

Beat: Technology

## Bordeaux Shows a Big Ambition to build a Digital City Named Technowest

### Euroatlantique Project By 2017

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**USPA NEWS** - I'll tell you a press trip, to discover this great French science park, whose mayor Alain Juppe, former PM, is making much efforts to give its city a digital ecological cluster. It's an ambitious way to create 30,000 jobs by 2017 and 17 000 units attached to "Euratlantique" & "Technowest" concept.

#### FUTURE DIGITAL CITY BORDEAUX SCHEDULED FOR CURRENT 2016 IN BORDEAUX-----

I'll tell you a press trip, made to discover this great French science park, whose mayor Alain Juppe, former PM, is making much efforts to give its city a digital ecological cluster. It's an ambitious way to create 30,000 jobs by 2017 and 17 000 units attached to the concept "Euratlantique" and "Technowest". The Darwin Project is just as unusual by restoring a former military barracks transformed into eco-work site hosting starts up and young companies in a framework that reduced energy consumption. It became now a must see, specific landmark in Bordeaux as much as the "canneles" cakes.

The Chemetoff Alexander and Associates Agency, unveiled us the project of the Digital City of Bordeaux, deliverable end of 2016. It will be located on a former Postal Sorting located in Bègles which will be rehabilitated and become the totem of the new Bordeaux area "Euratlantique". The idea is to create this eco-platform way SoHo, to accommodate 40 000, with the creation of 30,000 jobs.-----

The quotes with an area of "27 000 square meters, provides collaborative spaces for research, in partnership with students from universities, and also dedicated to training in his incubator. One section will be dedicated to the economy with nurseries and culture, with a museum of Art Brut and a museum for video games). Two thirds (2/3) of these spaces are already assigned, two incubators.

The ambition of the Mayor of Bordeaux, Alain Juppe, former PM (Candidate to the 2017 Presidential Party "The Republicans") is to install a digital platform in Bordeaux, on the same pattern as Silicon Valley in San Francisco. Bordeaux Technowest will be serving 68 startup to innovative technology projects and the Newton Park dedicated to environmental intelligence.-----

**TECHNOWEST WHO ARE THE INVESTORS AND FUTURE FINANCING PLAN-----**: They are investors, as well as public financing partnership who made this project coming true. It includes an incubator which involves young people start up, which they do not pay anything. They will pay the output of the three-year passes to the nursery. This will make a cluster effect and create a Business Center and left in several areas: 1- Technostart -----2-incubated Scholarship -----3- CESA with specificity for drones -----4- Aéromag, recently bought a magazine publishing information relating to aerospace at local and regional level until Toulouse. We managed to establish partnerships with prestigious groups such as Microsoft, in exchange for San Francisco."

#### MEETING WITH CONTRACTORS OF BORDEAUX AND A DYNAMIC CREATIVE TEAM-----

Then we meet a group of "Bordeaux entrepreneurs" has both dynamic creative set by Julien Parrou, co-founder of the association and CEO of Concoursmania and member of the French committee of FRENCH-TECH. The Association presents us some entrepreneurs members of his association, in the beautiful premises of the ancient US Consulate in the center of Bordeaux.-----

We were invited by the Association, a mythical place and along with the image of the Anglo Saxon approach of these young businessman, who took habit to make a short and convincing talk in 10 minutes of pitch, in the American way, before journalists, we were. Many good surprises came up from this panel of young "start ups" with Severine Parailous, Elodie Faucher and co-founder of "My Private animal", Marie Pascale Ballet, founder of "Onum" Morgan Regnier, Nawfal Langhzali Pierre Moreau and co-founders of "Melycasa" and co Benoit Drouin -founder of "Hemera".

During the press trip, the group of journalists, could discover the winners tandems from different arrays of business models, including classical economics and business expert digital. Understanding the path to follow to suit each good practice and trying to match with the real needs. We also had to discovery project promoters who raise ecosystems entrepreneurs for growth and territories. The event was also the opportunity to appropriate the local institutions and private and public initiatives to understand their interaction in the heart of the digital revolution, power job lever.-----

Not to forget the human capital, the most genuine core economic and powerful engine of the city of Bordeaux highlighted by the bunch

of entrepreneurs and their tutors as we went hour the discovery of the trip. To be continued

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