

An aerial photograph of Lille, France, at sunset. The sky is a deep orange and yellow, with several bright, glowing light trails in white and yellow that arc across the upper half of the image. In the foreground, there are modern glass-walled buildings and a large, open public space with trees and a winding path. In the background, the city skyline is visible, including the tall, thin spire of the Grand Palais. The overall mood is one of modernity and innovation.

# LILLE METROPOLE, A LAND OF INNOVATION AND EXCELLENCE

■ [lillemetropole.fr](http://lillemetropole.fr)







TOUR  
de France  
GRAND DÉPART  
LILLE MÉTROPOLÉ

LILLE MÉTROPOLÉ  
VOUS INVITE AU GRAND DÉPART



LILLE MÉTROPOLÉ  
LILLE MÉTROPOLÉ

Nord

MÉTROPOLÉ  
EUROPÉENNE DE LILLE



# EDITORIAL

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Lille Metropole is proud to be taking part in this year's Viva Technology again, an unmissable event for innovation and technology, alongside its partners, Valenciennes Metropole and the Communauté Urbaine de Dunkerque (Dunkirk Urban Community). This event is a great opportunity to promote our territories and highlight our commitment to innovation and economic development.

Located at the crossroads of Europe, close to Brussels, London and Paris, Lille Metropole is home to more corporate headquarters than anywhere else in France other than Paris. Here you can find gems such as the unicorn EXOTEC and EuraTechnologies, ranked no. 1 among startup hubs in France and no. 30 in Europe by the prestigious Financial Times.

Thanks to its rich industrial heritage combined with its unprecedented capacity to innovate, Lille Metropole's place at Viva Technology makes complete sense. For the second year in a row, it aims to raise its profile and spotlight its position as a major player in the digital transformation and the ecological transition, not forgetting its ability to create synergies between companies, startups, research laboratories and public institutions to shape the world of tomorrow together.

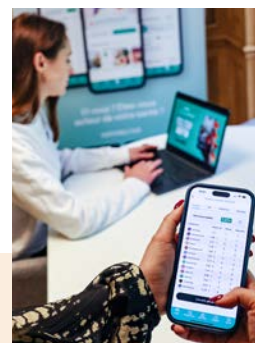
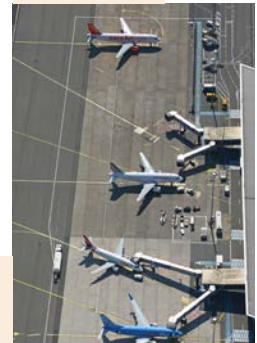
Our territory is overflowing with talents and skills in areas as varied as health, mobility, energy and the circular economy. These fast-moving sectors are at the heart of today's societal challenges. Lille Metropole, in collaboration with its partners, intends to play a key role in the emergence of innovative, sustainable solutions.

At Viva Technology 2025, Lille Metropole, Valenciennes Métropole et la Communauté Urbaine de Dunkerque are presenting a panel of startups and flagship projects alongside entrepreneurial initiatives and collective successes. Exchange, sharing and the ability to work together to build the answers to the challenges that lie ahead are the guiding principles for our presence in Paris. Because only together, with boldness and determination, can we shape a future where innovation contributes to everyone's well-being.

## Damien Castelain

President of Métropole  
Européenne de Lille





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# A EUROPEAN REGIONAL METROPOLITAN AREA COMMITTED TO ANY CHALLENGE



Founded in 1967, the Communauté urbaine de Lille (Lille Urban Community) became the Métropole Européenne de Lille (European Metropolitan Area of Lille or Lille Metropole) in 2015, reaching the status of development driver for a whole territory. Each of its 95 municipalities, contributes its identity, from the most rural to the most innovative. Together, they demonstrate clear vitality and shared ambition.

Over the years, Lille Metropole has grown in size. It is now a Franco-Belgian Eurometropolis with a population of over 2.2 million. At the heart of North-West Europe, it takes a 360-degree approach to its growth. The arrival of the TGV, Thalys and Eurostar, as well as the opening of the Channel Tunnel in 1994, positioned Lille Metropole a short train ride away from three major political capitals: Paris, London and Brussels. An undeniable, unique advantage that drives the whole of the Hauts-de-France region! Cooperation, complementarity, solidarity...

today Lille Metropole is fostering numerous partnerships with other major cities in its region, which like it has have launched projects for a more sustainable, decarbonised economy, already set in motion with the establishment of several gigafactories. Examples include Dunkirk and its Grand Port Maritime or towns in the former Mining Basin.

To avert the successive crises, Lille Metropole has dared undertake the creation of new sectors, and as such transform its living environment. Together with the 'Gardiennes de l'eau' (Water Guardians), it is already a pioneer of Zero Net Artificialisation Zones. Thanks to its brownfield sites, researchers and entrepreneurs, it is resolutely committed to the green reindustrialisation movement. And, as always, it builds projects that successfully combine the public and private sectors.

Lille Metropole draws on its history, experience and talents to meet the challenges our world is now facing.





### 3 TGV STATIONS

two in Lille and one in Tourcoing

### OVER 31 MILLION TRAVELLERS

pass through stations in the Metropole

### 1 INTERNATIONAL AIRPORT IN THE METROPOLE

which welcomed 2.2 million passengers in 2019

### 2 INTERNATIONAL AIRPORTS

under an hour away (Roissy CDG and Brussels)





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*“The people who make up Lille Metropole, and who live, work and travel here... are part of a long history of progress, transition, recovery and development. They live and work in a special place, a crossroads of activity in North-West Europe.”*

**Michel Foucher**, *geographer and former ambassador, author of the book Lille Métropole en Europe et dans le monde – Published by CNRS.*







# BEING MORE CREATIVE TO IMPROVE THE LIVING ENVIRONMENT

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In areas such as public transport, cycle lanes, town planning, natural and public spaces, housing, water quality and distribution, waste...

Lille Metropole has been constantly innovating since its inception to improve its living environment. Together with its water company Iléo, it is implementing the only water policy of its kind in Europe, which aims to improve network efficiency, all while supporting users in controlling their consumption and therefore their bills.

The plan is to save 65 million cubic metres of water in 10 years.

Lille Metropole has also embarked on a vast public transport development plan, with two new tram lines and two other lines served by a bus rapid transit system. This amounts to an investment of around €2 billion, with commissioning planned by 2035.









# LILLE METROPOLE IN THE TOP 10 MOST ATTRACTIVE ECONOMIC AREAS IN EUROPE



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Lille Metropole is one of the largest French urban areas. Redeveloped towns and brownfield sites, transport, centres of excellence, land available for development, education and research, quality of the living environment... The northern city is constantly bettering itself and leading the way. It is now a go-to destination for anyone who wants to accelerate change.

With 558 foreign direct investment projects identified over five years, Lille Metropole is at the heart of an increasingly attractive region. It is ranked as the 10<sup>th</sup> most attractive hub in Europe, on an equal footing with major economic centres such as Stuttgart or Edinburgh. In France, this is the third best performance after Paris and Lyon.





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## Did you know?

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**OPENED IN 2023, THE ÉCOLE EUROPÉENNE LILLE METROPOLE JACQUES DELORS IS A BENCHMARK OF ATTRACTIVENESS AND EXCELLENCE FOR FAMILIES FROM ABROAD. IT CONTRIBUTES TO THE INTERNATIONAL REACH OF THE TERRITORY AND THE REGION.**





## AN INNOVATION STRATEGY

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**THE SUSTAINABLE TRANSFORMATION OF THE TERRITORY IS AT THE HEART OF LILLE METROPOLE'S ATTRACTIVENESS STRATEGY. THIS INVOLVES STRENGTHENING ECONOMIC DYNAMICS TO SUPPORT A BALANCED AND SUPPORTIVE EMPLOYMENT POLICY.**

With its many advantages and tailored tools, Lille Metropole is committed to leading the economic governance of its territory, in collaboration with all the stakeholders concerned: it positions itself as a preferred partner for developing companies and their major transitions.

Created in February 2021, Euracimat has since contributed to decarbonising the local economy, deploying voluntary action in response to climate, economic and social issues.

In a constantly evolving region, Lille Metropole is building a territory of excellence around strategic sectors and sites of excellence that drive innovation. In every case, the goal is to offer complete ecosystems that support business creation and development, and strengthen the relationship with research in particular, acting concretely for employment and integration.





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## Did you know?

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Lille Metropole has signed an agreement with the Hauts-de-France Region and BPI France Financement to participate in the Regional Research and Innovation Fund (F2RI) for the period 2021–2025.

In terms of financing, this decision generates a real leverage effect that multiplies metropolitan intervention for the benefit of companies.





# FOUR KEY INDUSTRIES TO IMPLEMENT MAJOR TRANSITIONS

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Lille Metropole has created robust ecosystems that unite innovation, research, training, real estate, marketing and communication. These ecosystems are embodied by sites of excellence operating across four key sectors.

**DIGITAL,  
CULTURAL  
AND CREATIVE  
INDUSTRIES**

**HEALTH AND  
FOOD**

**TEXTILES AND  
INNOVATIVE  
MATERIALS**

**SERVICES,  
DISTRIBUTION  
AND  
E-COMMERCE**



# 5 SITES OF EXCELLENCE





# A TRADITION OF INNOVATION AND DISCOVERY

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**FOR HUNDREDS OF YEARS, THE LILLE METROPOLE TERRITORY HAS WITNESSED THE BIRTH OF GREAT ENTREPRENEURS AND REMARKABLE INVENTIONS. TODAY'S SITES OF EXCELLENCE ARE DEFINITELY THE HERITAGE OF A LONG HISTORY NOURISHED BY CREATIVITY AND INNOVATION IN EVERY DISCIPLINE.**



## EuraTechnologies

EuraTechnologies is one of Europe's largest centres for technological innovation. A startup and innovation hub created in 2009, it supports more than 200 projects each year in seven different areas of expertise using unique methodology and know-how, which has created more than 8,000 jobs in 16 years. EuraTechnologies also creates 500 events per year and accommodates more than 600 resident companies. Leveraging its rich ecosystem (from incubated startups to resident companies and partners), EuraTechnologies also supports companies in their innovation process.



## EuraCreative

EuraCreative works daily to accelerate economic development and stimulate innovation in the Cultural And Creative Industries sector. And that's not new. The textile industry could already be considered a creative industry in the 19th century. It has already been the ambition since the 1950s to make Lille the first development hub for regional television. From 1953, the city's belfry was central to the first Eurovision transmission network broadcast for the Queen of England's coronation. And today, companies such as Nacon, Ankama, 52 Entertainment and Alive are raising this sector's profile from our territory.





## Eurasanté

Eurasanté, the metropolitan excellence hub, brings together 12 hospitals, 17,000 healthcare professionals, and no fewer than 22,000 students. Ranked among the top 25 best biotech incubators in Europe, Eurasanté is more than just a healthcare facility. A true driver for research, Eurasanté supports all stakeholders in the health-nutrition sector in the region across all its dimensions: pharma-biotech, med-tech, digital health, nutrition and food, healthy aging, sports-health, etc., in their research, creation, and development projects. Today, Eurasanté aims to strengthen its role as a bridge between European health ecosystems by developing transnational partnerships and encouraging the establishment of foreign stakeholders in the Hauts-de-France region.



## Euralimentaire

As an accelerator for food innovations in the Hauts-de-France region, Euralimentaire is an excellence hub aimed at promoting job creation and the establishment of innovative companies, particularly in the areas of fresh products and logistics, within the metropolitan area. Launched in 2017 and managed by Eurasanté, this incubator brings together key players in agri-food innovation, nutrition-health, and logistics in the region with the goal of boosting the creation of businesses and jobs: 85 startups supported across 1,000 m², 250 jobs created, and €22 million raised. Labelled Foodtech and French Tech Tremplin, Euralimentaire addresses a strong societal demand for “eating well” and “eating local.”



## EuraMaterials

As an excellence hub serving material transformation industries, EuraMaterials supports companies and research stakeholders by helping them find solutions, perform, and grow within the conducive environment of a network made up of French and international members and partners.

From wool, linen, or cotton spinning mills sold worldwide to patents on reinforced concrete frames filed by Hennebique in the late 19th century, today, EuraMaterials is the specialized and essential hub for material transformation, where excellence, creativity, and collaboration converge to push the boundaries of innovation.









▲▲▲ EuraTechnologies  
Hub of excellence



DIGITAL

# IMAGINATION AND BOLDNESS REWARDED

## 200 STARTUPS

incubated and  
accelerated every year

## 6,000+ EMPLOYEES

across 5 sites

## 500+ EVENTS annually

## INCUBATION OFFER

training and accom-  
modation for digital  
companies

## 7 VERTICALS

PropTech, RetailTech,  
EdTech/HRTech, Fin-  
Tech, SpaceTech/Robot-  
ics, AgTech/GreenTech  
and Cybersecurity

EuraTechnologies was created in 2009 under the notable public impetus of Lille Metropole, which wanted to support strategic activities related to ICT (Information and Communication Technologies) by creating a dedicated site of excellence, a place for every local player in the Metropole's territory to emerge and come together.

Today, it is a major player in business incubation and acceleration in France and Europe. It helps entrepreneurs bring their projects to life and speed up the growth of their startups.

Euratechnologies has five sites in the region: Blanchemaille in Roubaix (e-commerce and DNVB, RetailTech and PropTech), AG Tech in Willems (connected agriculture). After being ranked one of the top 10 European accelerators by Fundacity, EuraTechnologies was named the leading hub in France by the Financial Times in its ranking of national and European startup incubators published in March 2024.

With a re-employment support contract (CSP) renewed for 2025–2029, Lille Metropole reaffirms its support and implements a metropolitan strategy that is firmly future-focused to lead and develop the digital sector, supported by a management and governance framework. For Lille Metropole, it represents total expenditure of €15.5 million over five years, generates revenue of €1.9 million and is part of an overall project costing €53.1 million.

[www.euratechnologies.com](http://www.euratechnologies.com)



## Koussée Vanecke

Chair of the EuraTechnologies Executive Board

### What three words define your site of excellence?

**KV:** Innovation, entrepreneurship, start-up incubator.

### Sites of excellence and innovation ecosystems contribute to the territory's transformation: what are your projects?

**KV:** EuraTechnologies, ranked startup hub and innovation leader in France and Europe by the Financial Times, supports entrepreneurs but also entrepreneurial employees and companies with their innovation projects.

We are helping to transform the territory through Tech-based economic development and the creation of several thousand jobs. Supporting startups with a view to decarbonisation aims to build a more sustainable future for the territories and beyond. In addition we train private and public stakeholders on cybersecurity issues via the Campus Cyber Hauts-de-France Lille Metropole.

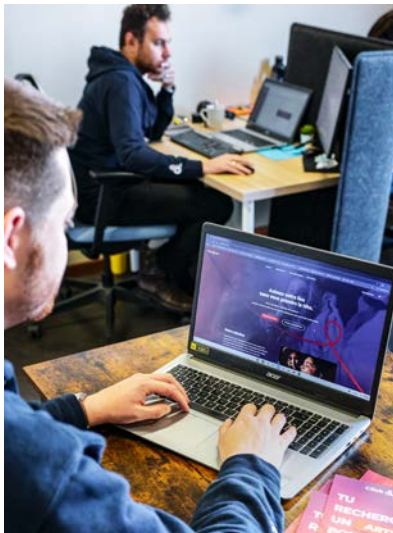
We are introducing inclusive initiatives to increase women in Tech, and develop diversity even more through EuroTech Kids, which has already raised awareness about this sector among more than 9,000 children and several thousand students from all backgrounds. Finally, our dedicated support for international startups wishing to establish themselves in France, our exclusive innovation certification programme in collaboration with the SCPD at Stanford University and our presence at international trade fairs such as CES, contribute both to accelerating the growth of Tech talent in the territory on the global market and attracting innovators to Lille Metropole.

### Tech is talked about all over the world.

### What is major advantage of the Lille Metropole area for your sector and for boosting innovation?

**KV:** The rich industrial heritage of the Lille Metropole area has created a favourable environment for innovation. Manufacturing traditions have provided fertile ground for technological transformation. Added to this is a central position within Europe, which offers real appeal to international companies, but also to talent, as well as great diversity of innovative market leaders and academic centres.

Based on these criteria, reinforced by the business expertise developed over the last 15 years, EuraTechnologies is among the leaders in its sector, setting an example and providing inspiration.



INNOVATION  
ENTREPRENEUR-  
SHIP STARTUP  
INCUBATOR



# EURATECH' OR THE CITY OF TOMORROW

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**BY THE END OF THE 1990S, THE LEBLAN-LAFONT FACTORY, WHICH WAS ONCE ONE OF THE FINEST TEMPLES OF INDUSTRY, HAD BECOME NOTHING MORE THAN A RUIN.**

**AFTER ITS EMPLOYEES LEFT, THE FORMER COTTON MILL BECAME A BROWNFIELD SITE BETWEEN LILLE AND LOMME. SINCE THEN, THE SITE HAS BECOME HOME TO EURATECHNOLOGIES, ACCOMMODATING COMPANIES, STARTUPS AND A CAMPUS. THE ENTIRE DISTRICT HAS BEEN TRANSFORMED AND CONTINUES TO DEVELOP.**

Economic innovation and the bold approach of public planners have enabled the rehabilitation of an abandoned site. As such, the former “barge cemetery” has become a small river port, and the former tow paths have become footpaths. The first eco-district in Hauts-de-France has grown up around EuraTechnologie, which now houses state-of-the-art activities, housing, shops and gardens.

With the development of brownfield sites, other districts are undergoing a profound urban regeneration that is radically transforming the living environment, such as EuraCreative in Roubaix-Tourcoing, Fives-Cail in Lille and Blanchemaille in Roubaix.

Each opportunity is about preserving the industrial memory of the sites, while creating places with multiple uses. Here the idea is to invent the city of tomorrow with soft transport, fewer cars and more nature. Little by little, innovation is filtering into all areas...













EuraCreative  
Hub of excellence





# CULTURAL AND CREATIVE INDUSTRIES

## EURACREATIVE

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Supported by Lille Metropole, Euracreative symbolises the territory's strong political commitment to the Cultural And Creative Industries, positioning itself as an essential site of excellence for the audiovisual (film, animation, special effects, etc.), gaming (video games, serious games, gamification, etc.), music and sound (equipment, broadcasting, etc.), design and live performance production professions. Today, EuraCreative accommodates more than 150 companies on a 5-hectare site at EuraCreative, an incubator for more than 50 company projects per year, three renowned schools (ArtFx, Piktura, Le Fresnoy) and two research centres. EuraCreative also brings together the major players in the sector's development:

- from the world of research, with the Federation for Research in Visual Science and Culture (FR SCV, CNRS/ University of Lille);
- from universities, University of Lille and Université Catholique de Lille;
- from professional representations such as Game In, NorAnim, INA, Pictanovo;
- from the world of innovation, such as the CITC, the Federation for Research in Visual Science and Culture (FR SCV, CNRS/University of Lille).

**150 COMPANIES**  
across 40,000 m<sup>2</sup>

**2,000  
EMPLOYEES,  
STUDENTS,  
RESEARCHERS**

**3 SCHOOLS AND  
2 FILM STUDIOS**

**[www.plaines-images.fr](http://www.plaines-images.fr)**

# Emmanuel Delamarre

Chief Executive of EuraCreative

## What three words define your site of excellence?

**ED:** Creative Business & Innovation

## Sites of excellence and innovation ecosystems contribute to the territory's transformation: what are your projects?

**ED:** EuraCreative works on a daily basis to accelerate economic development and stimulate innovation in the Cultural And Creative Industries sector – in particular audiovisual, gaming, music, live performance and design – with its action contributing to raising the profile of the territory. All of this starts from Plaine Images, a district straddling the municipalities of Roubaix and Tourcoing, which in 13 years has become the main European hub dedicated to the Cultural and Creative Industries. This district, developed in a former textile factory, brings together a community of more than 150 companies in the sector, accommodates nearly 50 entrepreneurial projects, 3 schools and several research centres – with about 2,000 people.

And our ambition is clear: to position our territory in the top ranking CCIs at European level in the long term.

## Tech is talked about all over the world. What is major advantage of the Lille Metropole area for your sector and for boosting innovation?

**ED:** The Metropole's real advantage is its ability to leverage a complete ecosystem for the benefit of companies. We benefit from a dense fabric of dynamic creative companies, with a strong culture of collaboration between the worlds of culture and creativity, universities, research and entrepreneurship.

The territory's youthfulness and dynamism can also be explained by the excellent training available locally, as well recognised research players. For financing there are many well set up schemes, whether for works or entrepreneurial structures.

Finally, to further stimulate innovation, we are multiplying bridges: between sectors with the other sites of excellence in the Metropole, but also internationally – in particular with Canada, Belgium, the United Kingdom, Morocco, Tunisia and South Africa. And since 2024, EuraCreative has been exporting its expertise by supporting young innovative CCI companies and local authorities in Colombia. Staying connected to the world and open to others is vital for continuing to move forward!



# CREATIVE BUSINESS & INNOVATION







▲▲▲ Eurasanté  
Hub of excellence



## HEALTH AND FOOD

# AT THE FOREFRONT OF RESEARCH AND WELL-BEING

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### **200 STARTUPS**

incubated and accelerated  
every year

### **3,800 EMPLOYEES**

### **205 COMPANIES**

### **LILLE UNIVERSITY HOSPITAL**

2<sup>nd</sup>-largest university  
hospital in France:  
14 hospitals  
3<sup>rd</sup> university hospital in  
France for research

### **INSTITUT PASTEUR DE LILLE**

only location in France  
excluding Paris

### **EGID**

PropTech, RetailTech,  
EdTech/HRTech, Fin-  
Tech, SpaceTech/Robot-  
ics, AgTech/GreenTech  
and Cybersecurity

Eurasanté is located at the heart of one of Europe's largest university hospital campuses in the fields of bioeconomics and health. Its missions are to develop research, stimulate company creation, promote the territory internationally, drive the sector and boost innovation.

For 30 years, the Site has supported a whole host of actors in every aspect of the regional health and nutrition sector – food, healthy ageing, sport health and well-being – in their research, creation and development projects.

In addition Eurasanté runs four gold-standard campuses. Its close proximity to the research laboratories of Lille University Hospital puts it at the cutting-edge of innovation. For many companies, this park represents a unique opportunity for success, as it offers them the opportunity to benefit from the services of internationally recognised technology platforms on site. The Site also has its own Bio-Incubator and Bio-Accelerator to support startups in taking their first steps.

Together with the regional and national governments, Europe, local authorities and private partners, Lille Metropole provides financial support to the Eurasanté EIG, which amounted to nearly €1.25 million for 2024, i.e. 12.35% of the structure's overall budget.

[www.eurasante.com](http://www.eurasante.com)



## Étienne Vervaecke

Chief Executive of Eurasanté

### What three words define your site of excellence?

**ÉV:** Supporting innovation, stimulating business creation, accelerating the adoption of innovation in the healthcare sector.

### Three key words to define our innovation ecosystem

**ÉV: Dynamic:** taking into account the wealth and multiplicity of innovations offered in the health sector. Key figures: 1,100 companies, €13 billion in turnover, 160 hospitals and clinics, 80 laboratories or research centres. **Collaborative:** for the interactions we create through our support and partnership programmes which bring together the various stakeholders formed by research, healthcare, manufacturers, institutions and funding bodies, whether public or private. **High-impact:** in terms of impact of deploying innovations of all kinds for patients, healthcare professionals, and more generally the industry economy.

### You contribute to the territory's transformation: what are your projects?

**ÉV:** Our projects include the IN CITU third party (INnovations CIToyennes en santé nUmérique, or citizen innovations in digital health) supported by Lille University Hospital, the URPS, the University of Lille, Eurasanté and the Compagnie des Tiers lieux. Its aim is to accelerate the market launch of innovative products and solutions in digital healthcare. Using the methodology of experimentation, project leaders will be able to benefit from expertise, advice and testing grounds. There is also the GRECO-EXPER third party, designated as winner of the national "Tiers-Lieux d'Expérimentation" (Third Party Experimentation Facilities) call for proposals, led by CHU Amiens-Picardie (CHUAP), the Université de Picardie Jules Verne (UPJV) supporting the Institut Fédératif du "GRECO", the Société d'Accélération du Transfer de Technologies (SATT Nord), MipihSIB, innov'an and the Compagnie des Tiers-Lieux. Focused on interventional medicine, this third party leverages technological advances in robotics and artificial intelligence to transform medical practices. In addition, the Eurasanté Hub, the emblem building in the Eurasanté Park, was established at the heart of the site of excellence. It houses a startup incubator with offices and laboratory spaces and the IMT group, a factory school dedicated to the health industries, the only one in France to the north of Paris.



SUPPORT  
STIMULATE  
ACCELERATE

### Tech is talked about all over the world. What is the major advantage of the Lille Metropole area for your sector and for boosting innovation?

**ÉV:** Our state-of-the-art healthcare sector is supported by a Site of Excellence that has the staff and resources that allow innovative projects to be implemented. Against a backdrop of strong digital growth, all of this is supported by manufacturers who are already developing the next generations of therapies (biotech/pharma/medtech). Another advantage is the dynamic that we have been able to create around research with numerous expert centres, authors of numerous publications, such as Précidiab. Eurasanté is a rich ecosystem of incubators and skills networks, especially since the Lille Metropole area offers attractive prices for manufacturers wishing to set up there.









**Euralimentaire**  
Hub of excellence





## HEALTH AND FOOD

# FRESH PRODUCTS ON THE PLATE

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**No. 1 AGRICULTURAL  
METROPOLIS IN FRANCE**

**138 ENTERPRISE  
PROJECTS SUPPORTED  
SINCE ITS CREATION**

**250+ JOBS CREATED**

**85 COMPANIES  
CREATED SINCE 2017**

Established in 2017, Euralimentaire is the Site of Excellence dedicated to fresh, local products and their logistics. Located at the Marché d'Interêt National de Lomme, the largest French wholesale market after Rungis, it aims to boost the creation of innovative companies and jobs in this sector in the metropolitan territory.

Euralimentaire also hosts an incubator with a team dedicated to supporting startups and SMEs in the food and foodtech sectors.

This support is reflected in the possibility for businesses to join one of three programmes depending on the stage of maturity of the project: Food-Start, Incubation or Acceleration. Startups incubated via these programmes benefit from many services: field trials, workshops and training, feedback, coaching led by an individual account manager, as well as the support of a network of partners.

[www.euralimentaire.com](http://www.euralimentaire.com)













**EuraMaterials**  
Hub of excellence



## TEXTILES AND INNOVATIVE MATERIALS

# MEETING TRANSITION AND DIGITISATION CHALLENGES

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Created from the merger of two competitiveness clusters, Up-tex (innovative textiles) and Matikem (innovative materials and green chemistry), EuraMaterials is a Site of Excellence serving the materials processing industries. Not only does it support companies and research actors, but it also positions itself as a core network that unites and connects multiple ecosystems – companies, research centres, technical platforms, etc. – at local, national and European level.

EuraMaterials has restructured its activities around three priorities: the environmental transition, including the circular economy; the transition to the industry of the future, including digitisation, decarbonisation and new production and manufacturing models; and alternative materials and compounds.

Since 2020, the Site has also housed an accelerator and incubator (Un Cube Axel), certified as a Regional Innovation Park.

In 2024, Lille Metropole's support for the EuraMaterials association amounted to €513,000, or 27.1% of the overall budget (€1,895,226).

**IFTH:  
FRENCH INSTITUTE OF  
TEXTILES AND CLOTHING**

**ADVANCED FACILITIES:  
INFORMA : A PROFESSIONAL  
TRAINING CENTRE IN THE  
FIELD OF FASHION, TEXTILES  
AND CLOTHING**

**61 PROJECTS  
INCUBATED**

**50,000+ JOBS IN  
THIS SECTOR IN LILLE  
METROPOLE**

[www.euramaterials.eu](http://www.euramaterials.eu)



**What three words define your site of excellence?**

**J-MV:** Innovation, materials, transitions.

**Sites of excellence contribute to the territory's transformation: what are your projects?**

**J-MV:** EuraMaterials is initiating a dynamic based on the circular economy and material recycling: textiles, plastics, composites, paperboard, etc. From eco-design to waste management, every link in this value chain is meticulously integrated, forming a solid and coherent network. Through its Un Cube Axel accelerator incubator, the Site plays a driving role by bringing together around these themes Lille Metropole's industrial ecosystem, namely companies, laboratories and project leaders. This innovation ecosystem occupies a central place where ideas and technologies converge to shape a resolutely forward-focused territory. The projects focus on establishing collaborative platforms, laboratories for experimentation and research centres dedicated to optimising flows and recovering resources. By joining forces, Lille Metropole's partners are committed to catalysing the transition to a dynamic and sustainable circular economy. A real opportunity for growth and fulfilment for the whole territory!

**Tech is talked about all over the world. What is the major advantage of the Lille Metropole area for your sector?**

**J-MV:** The Lille Metropole area is a fertile breeding ground for startups and innovative companies that want to thrive in the materials and processes sector. Lille Metropole thus offers substantial support for innovation and entrepreneurial support through its dedicated Site of Excellence and its support programmes.

In addition, its proximity to renowned research centres such as the University of Lille, ICAM, ENSAIT, or CETI, creates an ecosystem conducive to daily collaboration with experts. This synergy promotes the emergence of innovative ideas and strengthens the competitiveness of local companies.

In addition, Lille Metropole also has an extensive network of companies and investors, the legacy of its rich industrial history. Innovative companies such as Dickson-Constant, UTT and WeCosta provide a favourable environment for partnerships and entrepreneurship.

Finally, our strategic geographical position at the heart of Europe gives us easy access to European and international markets, as well as cross-border collaborations. Based in Tourcoing, EuraMaterials benefits from privileged links with Belgium and its European projects in the fields of technical textiles, packaging, 3D printing and recycling, strengthening its relations with North-West Europe.



INNOVATION  
MATERIALS  
TRANSITIONS







# SERVICES, DISTRIBUTION AND E-COMMERCE

## TWO SITES THAT ARE A HIVE OF ACTIVITY

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**1<sup>st</sup> BIRTHPLACE  
OF MASS DISTRI-  
BUTION**

**EURALILLE 3<sup>RD</sup>  
BUSINESS DIS-  
TRICT IN FRANCE**

**14,000 JOBS**

**2<sup>nd</sup>-LARGEST  
FINANCIAL MAR-  
KET IN FRANCE**

Conceived in the 1990s, around the TGV stations of Lille Flandres and Lille Europe, Euralille is now the tertiary showcase of the Lille Metropole area, the living symbol of its economic transformation. In the widened perimeter of the site, there are currently 14,000 jobs, mainly in the financial services, insurance, telecommunications, consulting and IT sectors. Euralille is also a vibrant residential neighbourhood that has housing, shops, schools and green spaces.

Today, the Euralille 3000 project offers 250,000 m<sup>2</sup> of development land. Two thirds of this surface will provide new answers to the needs of the metropolitan economy, one third will accommodate a thousand homes together with retail and leisure facilities. This new development will strengthen Euralille's place on the national and European chess board.

Located in the historic birthplace of Distance Selling, Blanchemaille, the first e-commerce Site of Excellence, has been home to an incubator, accelerator and business centre since 2016, as well as a marketing research laboratory and a training centre. Lille Metropole is continually supporting this project in order to position Blanchemaille as the trade leader of tomorrow. Lille Metropole thereby promotes the development of various economic activities such as retail, e-commerce, creative and digital industries, as well as many services shared with the district: nurseries, well-being facilities and sports equipment.



# CYBERSECURITY HAS FOUND ITS HOME



Thanks to its dense ecosystem, the Lille Metropole area boasts multiple advantages that make it a stronghold for cybersecurity in Europe: presence of global leaders with operations in Lille (Orange, ATOS, Thales, Cap Gemini, IBM Cyber) but also the installation of 116 leading companies such as the unicorn OVH, Advens, Scalair, Dhymiotis, MC2 Technologies, Whispeak. The two largest publishers of cyber solutions in France, Stormshield and Vade, were created in the metropolitan area, in Villeneuve d'Ascq and Hem.

Since 2007, the InCyber International Cybersecurity Forum, formerly FIC, has also been held in our territory, the main event in this field at European level (confirmed presence until 2029).

Awarded the Territorial Cyber Campus label in May 2022, the Hauts-de-France Lille Métropole Cyber Campus, supported by EuraTechnologies, also aims to encourage and unite players in the sector at a single location, for the protection of companies and local government in the territory.

**CYBERSECURITY:  
8,000 JOBS**

**116 LEADING COMPANIES**

**20,000 ANNUAL  
VISITORS**

to the international inCyber  
forum (formerly FIC)

**1 CYBER CAMPUS**

<https://hdf.campuscyber.fr>







# LILLE, THE FRENCH TECH CAPITAL

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Created in 2013, Mission French Tech is responsible for deploying public policies aimed at startups and for uniting this ecosystem nationally and internationally. French Tech is the French startup movement supported by the government, and driven by and for entrepreneurs. It is a unique ecosystem that brings innovative companies together, but also investors, decision-makers, large groups, public stakeholders, or non-profits. French Tech Lille is one of 17 French Tech capitals in France. It brings together players and entrepreneurs from the technological and digital ecosystem of Hauts-de-France, deploys national programmes and coordinates the network of the region's four communities.

<https://www.lafrenchtechlille.com>



*"Startups in the Lille Metropole area are developing innovative solutions for a sustainable, inclusive and ambitious future. French Tech Lille brings together 400 startups and innovation players in the territory through numerous support and financing programmes. Since 2019, it has been a partner of Lille Metropole, which supports it in meeting the challenges of innovation, serving jobs, growth and solidarity. By working collaboratively, the ecosystem of French Tech Lille and Lille Metropole is able to meet the many challenges of today and tomorrow, in order to build a sovereign, promising future, combining economic performance and quality of professional and personal life. Through its many investments in industrial, technological and scientific innovation, Lille Metropole shows its entrepreneurs that it has understood that only together can we succeed in the real global competition."*

**Sam Dahmani**

Deputy Chief Executive French Tech Lille – Hauts-de-France Region



# The CITC – European Digital Innovation Hub – in the areas of Internet of Things (IoT), AI and Cybersecurity

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Established in 2009, the Centre d'Innovation des Technologies sans Contact (CITC –Contactless Technology Innovation Centre) is a centre of expertise specialising in contactless technologies as its name shows, the Internet of Things, AI and Cybersecurity. It works with economic and research actors. Its expertise fuels the local ecosystem, through its work on the industry of the future, smart transport, the digital city and the digital and environmental transition.

The CITC was the first innovation centre in France in the field of IoT, smart systems and deep tech. The CITC is certified with the label EDIH, GreenPowerIT, an entry point into the Hauts-de-France region for companies and local authorities working towards the digital transition, with a focus on the “green digital transition”.

Lille Metropole has supported the CITC since its creation (2024 grant: €348,000).

**The CITC manages the  
CSIRT**  
(Cyber Incident Response  
Centre)

**500+ companies  
supported and more  
than 400 public actors  
since its creation**

**21+ European Projects**



What three words define your innovation ecosystem?

**CG:** Digital, innovation, hub.

**Sites of excellence contribute to the territory's transformation: what are your projects?**

**CG:** The CITC (Contactless Technology Innovation Centre) is a hub for technological innovation relating to the Internet of Things (IoT), Artificial Intelligence and Cybersecurity. It has the CRT, label which allows it to carry out support missions and provide technological services.

It offers companies support in their digital transformation, including develop training courses, preparing for the challenges of tomorrow, etc. According to one company (SFEIRA): "Thanks to the support of the CITC-EDIH, we have confirmed the contribution of AI to our project and measured the positive impact of this technology on the value and scalability it brings us."

The CITC coordinates the GreenPowerIT EDIH (European Digital Innovation Hub), a single point of contact to provide companies (startups, SMEs and mid-sized companies) and public-sector players with a variety of essential services (technical, human and financial skills and resources) to accelerate their digital and ecological transformation. The EDIH label is supported by Europe.

The main pillars of the EDIH relate to services such as studies and trials, training, locating funding, providing contacts, European networking, etc.

**Tech is talked about all over the world. What is the major advantage of the Lille Metropole area for your sector and for boosting innovation?**

**CG:** The Lille Metropole area ecosystem is rich and abundant: industry, sport, textiles, cyber... This is a land of innovation. The CITC was the first Internet of Things cluster created in 2009 and is located at the crossroads of Europe.

**CITC**  
DIGITAL INNOVATION HUB

**EDIH**  
GREEN POWER IT  
EUROPEAN DIGITAL INNOVATION HUB  
HAUTS-DE-FRANCE

Cofinancé par  
l'Union européenne

**Accélérez votre transformation  
numérique et environnementale**  
IoT / IA / Cybersécurité

- FORMATION
- SENSIBILISATION ET DIAGNOSTIC
- ÉCOSYSTÈME EUROPÉEN
- ÉTUDES ET EXPÉRIMENTATIONS
- RECHERCHE DE FINANCEMENT



# HODÉFI – Financing innovation in the commercial startup phase

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Founded in 1983 and a member of the Initiative France network, Hodéfi is an association that finances and supports the founders of innovative companies in the commercial startup phase throughout the Hauts-de-France territory.

Thanks to a €70,000 interest-free loan and individual support provided by an experienced business manager for three years, Hodéfi gives startup founders a springboard to success.

How? By enabling them to benefit from non-dilutive financial leverage and by making resources and a network of 100+ expert coaches available to meet their development challenges.

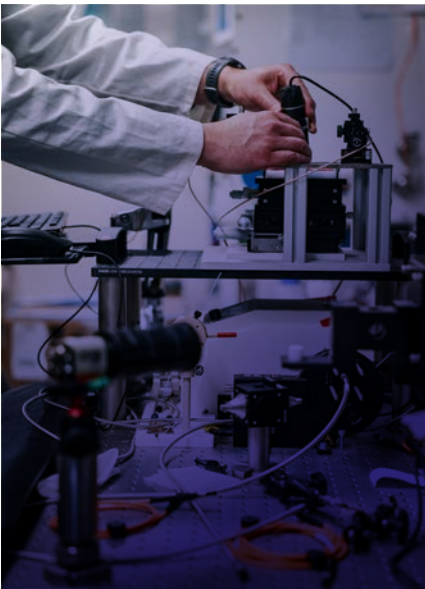
**Lille Metropole has  
supported Hodéfi  
since 2002  
(Grant amount 2025:  
€125,000)**



**Anne-Sophie Soetens**  
Director of HODEFI

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## TRUST, EXCHANGE, INNOVATION FINANCING



**What three words define your innovation ecosystem?**

**A-SS:** Trust, exchanges, innovation financing

**Sites of excellence contribute to the territory's transformation: what are your projects?**

**A-SS:** HODEFI is one of the few players in the territory to have a non-dilutive financial tool to drive innovative business projects at the startup stage, when they are marketing. With this funding, we enable projects to come to life and to take on their market more quickly. It's a real boost that promotes the emergence of cutting-edge initiatives!

While funding is important, decision-making is equally important, especially when starting a project. Thanks to our network of coaches and experts specialising in a wide range of innovation-related topics, we have the ability to quickly deploy skills and tools that will enable the leaders involved to ask the right questions and thus accelerate their development, avoiding costly and time-consuming mistakes in particular.

**Tech is talked about all over the world. What is the major advantage of the Lille Metropole area for your sector and for boosting innovation?**

**A-SS:** The Lille Metropole area has the advantage of being extremely dynamic: there are many opportunities for encounters, innovation operators are well identified, and its location is outstandingly strategic. We must also rely on the strength of our network, which owes a lot to its complementarity.

# TO SUM UP...

## 4 STRATEGIC SECTORS

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DIGITAL, CULTURAL AND CREATIVE INDUSTRIES, HEALTH, FOOD, TEXTILES AND INNOVATIVE MATERIALS  
TERTIARY, DISTRIBUTION AND E-COMMERCE

## 5 COMPETITIVENESS CLUSTERS

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CAP DIGITAL  
EURAMATERIALS  
I-TRANS  
CLUBSTER NSL (NUTRITION, HEALTH AND LONGEVITY)  
TEAM 2

## 5 SITES OF EXCELLENCE

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EURASANTÉ  
EURATECHNOLOGIES  
EURACREATIVE  
EURALIMENTAIRE  
EURAMATERIALS

## 4 BUSINESS "HIVES"

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Lille Metropole's network of hives promotes the emergence of new businesses

## IN 2023, THE HIVES REGISTERED:

**86%**  
overall  
occupancy  
(+ 6 points/2022)

**28 NEW ARRIVALS**  
**24 DEPARTURES**  
including 50% moving  
within Lille Metropole

**89** companies  
supported (hosted)

**390 JOBS**  
average of 4 jobs/  
company



# ...TOP-TIER INNOVATION CENTRES

## INSTITUT PASTEUR DE LILLE

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### HEALTH

**800**

staff accommodat-  
ed and 27 national-  
ities represented

**50,000 m<sup>2</sup>**

including  
3 laboratories  
of excellence

## INRIA - UNIVERSITY OF LILLE CENTRE

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### TECHNOLOGY AND DIGITAL

**300 PEOPLE INCLUDING  
200 SCIENTISTS**

split into fifteen research teams. Recognised  
for its major involvement in socio-economic  
development in the Nord territory

## CNRS

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### MULTIDISCIPLINARY

**500+**

permanent  
researchers and  
engineers distrib-  
uted between  
60 or so research  
organisations

**50+ STARTUPS**

created in  
the last 20 years

## INSERM

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### HEALTH

**14 RESEARCH UNITS WHERE  
INSERM IS ACTIVE**

## A RICH ECOSYSTEM FOR INNOVATION

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**3 COMPET-  
ITIVENESS  
CLUSTERS**

health, materials,  
digital/e-commerce

**1 EUROPEAN  
DIGITAL  
INNOVATION  
HUB**

## CEA TECH HAUTS-DE-FRANCE

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### MULTIDISCIPLINARY

**18**

people dedicated  
to the transfer  
of CEA (French  
Atomic Energy and  
Alternative Energy  
Commission) tech-  
nologies

**50+**

research projects  
with industry  
players

**25  
DEMONSTRATORS**



# ATTRACTIVE!

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**CREATED IN 2019, THE HELLO LILLE ATTRACTIVENESS AGENCY IS A NON-PROFIT BRINGING TOGETHER LILLE METROPOLE, THE HAUTS-DE-FRANCE CHAMBER OF COMMERCE AND INDUSTRY, ENTREPRISES ET CITÉS AND REPRESENTATIVES OF THE TOURISM, ECONOMIC, SPORT AND CULTURE SECTORS.**

## OBJECTIVES

**Increasing**  
tourist numbers and boosting business tourism.

**Supporting**  
applications for major events and helping with their organisation and promotion.

**Reaching out**  
to all types of business and investors interested in the opportunities our territory has to offer.

**Leading and promoting**  
the Hello Lille brand, and doing everything necessary to market the region in France and internationally.



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### **Did you know?**

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In February 2024, Lille Metropole was awarded the Innovative and Sustainable Destination label, thereby joining a leading national network in this area. This recognition is the result of collective efforts, coordinated by Lille Métropole, co-managed with Lille Grand Palais, the Hello Lille attractiveness agency and local visitor information centres. Initiated with the Olympic Games in mind, the labelling programme was the opportunity to identify professionals who, in highly diverse sectors, shared this desire to develop tourism that reconciles growth with the respect for balance in resources.













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**Production**

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**Photographs**

Samuel Amez  
Alexandre Traisnel

Except:  
Pages 7 – Philippe Frutier  
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**LILLE METROPOLE**  
2 boulevard des Cités Unies  
CS 70043  
59040 Lille Cedex, France  
T. +33 (0)3 20 21 22 23  
■ [lillemetropole.fr](http://lillemetropole.fr)

