atlantiques. Guaranteeing Optimum Traceability, producing Locally enables us to support the Regional Economy. (www.laboratoires-biarritz.com).

Companies like "Voltaire Design", a Maker of Customised Riding Saddles in Elegant Leather, are showcasing the Materials behind Premium Products. Created in 2010, the Brand chose to launch first in America. Sponsor of the Winter Equestrian Festival in 2011, it has seen a Blazing Success, rapidly becoming the Saddle of Choice across the Atlantic. Its Technical Products, all made in France, have won over Great American Riders, like Double Olympic Champion Beezie Madden, followed by Phe Equestrian World in Germany, England and France. To the Question why Voltaire Design is different ? "Voltaire Design relies on the long French Tradition of Saddle Making. But Voltaire Design is also the first Saddle Maker to get help from the Fashion Industry in the Design of our Products. Voltaire Design is also the first Environmentally-Friendly Saddler in the World." (www.voltairedesign.com)

Based in Bidart, Southwestern France, "Pragma Industries" is an Innovative Supplier of the best of Breed Fuel Cell Test Equipment. Founded in 2004 by Pierre Forté, Pragma Industries is a Highly-Skilled Team of Interdisciplinary Engineers, Scientists and Technical Staff. Their Expertise Domains range from Mechanical Engineering, Electronics, Automation and Control, to Software Design and Electrochemistry...H2 Î±lpha BIKE is the first Commercially Available Electrically Assisted Bike with a Fuel Cell (FC-Pedelec). Î±lpha has been developed as a Response of today´s Energy Demand and Eco-Mobility Issues. The Fuel Cell and Hydrogen Storage integrated inside Alpha2.0 delivers an unrivalled range of 100km on a Single Charge. Whereas Battery-Powered Pedelecs are adversely affected by Low Temperatures, Alpha2.0 provides constant Range and Performances in every Weather Conditions. Equiped with a Best-In-Class H2 Gauge, it accurately indicates the Remaining Energy to the User.

Compared to Conventional Electric Bikes, Î±lpha is refilled with Hydrogen in only 2 minutes using the Filling Station, while Standard e-Bikes take more 3 to 4 hours to be fully charged. Pragma Industries´ Partner Atawey has developed H2 Spring Filling Station for Î±lpha. It produces Hydrogen from Water and Electricity (Water Electrolysis). The Hydrogen is stored and compressed before being refilled into Î±lpha Hydrogen Tank. The Station is able to refill up to 35 Bikes a day, only using Water and Electricity. The Complete Solution offered by Pragma Industries and Atawey allows increased Mobility Efficiency with Zero CO2 Emissions, from the Hydrogen Production to its Consumption.Who is it for ? : Public Services, Territorial Staff Mobility, Corporate Staff Mobility, Last Mile Delivery, Tourists Rental, Bike Sharing Programs (www.pragma-industries.com).

In exploring Historical Craftsmanship throughout this Region we find a Unique Heritage that´s mindful of preserving Traditional Arts and transforming them in an Innovative and Sustainable Way. The Region recognises the Importance of Educated Young People and has invested in Impressive University Resources. Nouvelle-Aquitaine has important University Centres in Poitiers, La Rochelle,

Limoges and Bordeaux. The University of Pau and the Adour countries (UPPA) is a Multi-site Higher Education Establishment based in Pau, as well as in Bayonne and Anglet, Tarbes and Mont-de-Marsan. Bayonne is building a Basque Country Campus with the Goal of attracting 8,000 Students by 2020 to meet Local Needs and position itself as a Second Pole for training Engineers.

With a total of 195,000 Students, 15 Incubators, 9 Technopoles and more than 50 Start-Up Facilitators, the Region has developed a Pioneering Ecosystem based on a Trusted Interconnection between Public and Private Sectors. This Momentum is vital for Economic Growth that is already generating Jobs (up 0.7% on average per year between 2009 and 2014), has an Unemployment Rate lower than the National Average, and which is seeing a Continuous Increase in Managerial and Skilled Jobs. In Higher Education, Public and Private Schools and Universities are increasing their Capacity. Expansion focuses on Research Activities related to Local Challenges such as Energy, the Environment, Logistics, Sports, the Silver Economy.

Source : Biarritz (Basque Country) - On the Occasion of the G7 Summit in Biarritz. August 24-26, 2019.

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