

BOURGOGNE  
FRANCHE  
COMTE  
REGION

# *Luxury and exceptional expertise*

*Combining tradition and innovation*

# Editorial



## Marie-Guite Dufay

President of the Bourgogne-Franche-Comté Regional Council

**The luxury sector is a laboratory for industry in Bourgogne-Franche-Comté and a center of innovation for industry of the future, with new production tools and technology transfers from research to business.**

Our region has considerable industrial assets, particularly in the luxury goods sector. The major luxury brands have clearly identified our region, where they find a network of SMEs and very small businesses with specific skills and talents: in Bourgogne-Franche-Comté, the luxury sector includes 450 companies and almost 15,000 jobs. Some of the world's leading watchmakers, such as Hermès, Audemars Piguet, Breitling and Patek Philippe, have even chosen to base part of their production in our region.

This unique ecosystem deserves to be recognised and its expertise showcased. SMEs and VSEs in the sector are constantly adapting their industrial capacities to improve their competitiveness, innovating in materials and technologies to provide new solutions, while seeking to decarbonise their industrial processes. This ongoing quest for innovation and preservation of unique skills in the arts and crafts deserves to be highlighted. Alongside our major industrial sectors, such as automotive and nuclear, and our sectors of the future, such as hydrogen of course, but also biotherapies and bioproduction, the luxury sector is an important link in our region's economic strength, contributing to its influence, the creation of added value in our region and its attractiveness.

**“The Bourgogne-Franche-Comté Region is determined to raise its ambitions in terms of residential attractiveness, and has joined forces with local players to implement a partnership-based action plan to promote, prospect for and attract new residents.”**

Patrick AYACHE,  
Vice-President of the Bourgogne-Franche-Comté Region  
in charge of human resources, tourism, the appeal of  
the region and the promotion of its terroirs.



**more info**  
on the appeal  
of Bourgogne-Franche-Comté



# Bourgogne-Franche-Comté, a strategic position in Europe

A French region forged by centuries of industrial adventure, Bourgogne-Franche-Comté is now recognised as an area of excellence for its highly skilled workforce in fields such as agri-food, luxury goods, microtechnologies, automotive, biotechnologies and biotherapies, and hydrogen.

As France's leading industrial region\*, Bourgogne-Franche-Comté has a wealth of expertise, traditions, love of a job well done and world-renowned businesses. Home to an ecosystem comprising 6 competitiveness clusters, 16 clusters, 12 technology platforms and 16 high-level service incubators, it is a veritable breeding ground for research and innovation, ready to meet the challenges of energy and technological transition. Thanks to its dense motorway, rail and air network, Bourgogne-Franche-Comté is remarkably accessible, particularly to the French capital. Its strategic position at the heart of Europe provides a favourable environment for business development and the growth of regional and international trade.

\*for the weight of industrial employees in the total workforce

## A region of industrial excellence

**30% of managers** work in the industrial sector (France average: 17%).

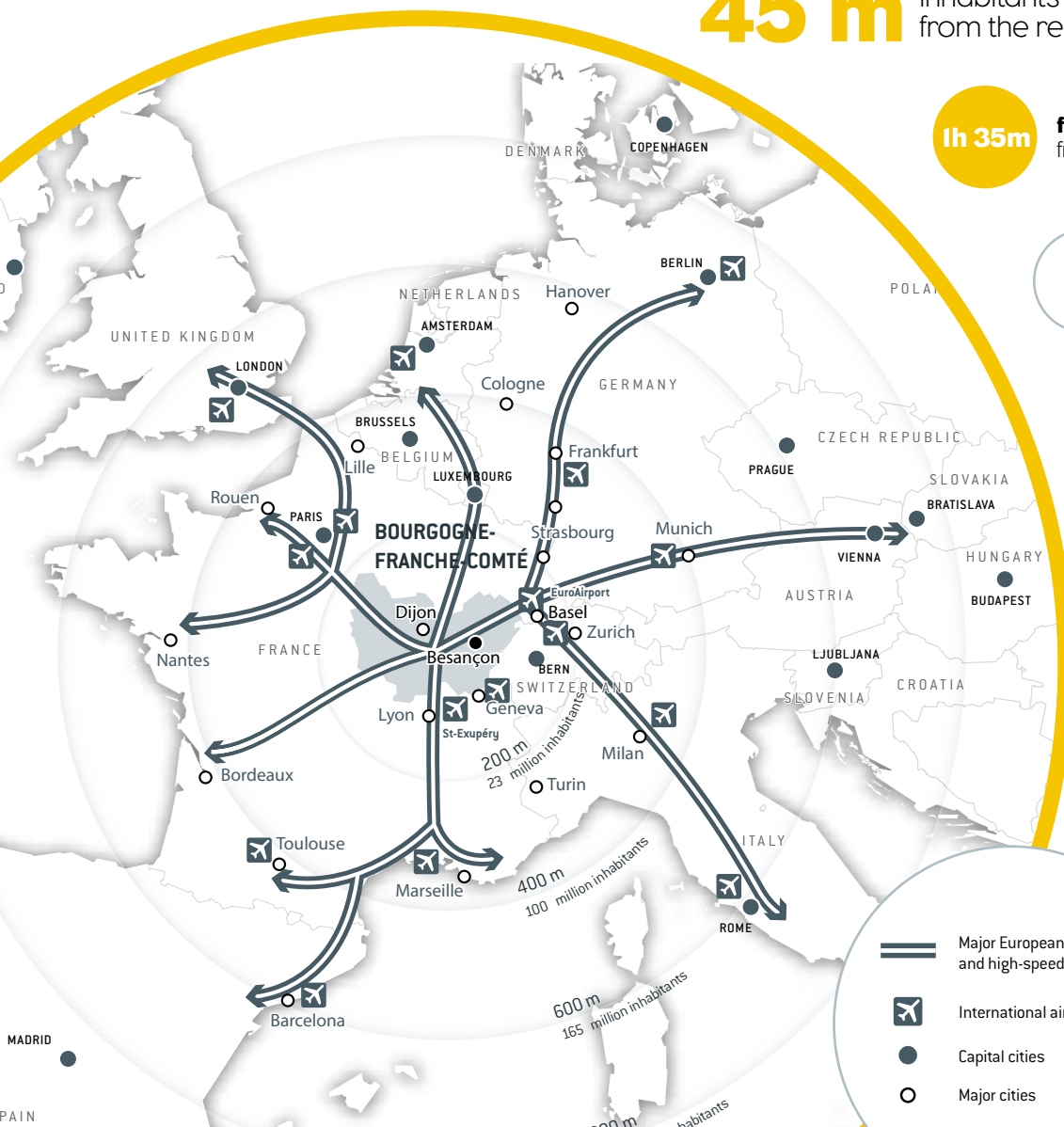
**More than 1 in 5 employees work in industry.**

**Almost 60%** of industrial employees specialise in mechanics, metallurgy, transport equipment, food processing or plastics.

**19,300 industrial plants.**

**10 Industrial areas:** Alliances Luxe et Précision Doubs, Auxoir Morvan, Bourgogne Industrie, Grand Chalon, Grand Dole, Haut-Jura, Nevers Val de Loire, Nord Franche-Comté, Vosges Saônoises, Yonne Industrielle.

**45 m** inhabitants less than 4 hours away from the region's centre



**1h 35m**

**from Paris** via Dijon 2h 05m from Besançon by TGV

**9**

**motorways** forming a **strategic crossroads** at the heart of Europe

**6**

**international airports** nearby

**14**

**TGV stations**

**230**

**km of shared border with Switzerland**

Major European motorways and high-speed railway lines

International airports

Capital cities

Major cities



**more info**  
on our website

# Manufacturing excellence and know-how rooted in the heart of our regions

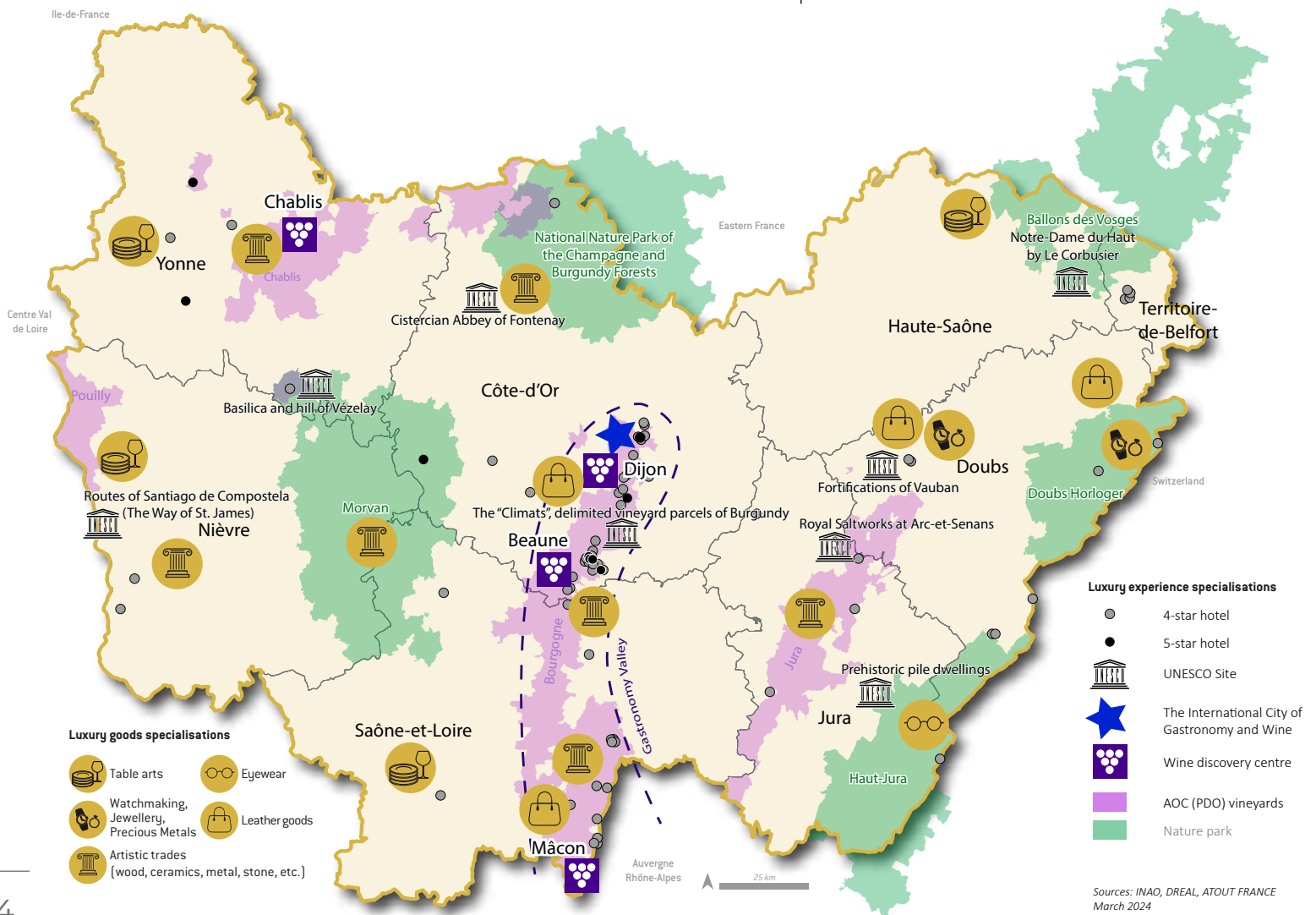
The Bourgogne-Franche-Comté Region has always been a champion of companies that perpetuate exceptional expertise by combining tradition and innovation. The aim is to create fertile ground for the future of these companies. In Bourgogne-Franche-Comté, a real ecosystem has taken shape, made up of companies, training bodies, research centres and technology platforms, all grouped around luxury. Today, in every territories of Bourgogne-Franche-Comté, the luxury sector offers opportunities for solid career paths.

## Luxury experiences

With more than thirty starred restaurants and nearly **70 4- and 5-star hotels**, Bourgogne-Franche-Comté offers some remarkable places to stay and discover: spend the night in a former hospice transformed into a luxury hotel, sit down at the table of a **renowned starred chef** and Meilleur Ouvrier de France to rediscover forgotten dishes brought up to date, and tour the vineyards to admire **the Climats, delimited vineyard parcels, listed as UNESCO World Heritage sites...** Bourgogne-Franche-Comté attracts visitors not only for its authenticity, but also for its originality, gastronomy, and culture.

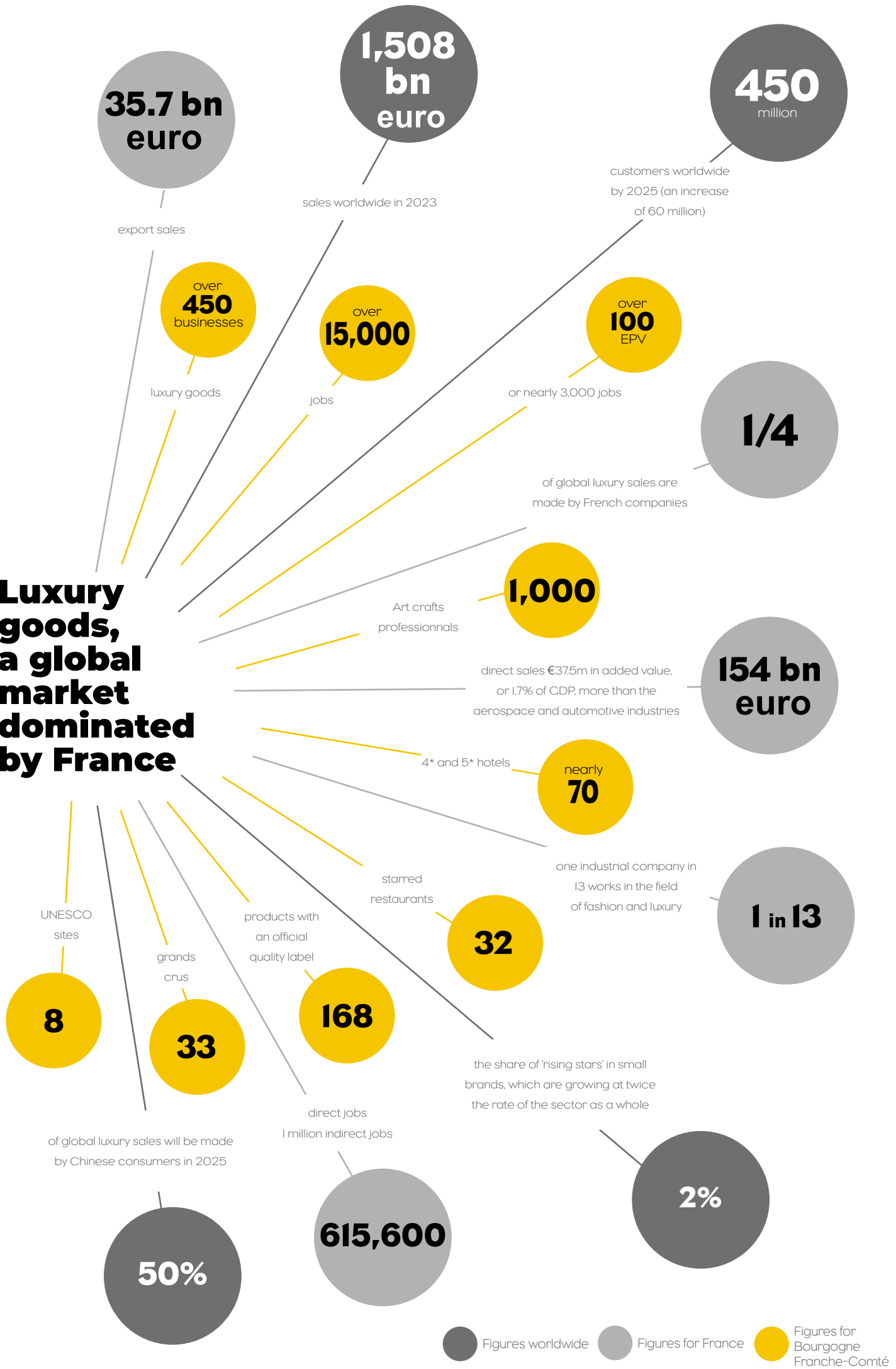
## Luxury goods

Bourgogne-Franche-Comté is the cradle of watchmaking and eyewear, and is brimming with expertise sought by the leading luxury brands. Its industrial fabric is mainly made up of SMEs that manufacture components or subcontracted products for a wide range of markets, with the utmost discretion. **More than 450 companies working in the luxury goods markets** (watchmaking, jewellery, leather goods, tableware, perfumery, cosmetics, writing instruments, etc.) have been identified. These companies employ **more than 15,000 people**. They are the result of a rich industrial and artisan tradition, specialising in all the jobs from design to finishing, forming a region of activities that blend the present and the future.



Sources: INAO, DREAL, ATOUT FRANCE  
March 2024

# Luxury goods, a global market dominated by France



Figures worldwide
  Figures for France
  Figures for Bourgogne Franche-Comté

# Markets and sectors in Bourgogne-Franche-Comté

## Watchmaking

Established since the 17<sup>th</sup> century around the Jura Arc, watchmaking is a historic industrial activity that Bourgogne-Franche-Comté shares with its Swiss neighbours. Today, this activity is still very much alive in the region: it benefits from the presence of some emblematic French brands such as **LIP**, **Herbelin** and **Pequignet Horlogerie**. There are also after-sales centers for prestigious Swiss brands such as **Audemars Piguet**, **Breitling** and the **Swatch Group**. Thanks to its watchmaking history, the presence of highly skilled companies and craftsmen, and a comprehensive range of training courses, Bourgogne-Franche-Comté's **expertise in watchmaking and art mechanics has been on UNESCO's list of intangible cultural heritage since 2020.**



**“ We want to help revitalise French watchmaking by responding to the expectations of consumers, who are increasingly asking questions about the origin of components. ”**

Dani Royer - CEO of the MANUFACTURE PÉQUIGNET

## Leather goods

Leather goods is undoubtedly the business sector that has developed the most over the last 10 years, driven by the major French groups. Designers and business alike will find a comprehensive range of skills, each driven to unparalleled levels of excellence. **Hermès** has 3 factories in its regional division. The leather goods business is complemented by the production of metal parts for hand-bag jewellery, which is what makes it unique to Bourgogne-Franche-Comté.

**“ Our choices today meet four conditions: proximity, the circular economy, energy consumption and the role of people. ”**

Jean-Pierre Tolo - President (2019 à 2021) of the French Leather Goods Federation (FFM)



## Eyewear

Like watchmaking, eyewear is a traditional industry that originated in the Haut-Jura in the 18<sup>th</sup> century. The industry has withstood globalisation. It has a wealth of iconic brands, as well as a network of subcontractors with a high level of excellence. The recent arrival of the **Kering Eyewear group** in the region - through its acquisition of **UNT** - is an excellent sign that eyewear production in Bourgogne-Franche-Comté, and in France more generally, is set to be revitalised.

**“ We have a socio-economic responsibility... it's part of our values. We support families and contribute to the local economy. ”**

Joël Thierry - CEO of THIERRY SA

## Decoration and tableware

Bourgogne-Franche-Comté embodies a harmonious blend of tradition and innovation in the decoration and tableware sector. Local craftsmen, steeped in a rich cultural heritage, create unique pieces that combine traditional skills with contemporary designs. The quality products, both traditional and modern, reflect the artistic soul of this region, making Bourgogne-Franche-Comté an unmissable destination for decorating enthusiasts.

**“ Giving meaning to the company also means giving meaning to the actions of those who work there. ”**

Bernadette Dodane - CEO of CRISTEL



## Jewellery, goldsmiths, silversmiths

Jewellery, like leather goods, is one of the sectors undergoing spectacular expansion. Thanks to their expertise in machining, surface treatment and polishing, the region's companies are making a massive contribution to meeting the needs of the big names in French and Swiss luxury goods.

**“ We have adopted practices that enable us to use less water and less energy, we buy washable production packaging, we recycle, etc. We're lucky enough to live and work in a green environment, so it's only natural for us to protect it. ”**

Raphaël Silvant - CEO of the SILVANT Group

The outlook for the luxury goods market for 2024 and up to 2030 is good! Consumers around the world are increasingly sensitive to French manufacturing, authenticity, product traceability and environmental impact. By building on its traditional sectors of excellence and opening up to new markets, the regional ecosystem is ready to take up this challenge and help companies in the luxury sector to conquer international markets, and guide them towards an ecological transition through eco-design, renewable energies and new business models.



**more info**  
on the transition  
in Bourgogne-Franche-Comté

## Cosmetics

Beyond the technological offerings related to the packaging, microtechniques, and injection sectors, the region provides this industry with the means to innovate to discover new processes and techniques and move towards a cosmetics industry incorporating cutting-edge technologies. Examples of activities present in the area include: innovative packaging, precision application devices, mould manufacturing, special filling machines, engraving, and hot stamping, to name but a few.



**“We promote values that top-of-the-range French establishments live by [...] each time we need to be consistent, to make sense.**

Marie Damidot - Director of VINÉSIME



## Textiles

Bourgogne-Franche-Comté has a long history of textile expertise, in both weaving and knitting, and has recently seen a move upmarket in certain areas of textile know-how, such as bedding and bed linen. A veritable renaissance is taking place: in response to environmental issues and competition, companies in the sector are using innovative technologies to create new forms of expertise, such as upcycling, or working with designers...

**“The aim is to leave a world in which future generations can say that previous generations did what was necessary.**

Edouard Dumas - Director of LA COMPAGNIE DUMAS

## Exceptional expertise

### Comblanchien Burgundy limestone

Comblanchien Burgundy stone, a blend of authenticity and innovation, is used on many of the world's most prestigious buildings. It has been awarded the Indication Géographique label, which attests to its uniqueness: 100% natural, 100% mineral, produced in a short circuit, without firing, processing or chemical treatment... so many specific features that make Comblanchien Burgundy stone a precious and recognised ally for both architecture and decoration. With no fewer than 70 different varieties, Bourgogne - thanks to its stone - ranks 2<sup>nd</sup> in France for limestone production.

### Ceramics

Bourgogne-Franche-Comté is a renowned centre for ceramics. With Nevers as the historic centre of ceramics and the “Valley of Ceramics”, Digoin and Paray-le-Monial, the region boasts a rich heritage of craftsmanship. Today, many workshops perpetuate this ancestral art by creating unique pieces, both traditional and contemporary. The region's potters and ceramists produce a wide variety of work, from utilitarian tableware to top-of-the-range decorative pieces. The region's ceramics are renowned for their authenticity and quality, attracting enthusiasts and collectors from all over the world.

### Glassware

The region boasts a number of renowned companies specialising in the delicate art of glassmaking, perpetuating the love of precise, precious work that has always been cultivated in Bourgogne-Franche-Comté: craftsmen and their traditional techniques combined with innovative companies and their modern technologies, together create high-quality products. Exhibited in prestigious venues, timelessly sought-after in interior design and architecture (the Châtelet-les-Halles metro station is covered in glass paving stones designed by La Rochère), rewarded on numerous occasions, glassmaking is a major economic driver, contributing to a strong identity and a recognised regional cultural heritage.

### Design

The Bourgogne-Franche-Comté region is home to a dynamic design sector, combining all forms of design. Today's designers are pushing back the boundaries of creativity by being committed and responsible. Local businesses benefit from a favourable ecosystem, with renowned schools training new talent, clusters encouraging collaboration and events such as France Design Week. This combination of cultural heritage and modernity makes Bourgogne-Franche-Comté a key centre for design in France.

# Training and courses, the source of the recognised excellence of our workforce



The CMQ MMA brings together players in the leather goods and arts and crafts sectors to maintain a high level of qualification for apprentices and launch projects to promote and develop local know-how at national and even international level. Since 2019, it has run the “Excellence Métiers d’Art” label, which rewards establishments that stand out for their excellent training provision in the fields of art, craft and design.

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



This campus brings together those involved in initial and continuing training and companies in the following sectors: hotels and restaurants, tourism, agricultural production, food processing and catering.

[www.creativ21.fr/campus/a-propos-du-campus](http://www.creativ21.fr/campus/a-propos-du-campus)



Awarded the label in February 2017 and operational since January 2018, the CMQ MSI is located in Besançon, at the heart of the École Nationale Supérieure de Mécanique et Microtechniques Supmicrotech (Supmicrotech-ENSM, opposite). With its range of training courses and its network of players and partners, the CMQ MSI enables learners to meet the challenges and issues of today and tomorrow.

[www.msi.cmq-bfc.org](http://www.msi.cmq-bfc.org)



Thanks to a wide range of courses (three-year apprenticeships, masters and continuing education) and the support of two research laboratories (LaBoMaP, Materials and Processes Laboratory, and LISPEN, Physical and Digital Systems Engineering Laboratory), which carry out research activities in partnership with industry, the Arts et Métiers Campus in Cluny is able to provide solutions to companies in its area of influence and support the creation of start-ups.

[www.artsetmetiers.fr/fr/campus/cluny](http://www.artsetmetiers.fr/fr/campus/cluny)



Located in Champignelles, in the Yonne region, Campus MaNa offers immersive, residential vocational training courses in the arts, design, architecture and arts and crafts. Firmly committed to sustainable development and social responsibility, its innovative teaching methods are based on contributions from renowned designers/architects, craftspeople specialising in their field and theoreticians. This multi-disciplinary triptych guarantees participants a comprehensive training programme combining conceptual input, creative methodology and technical apprenticeships. The “Initiation aux savoir-faire (Introduction to Skills)” courses are open to all adults.

<https://campusmana.com>



In September 2023, the Conservatoire National des Arts et Métiers opened a professional degree in Luxury and Microtechnology in Morteau: offered by the Cnam Bourgogne Franche-Comté in partnership with the Lycée Edgar Faure, this sandwich course is open to holders of a Bac+2. Combining microtechnology manufacturing methods and tools with knowledge of materials and processes specific to the luxury goods industry, this professional degree prepares candidates to manage and implement technical projects in the luxury goods sector.

[www.lycee-morteau.org](http://www.lycee-morteau.org)



In Bourgogne-Franche-Comté, students and learners can count on a wide range of courses that are open to the business world and focused on its needs. And it starts at secondary school level, with a number of lycées offering technical and vocational training in skills of excellence. Upon graduating from high school, students can access higher education programmes throughout the Bourgogne-Franche-Comté region. These programmes are founded on the principles of synergy between education, research, and business, with a strong emphasis on networking.



The Académie du Cuir provides learners and companies with a platform for designing and producing prototypes, and helping to implement industrialisation processes in the leather goods, saddlery, and associated luxury industries. This academy brings together 3 leather and design training establishments:

> Lycée Les Huisselets  
(leather trades, jewellery)

[www.leshuisselets.com/metiers-du-cuir](http://www.leshuisselets.com/metiers-du-cuir)

> CFA Pays de Montbéliard - ÉCOLE BOUDARD  
(artistic saddlery and leather goods)

[www.cfa-montbeliard.eu/formations/ecole-boudard-pole-cuir/](http://www.cfa-montbeliard.eu/formations/ecole-boudard-pole-cuir/)

> UTBM

(mechanics and ergonomics)

[www.utbm.fr/formations/ingenieur/ergonomie-design-ingenierie-mecanique/#descriptif-edim](http://www.utbm.fr/formations/ingenieur/ergonomie-design-ingenierie-mecanique/#descriptif-edim)



Offering a wide range of initial and continuing education courses, as well as apprenticeships, SUPMICROTECH forges partnerships with companies (micro-companies and SMEs) and benefits from the location of one of France's largest public engineering science laboratories: FEMTO-ST.

SUPMICROTECH provides engineering training in microtechniques and design "Luxury and precision".

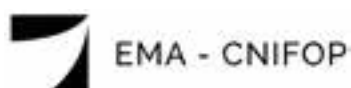
[www.supmicrotech.fr](http://www.supmicrotech.fr)



GRETA-CFA Haute-Saône & Nord Franche-Comté

GRETA-CFA Haute-Saône & Nord Franche-Comté (HSNFC) has been providing continuing training for adults studying for a watchmaking CAP for ten years. Since the end of 2023, the Lycée Jules Ferry has been running a new watchmaking course for adults, leading to the BMA (brevet des métiers d'art) in watchmaking.

[www.greta-franche-comte.fr/formation/cap-horlogerie](http://www.greta-franche-comte.fr/formation/cap-horlogerie)



EMA-CNIFOP, the International Training Centre for Art and Ceramic Professions located in Saint-Amand-en-Puisaye (58), is an accredited training organisation with associative status. Since 1976, the centre has been making its expertise available to professionals and aspiring professionals, either through diploma courses or highly specialised courses, to learn how to combine earth, water and fire.

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



As an apprenticeship training centre, the AFPA offers a course lasting around 7 months, divided into 2 modules supplemented by 1 in-company period. This course leads to a level 4 professional qualification (Bac Pro) in watchmaking.

[www.afpa.fr/formation-qualifiante/horloger](http://www.afpa.fr/formation-qualifiante/horloger)



BSB is an international business school with more than 120 years of experience. It is triple accredited by AACSB, EQUIS and AMBA, making it one of the top 1% of business schools in the world. It offers courses from post-baccalaurate to baccalaurate +5 years of higher education, with a Wine and Spirits Management programme that is no. 1 in France and a Luxury Marketing programme that is no. 2.

[www.bsb-education.com](http://www.bsb-education.com)



# Research and innovation, the winning combination for nurturing our expertise

## Laboratories



FEMTO-ST is unique 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.

*Micro D2 is a project by the Applied Mechanics Department, dedicated to watchmaking, which has led to the development of a process for turning hard metals.*

[www.femto-st.fr](http://www.femto-st.fr)



The 'Observatoire de Besançon' is one of three bodies in the world accredited to certify a watch as a 'mechanical chronometer'. The certificate issued by the Besançon Observatory is known as the Poinçon de la Vipère.

[www.theta.obs-besancon.fr](http://www.theta.obs-besancon.fr)



Utinam is one of France's leading laboratories in the field of surface reactivity. The field of research involves studying the mechanisms by which thin films are developed and functionalised, with the emphasis on innovative and sustainable processes. The laboratory has developed surface treatments and original colours for watch and leather goods.

[www.utinam.cnrs.fr](http://www.utinam.cnrs.fr)



A great deal of the research developed at the Laboratoire d'Études et de Recherche sur les Matériaux, les Procédés et les Surfaces (LERMPS) is now being applied directly in the luxury goods industry: powder metallurgy and design using different technologies (atomisation, agglomeration, synthesis) and the production of massive parts using compaction and additive manufacturing processes. LERMPS makes its resources and know-how available to its partners for industrial or characterisation services. The LERMPS is part of the Metallurgical Processes, Durability and Materials (PMDM) division of the Bourgogne Interdisciplinary Carnot Laboratory (ICB).

[www.lermps.utbm.fr](http://www.lermps.utbm.fr)



The ICB (Laboratoire Interdisciplinaire Carnot de Bourgogne) is a CNRS Joint Research Unit with over 300 members, including physicists, chemists, engineers, technicians, doctoral students, and post-doctoral students based in Bourgogne-Franche-Comté. It is developing research into the technologies and materials of the future to develop applications in industry, particularly the luxury sector. With the support of 5 technology platforms, ICB contributes to the economic development of companies in the region and beyond, both nationally and internationally.

*Sintermat, a spin-off from the laboratory, is developing an innovative process based on powder metallurgy and augmented materials with unprecedented properties and exceptional performance*

[www.icb.u-bourgogne.fr](http://www.icb.u-bourgogne.fr)  
[www.sinter-mat.com](http://www.sinter-mat.com)



Once the idea for a new product has emerged, it's time to move on to the design stage. This is where the laboratories and technology platforms come in: from the formulation of new processes to their industrialisation, the laboratories and technology platforms are committed to responding to the production issues faced by companies.

In Bourgogne-Franche-Comté, the laboratories (or research units) work on a variety of themes and are made up of teams of researchers focusing on issues that are often related and complementary. These researchers are affiliated either to an institution of higher education (university, higher national schools, etc.) or to a scientific research organisation (CNRS, INRAE, INSERM, etc.). Companies, research laboratories and technology platforms form a coherent ecosystem that works hand in hand to constantly improve the excellence of the region's know-how.

## Technology platforms

### MIFHYSTO

>Platform located at the FEMTO-ST laboratory  
Develops new mechanical micro-manufacturing 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

>Platform located at the FEMTO-ST laboratory  
Leading centre for micro-nano-optics, micro-nano-acoustics, micro-opto-electro-mechanical systems [MOEMS], and micro-robotics.

> FEMTO-ST Laboratory

[www.femto-st.fr/fr/Plateformes-technologiques/autres-plateformes](http://www.femto-st.fr/fr/Plateformes-technologiques/autres-plateformes)



### HIGH-SPEED MACHINING

The High-Speed Machining (UGV) platform contributes to the development and dissemination of mechanical engineering production technology in the field of high-speed machining and 3D metrology by producing prototypes and small series, optimising cutting conditions and tool selection, and developing CAM milling programmes.

It also carries out three-dimensional inspection with or without digital definition. It offers training in high-speed machining and computer-aided manufacturing. It uses a 5 and 7-axis HSM machine.

Lycée E. Belin secondary school

[www.lycee-belin.fr](http://www.lycee-belin.fr)



### DEVELOPMENT AND INTEGRATION OF OPTICAL SOLUTIONS

The PFT DISO provides services for various sectors of activity (industry, health, luxury goods, etc.): optics/ photonics studies, characterisation/inspection benches for optics/photonics systems, prototypes of optics/photonics systems, etc.

Lycée V. Bérard secondary school

[www.lyceemorez.fr/transfert-technologique](http://www.lyceemorez.fr/transfert-technologique)



### TECBOIS

PFT Tecbois designs and produces products and processes for wood, soft materials and synthetic resins. To achieve this, it relies on high-performance technical platforms (5-axis machining, laser, membrane press, 3D scan, etc.) and CAD and CAM expertise.

Its laboratory can carry out mechanical tests (standard or customised: 10 T bending bench, etc.) and accelerated ageing.

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

### MICROTECHNOLOGY - PROTOTYPING

The microtechniques-prototyping PFT produces high-precision prototypes in microtechniques. It provides expertise in micro-moulding, micro-fabrication, precision machining and laser cutting. It designs, develops and contributes to the integrated industrialisation of micromechanical and/or microelectronic modules and microsystems.

Lycée E. Faure /Lycée J. Haag secondary schools

[www.lycee-morteau.org/la-plateforme-technologique](http://www.lycee-morteau.org/la-plateforme-technologique)



# Groups and clusters, a collective intelligence at the service of professionals



The committee of professionals for economic development in support of the watchmaking, jewellery, precious metals, and tableware markets. It carries out a group action plan established by the professionals themselves.

In all, over 300 professionals participate in the committee's discussion and decision-making structures.

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



This regional network brings together around thirty solidarity-based businesses that work and innovate for more than a hundred labels and brands, producing over 2.5 million frames a year.

The Association des Entreprises de Lunetterie du Massif Jurassien, an association of eyewear companies in the Jura region, is leading innovative initiatives - supported by the Region - to promote the sector, optimise the relationship between principals and sub-contractors, strengthen operational and industrial excellence, promote CSR and address standards and regulatory issues.

[www.lunetiers-du-jura.com](http://www.lunetiers-du-jura.com)



The PMT is a **competitiveness cluster** whose mission is to act as a catalyst for innovation, accelerate business and support the transition of industries in Bourgogne-Franche-Comté in favour of the region's sectors of excellence.

[www.pmt-innovation.com](http://www.pmt-innovation.com)



Technology for Luxury

The first task of the Luxe & Tech association is to lead the network of luxury industry players to create a real collective dynamic. It organises technical information meetings and cross-disciplinary themed meetings on subjects as diverse as intellectual property, new regulations and forms of work, and the challenges of luxury markets, in synergy with technology platforms, trade campuses and research.

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



The adage that “alone we go faster, together we go further” is a perfect illustration of the collective intelligence shown by luxury professionals who decide to join forces to share their knowledge and skills and promote their exceptional expertise. Whether it’s organising meetings related to research, which is essential to a company’s competitiveness, investing in innovation, seeking support from the public sector or presenting and rewarding their products, luxury companies and artisans benefit from an ecosystem that is more than favourable to finding solutions to their common problems together. This synergy covers all areas of luxury: from microtechnology to textiles, wood, watchmaking and enamel.



For nearly 20 years, the Maison de l'Email association has been maintaining and developing enamelling on metal in Morez: professional training courses (Qualiopi certified), introductory and advanced courses for amateurs, guided tours by appointment and production by the Ateliers de la Maison de l'Email (3 on-site craftswomen).

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



Fibois Bourgogne-Franche-Comté aims to support the production, movement, usage, transformation, and promotion of wood in Bourgogne-Franche-Comté. As a meeting place, a forum for exchange and consultation, the association brings together and represents all those involved in the forestry and wood industry, all those who contribute to growing wood, harvesting it, transporting it, processing it and using it.

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



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.

For several years, Vêtir has organised the “Mode in Bourgogne” trade show to promote local expertise in the industry.



Package in Bourgogne-Franche-Comté aims to bring together company managers from very different industries, all of whom contribute to the production of packaging or packaging solutions in the region.

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



The Pierre de Bourgogne Association acts as a link between the various players in the Bourgogne stone industry to encourage exchanges. Its role is to promote and defend the Pierre de Bourgogne GI, and to represent the common interests of companies in the sector.

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

# Partners, a driving force for the efficiency and sustainability of the industry

## Association des Entreprises du Patrimoine Vivant de Bourgogne-Franche-Comté (the regional association of living heritage companies)



Edouard Dumas,  
President  
of the regional  
association of living  
heritage companies of  
Bourgogne-Franche-  
Comté,  
CEO of Compagnie Dumas,  
based in Tonnerre (89) since 1910  
and awarded the EPV label in 2017

The Living Heritage Companies (EPV, Entreprise du Patrimoine Vivant) association, chaired by Edouard Dumas, brings together around a hundred companies in Bourgogne-Franche-Comté and highlights their various assets, whatever their size or format.

What is it that they have in common? Excellent know-how, local roots, a desire to pass on knowledge, and a commitment to French manufacturing.

In tune with the challenges of today's world, the EPV label and the association guide these companies towards the objectives of social and environmental responsibility (SER). Recognised for their ability to innovate, invent and reinvent themselves, these exceptional companies contribute to the attractiveness and economic and cultural influence of the region.

\*The "Entreprise du Patrimoine Vivant" (EPV) label is a government recognition mark set up to distinguish French companies and their outstanding industrial and craft skills. Since its creation in 2005, the EPV label has been highlighting unique companies that know how to reconcile innovation and tradition, know-how and creation, work and passion, heritage and future, local and international. This label is attached to the Ministry of the Economy and Finance and awarded by the regional prefects. Awarded for a period of five years, this label brings together manufacturers who share a certain vision of what their company should be doing: high performance in their trade and their products, constant attention to in-house training, a technically and socially innovative approach, and a dynamic sales strategy. It is the only government label awarded to a company for its entire activity, guaranteeing the excellence of its know-how.

> Find the list of EPVs in Bourgogne-Franche-Comté at  
[www.data.gouv.fr/fr/datasets/entreprises-du-patrimoine-vivant](http://www.data.gouv.fr/fr/datasets/entreprises-du-patrimoine-vivant)

Source insert Label EPV: Institut des Métiers d'Art

## Colbert Committee

Founded in 1954 by Jean-Jacques Guerlain, the Comité Colbert is a unique collective that brings together 93 French luxury brands and 18 cultural institutions around a single raison d'être that guides its actions in France and abroad:

"Passionately promote, sustainably develop and patiently pass on French know-how and creativity to inspire people to dream".



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

## Fédération Française de la Maroquinerie

The French Leather Goods Federation (FFM) represents and supports companies in the leather goods sector in France. It encourages innovation, quality and the promotion of French know-how. From major luxury houses to local artisans, it brings together

key players to maintain the excellence and international reputation of French leather goods. The FFM also works for sustainable development and fair working conditions, ensuring a promising future for this iconic industry. A real ally in supporting players in the leather goods industry in Bourgogne-Franche-Comté.



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



Jacques Carles  
Founding CEO  
of the Centre du luxe et de la création

Since 2019, the Agence Économique Régionale de Bourgogne-Franche-Comté (the Regional Economic Agency of Bourgogne-Franche-Comté) has been a partner of the Centre du luxe et de la création, founded in 2001 and chaired by Jacques Carles. This is why the Bourgogne-Franche-Comté region is taking part in the Luxury and Creation Summit with the presence of the AER BFC, in order to highlight the talents of the players in the region who are working for the excellence of production in all areas of the luxury sector and exceptional know-how.

Companies also have the opportunity to take part in the Talents for Luxury and Creation competition. Created in 2002 by the Centre du luxe et de la création, these awards are aimed at designers and managers in all areas of the luxury industry: fashion and accessories, jewellery and watchmaking, perfumes and cosmetics, wines and spirits, gastronomy and hotels, design and architecture, arts and crafts, etc.

While luxury industry prizes usually reward designers by profession, the Talents awards focus on what drives the creative fire in luxury: boldness, well-being, elegance, harmony, innovation, invention, originality, rarity, and seduction. A Talent is also awarded for management. The winners also include a Crafts Prize, a Special Jury Prize, an Brand of the Year, and a Golden Talent.

**This partnership strengthens regional networks to build future collaborations that contribute to the growth and cultural dynamism of the regions.**

le CENTRE du LUXE et de la CREATION

52 rue Madame - 75006 Paris  
+33 (0)1 56 58 50 74  
contact@centreduluxe.com  
www.centreduluxe.com

### Talents in Luxury and Design *the winners in Bourgogne-Franche-Comté*



**Paul & Bernadette Dodane**  
Cristel managers  
2007 winners of the  
**Talents in Management**



**Dani Royer**  
Watchmaker  
Director of Operations  
Pequignet Horlogerie  
2022 winners of the  
**Special Jury Prize**



**Armand Heitz**  
Winegrower, Farmer  
2022 winners of the  
**Talents in Well-being**



**Odile Dhavernas**  
Associate Director and her team  
Manufacture Tapis de Bourgogne  
2023 winners of the  
**Talents in Harmony**



**Dominique Loiseau**  
CEO  
Bernard Loiseau Group  
2023 winners of the  
**Special Jury Prize**

### 2024 winners... ?

At the time of going to press, the winners of the Talents in luxury and design 2024 had not yet been announced. To find out if Bourgogne-Franche-Comté won an award again this year, visit the following websites [www.centreduluxe.com](http://www.centreduluxe.com) and [www.aer-bfc.com](http://www.aer-bfc.com)!

**YOUR LUXURY SECTOR CONTACT**

Éloïse PEYRAFORT  
epeyrafort@aer-bfc.com  
+33 (0)6 32 83 50 52



Maison de l'Économie  
46 avenue Villarceau - 25000 Besançon FRANCE  
Tel. +33 (0)3 81 81 82 83

Maison Régionale de l'Innovation  
64 A rue Sully - CS 77124  
21071 Dijon Cedex FRANCE  
Tel. +33 (0)3 80 40 33 88

Local economic  
developers in all 8  
of the region's departments

[www.aer-bfc.com](http://www.aer-bfc.com)



**THE REGIONAL ECONOMIC AGENCY OF BOURGOGNE-FRANCHE-COMTÉ**

The Regional Economic Agency of Bourgogne-Franche-Comté works in close collaboration with the players involved in economic development, innovation, training and employment for:



Business project  
engineering by  
regional and  
strategic sector



Financial  
engineering



Innovative project  
engineering,  
ecological transition  
and energy recovery



Economic  
changes



Promotion and  
communication