

**RÉGION  
BOURGOGNE  
FRANCHE  
COMTE**

# **Luxury & exceptional expertise**



# WELCOME TO BOURGOGNE-FRANCHE-COMTÉ

## LONG-STANDING INNOVATIVE KNOW-HOW

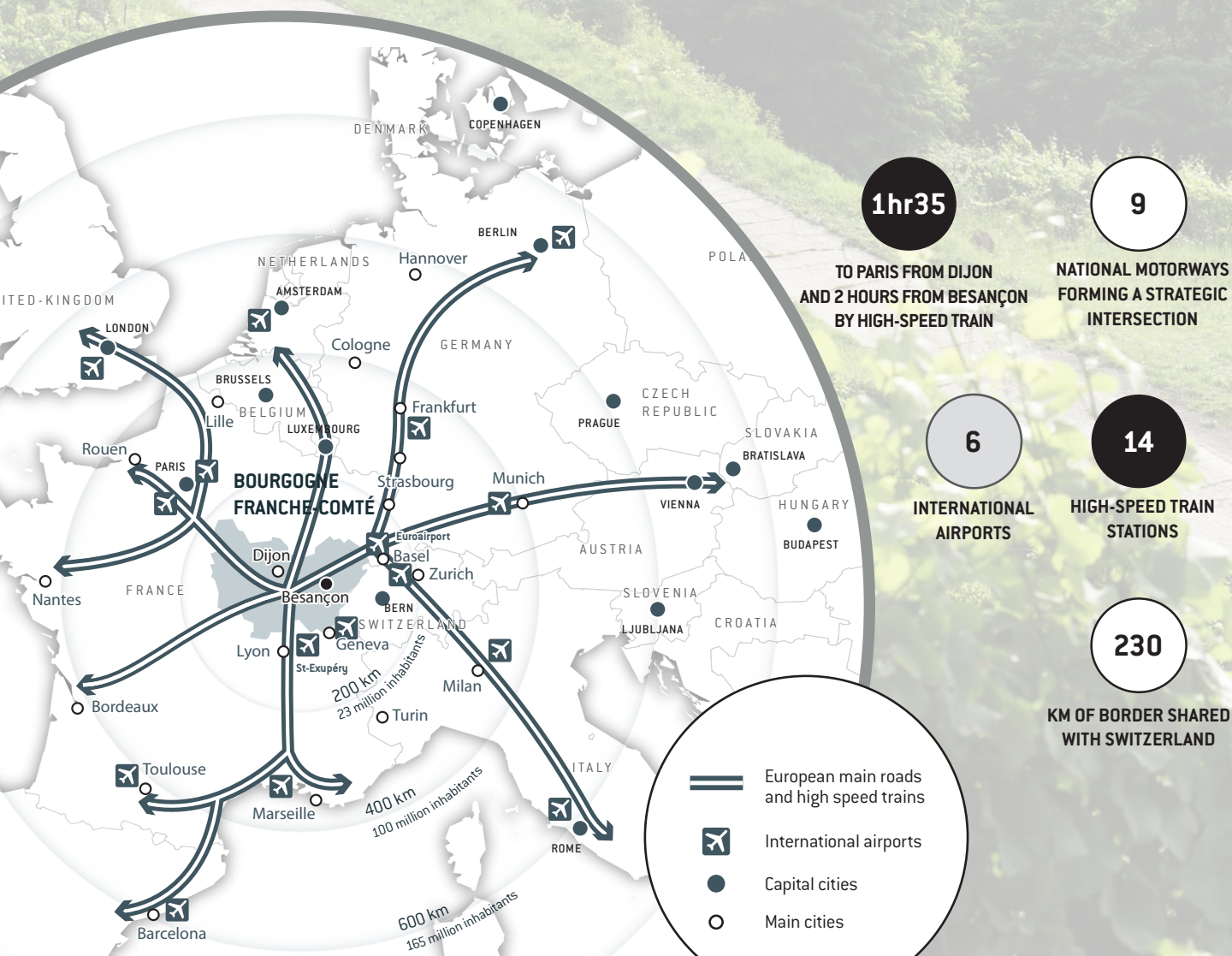
Bourgogne-Franche-Comté is the only French region to have developed recognised know-how in all areas of luxury: from hospitality and the art of living, to beautiful objects.

The industrial fabric mainly comprises SMEs, experts in many trades, which manufacture components or even products for the biggest global brands with the utmost discretion. Some of these major brands, attracted by the skilled workforce and specialised research laboratories, have established their production and innovation sites here.

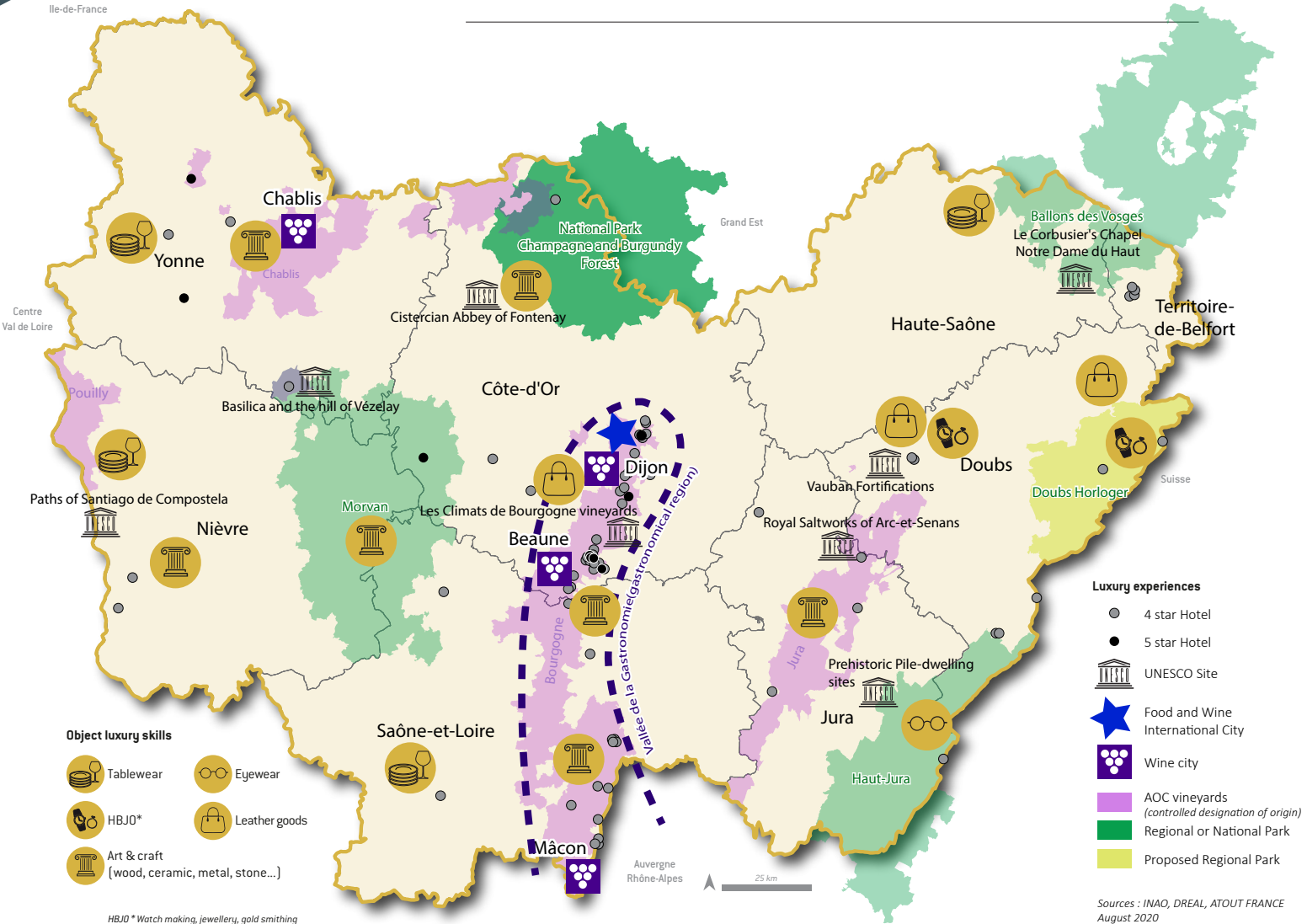
Some of the companies that were born in our region are proudly flying the flag for French luxury internationally, with products that were designed and produced in Bourgogne-Franche-Comté.

Bourgogne-Franche-Comté is one of just a handful of territories in Europe that have a real culture of luxury. This brochure will help you learn more.

## 45 MILLION PEOPLE LIVING WITHIN 4 HOURS OF THE CENTRE OF THE REGION



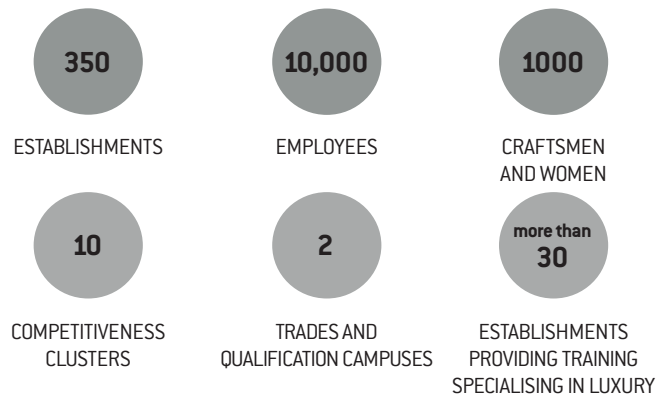
## KNOW-HOW THAT IS WELL-ROOTED IN OUR REGION



### Growing brands in Bourgogne-Franche-Comté



### LUXURY GOODS SECTOR: KEY FIGURES





# BOURGOGNE-FRANCHE-COMTÉ EXPERTISE FOSTERED BY INNOVATION AND EDUCATION

From design to finishing touches, professions in the luxury market combine tradition and invention, expertise and creativity, history and innovation. They work wonders in creating luxury goods: from writing implements to 'table arts', from decorations to furniture, the list goes on. It is a broad and deep range of items, from components to finished products and from objects to packaging and point-of-sale advertising.

## FEMTO-ST LABORATORY

FEMTO-ST is special in that it combines science and technology of information and communications (STIC) with science for engineers (SFE). Its fields of study include optics, acoustics, micro- and nanoscience and systems, time and frequency, automation, IT, mechatronics, including mechanics and materials, energetics, and electrical engineering.

FEMTO-ST has two technology platforms used in luxury business lines:

- MIFHYSTO (which develops new mechanical micromanufacturing technologies, surface functionalisation and hybridisation with clean room processes for the creation of components whose dimensions or important details are at the sub-millimetre scale).
- MIMENTO (a leading centre for micro-/nano-optics, micro-/nano-acoustics, microopto-electro-mechanical systems [MOEMS], and micro-robotics).

## TECHNOLOGY FACILITIES IN BOURGOGNE-FRANCHE-COMTÉ

### MICROTECHNOLOGY – PROTOTYPING

Lycée E. Faure (Morteau - 25)

Lycée J. Haag (Besançon - 25)

### DISO - OPTICAL SOLUTIONS

Lycée V. Bérard (Morez - 39)

### TECBOIS (WOODWORKING)

Lycée du Bois (Mouchard - 39)

### HIGH-SPEED MACHINING

Lycée E. Belin (Vesoul - 70)

### THE ACADEMY OF LEATHER

Lycée Les Huisselets (Montbéliard - 25)

CFA Pays de Montbéliard (Bethoncourt - 25)

UTBM / Edim (Belfort - 90)

## BESANÇON OBSERVATORY

The 'Observatoire de Besançon' is one of three bodies in Europe accredited to certify a watch as a 'mechanical chronometer'. The Besançon Observatory certification: the Mark of the Viper.

## MICROTECHNOLOGY CLUSTER

One main mission, which is to bring together, represent, and coordinate companies with expertise in microtechnology. Four target markets, including the luxury market.

## LABORATORY OF STUDIES AND RESEARCH ON MATERIALS, PROCESSES AND SURFACES - LERMPS

Much of LERMPS' research is now applied directly in industry, allowing its partners to implement, in their manufacturing process, the innovations necessary to be competitive. LERMPS provides its partners with its resources and know-how for industrial services or characterisation.

The LERMPS is a team of the PMDM axis (Metallurgical Processes, Durability, Materials) of the Carnot Interdisciplinary Laboratory of Burgundy (ICB).

## INSTITUT UTINAM - UMR 6213

Utinam is known as one of the leading French laboratories for everything related to the reactivity of surfaces. The field of research consists of studying the fundamental mechanisms to develop and functionalise membranes, with an emphasis on specialised and innovative processes.



## PATHS TO EXCELLENCE: UNIQUE TRAINING COURSES IN FRANCE

### ENSAM - NATIONAL SCHOOL OF ARTS & TRADES, CLUNY CAMPUS

Combining skilled manual work with pure knowledge.

The School of Arts and Trades was created in 1780 by La Rochefoucault. With his humanist spirit, he laid the foundations for mutual professional education, where not only teachers, but also older students offer their knowledge to younger students. This education ensures that Arts & Trades engineers are able to combine theory and practical skills.

Students are trained to acquire a reflective approach, which involves identifying a context and a need, analysing existing solutions, developing a response and testing its results in order to integrate innovative technological fields such as AI, modelling, and the Internet of Things.

### BSB - BURGUNDY SCHOOL OF BUSINESS, DIJON

A specialist management school with AACSB and EQUIS certification.

Bachelor's in luxury marketing

International training in marketing, management and sales management specifically adapted to the codes of the luxury industry.

Master's in fashion and luxury

The Master's in fashion and luxury management is in partnership with the LUISS Business School in Rome, and is one of the most renowned in the sector internationally.

With its School of Wines & Spirits, BSB is also the very first international institution dedicated to training and research in wine and spirits management.

### ENSM - NATIONAL HIGHER SCHOOL FOR MECHANICS AND MICROTECHNOLOGY, BESANÇON, MICROTECHNOLOGY, LUXURY AND PRECISION OPTION

15% of ENSM engineers are recruited by the luxury and watchmaking sectors.

Founded in 2010, the "Microtechnology and Design" training course offers broad scientific, technological, artistic, methodological and project management skills. Over the past 10 years, 250 engineers have been trained. The integration rate for graduates is 93%.

### UTBM - EDIM

Created in September 2007 at UTBM, the EDIM (Ergonomics, Design and Mechanical Engineering) department is the only one in France to offer a specialisation in "Mechanics and ergonomics". EDIM now has some 300 engineering students and is certified by the Engineering Qualifications Commission.

### TWO TRADES AND QUALIFICATIONS CAMPUSES (CMQ)

#### THE CAMPUS FOR LEATHERWORKING & TRADES PROFESSIONS

The campus for leatherworking and trades professions is intended to spur the development of a leather trades cluster by creating new training programmes. The campus will capitalise on this work to support other trades, as well as interdisciplinary projects.

#### SMART'CAMPUS, THE CAMPUS FOR MICROTECHNOLOGY AND SMART SYSTEMS

The recent development of autonomous smart systems that communicate with users and the environment (smart systems) is boosting innovation in the microtechnology sector.

These smart systems represent the future of microtechnology, oriented towards production, control, and even self-regulation. As such, they are part of the development of industries of the future.

### MECHANICS AND LUXURY INDUSTRIES ENGINEERING

Opened in September 2020, this new sector trains engineers who will learn about both technological know-how and luxury expertise. It is in addition to the training programme created at the request of manufacturers by the ENSM, who teamed up with the CMQ Microtechniques et Systèmes Intelligents, and the Lycée Édouard Belin de Vesoul to create an experimental training programme. The programme is based on students' needs for technical professions and the emotional intelligence of adolescents who may be failing school based solely on their grades. This course allows them to obtain 5 different diplomas in 5 years.





# BOURGOGNE-FRANCHE-COMTÉ STRONG NETWORKS

## LUXURY AND CREATION CENTRE

Luxury Summit 2020



The partnership between the Centre du Luxe and Bourgogne-Franche-Comté began in 2018 and aims to highlight the exceptional know-how found in its territories.

The Luxury and Creation Centre was created in 2001 to promote creation, the active principle of luxury, but also to promote cross-functionality between highly complementary professions featuring creation and know-how. "The idea was to create a platform representing the diversity of a world which, until then, had tended to operate in a compartmentalised manner: whether it was fashion, jewellery, perfume, leather goods, gastronomy... because all these sectors have common points: rarity, elegance, originality, seduction, harmony, well-being, but also innovation and invention, cardinal values of luxury."—Jacques Carles, founder. Values that are perfectly in line with Bourgogne-Franche-Comté.

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

Luxury Summit 2019

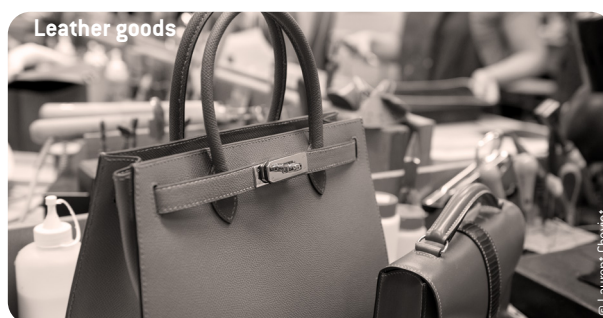


AER Bourgogne-Franche-Comté is a member of the Luxury and Creation Centre.

HBJO



Leather goods



Eyewear



Textiles



Decoration, tableware



## GROUPS AND CLUSTERS: INNOVATION EXPERTISE



Technology for Luxury

### Luxe & Tech Cluster

[www.luxe-tech.fr](http://www.luxe-tech.fr)

The main mission of Luxe & Tech is to coordinate the dense, complex network of companies to create a true group dynamic among these players in the luxury market.



### FRANCÉCLAT Committee

[www.franceclat.fr](http://www.franceclat.fr)

The committee of professionals for economic development in support of the timepiece, jewellery, precious metals, and table arts markets. The committee carries out a group action plan established by the professionals themselves. In total, over 300 professionals participate in the committee's discussion and decision structures.



### Vêtir en Bourgogne

The Vêtir [Dress] association aims to bring together companies from the garment industry, no matter their business lines or size, to develop synergies, and to share resources for common needs.

Since 2016, Vêtir has organised 'Mode in Bourgogne' (Fashion in Bourgogne), a sales trade show to promote local expertise in the fashion industry.



### Package In Bourgogne-Franche-Comté

[www.package-in-bourgogne.com](http://www.package-in-bourgogne.com)

Package in Bourgogne-Franche-Comté aims to bring together company managers from very different industries that all contribute to the creation of packaging solutions in Bourgogne.



### Maison de l'émail

[www.maison-email.com](http://www.maison-email.com)

For nearly 20 years, the Maison de l'Email, an association under the 1901 law, has been working to maintain and develop metal enamelling activity in Morez.



### ELMJ - Eyewear Companies in Jurassic Massif

[www.lunetiers-france.fr](http://www.lunetiers-france.fr)

This regional network gathers more than 50 companies (more than 1,000 direct jobs) that work and innovate for over 100 labels and brands, and produces over 2.5 million frames per year. The ELMJ association carries out innovative initiatives with support from government authorities. The association invests in research and development, design and marketing, support for companies in the French market and in exporting, and more.



### FIBOIS Bourgogne-Franche-Comté

[www.fibois-bfc.fr](http://www.fibois-bfc.fr)

FIBOIS Bourgogne-Franche-Comté aims to support the production, movement, usage, transformation, and promotion of wood in Bourgogne-Franche-Comté.



### Association Pierre de Bourgogne

[www.pierre-bourgogne.fr](http://www.pierre-bourgogne.fr)

(Bourgogne Limestone Association)

This association links together the various companies in the market to encourage exchanges in the stone trades and also to bring people together to represent their common interests.

## REGIONAL ECONOMIC AGENCY OF BOURGOGNE-FRANCHE-COMTÉ

The Regional Economic Agency works in close collaboration and in line with those involved in economic development, innovation, training and employment to:



#### SUPPORT

the maintenance and development of economic activities and employment in the area



#### SUPPORT AND DEVELOP

innovation and eco-innovation



#### SUPPORT

the region's economic development strategies



#### PROMOTE

the region's economic appeal



**YOUR CONTACT FOR THE LUXURY SECTOR**

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