

“Four Motors for Europe” videoconference

The Four Motors for industry: reshoring and attractiveness

10 March 2022

With 510,000 jobs in industry and 54,000 industrial facilities, Auvergne-Rhône-Alpes is France’s top industrial region. However, despite its many strengths, in particular its strategic position in France and Europe, and its economic dynamism, it faces a worrying growth in imports and an increased risk of loss of strategic know-how for the region.

The Region has therefore voiced its ambition to support industry and any initiative to reshore competitive industrial activity, something which in December 2021 translated into the adoption of a *strategic reshoring plan*.

Reaching out beyond regional borders, the Auvergne-Rhône-Alpes Region also wanted to raise Europe-wide awareness to these challenges of rebuilding industrial and technological sovereignty by focusing on this topic during its year-long Presidency of the Four Motors for Europe network, in which it has long been involved alongside Baden-Württemberg, Catalonia and Lombardy.

While the pandemic exposed the weaknesses and dependence of European economies and prompted the European Commission to renew the European Union’s industrial strategy, the Auvergne-Rhône-Alpes Region wishes to highlight the importance of cooperation with other European regions which have powerful industrial sectors and are undergoing major transformations, from digitalisation to decarbonisation.

It is in this context that the Auvergne-Rhône-Alpes Region invites institutional and economic partners in Baden-Württemberg, Catalonia and Lombardy to share their policies and experiences in the area of reshoring, attractiveness and industrialisation, on the occasion of a **videoconference to take place on 10 March 2022, from 14:00 to 16:00**. This event, which will mark the **start of Auvergne-Rhône-Alpes’ Presidency of the Four Motors for Europe**, will also be an opportunity to present the Four Motors “Business Passport”—an offer of free services to support businesses in their plans to establish themselves in another Four Motors region.

Simultaneous translation in German, English, Catalan, French and Italian

10 March 2022 / 14:00-16:00

	Philippe MONTANAY, Journalist Moderator
14:00 – 14:10	Introduction by Philippe MEUNIER, Vice-President in charge of International Relations
14:10 – 15:25	<p>Crossed perspectives on attractiveness, reshoring and industrial independence</p> <ul style="list-style-type: none"> ➤ Auvergne-Rhône-Alpes: <ul style="list-style-type: none"> • Stéphanie PERNOD, First Vice-President in charge of Economy, Reshoring and Regional preference • Jean-Luc RAUNICHER, President of MEDEF Auvergne-Rhône-Alpes ➤ Baden-Württemberg: <ul style="list-style-type: none"> • Patrick RAPP, State Secretary from the Ministry of Economic Affairs, Labour and Tourism • Wolfgang WOLF, CEO of UBW - Unternehmer Baden-Württemberg ➤ Catalonia: <ul style="list-style-type: none"> • Roger TORRENT, Minister of Business and Labour • Salvador GUILLERMO, Deputy Secretary General and Director of Economy of Foment del Treball ➤ Lombardy: <ul style="list-style-type: none"> • Guido GUIDESI, Regional Minister of Economic Development • Francesco BUZZELLA, President of Confindustria Lombardia
15:25 – 15:55	<p>Official launch of the Four Motors Business passport</p> <p>Representatives of the four business agencies involved in the process:</p> <ul style="list-style-type: none"> • Joëlle SEUX, Director in charge of Europe and International, Auvergne-Rhône-Alpes Entreprises • Christophe ARNOUL, Director for France, ACCIO - Catalonia Trade & Investment • Marco FEDATO, Head of Investment Promotion Department, Invest in Lombardy • Claire WALTER, Regional director for Western Europe, Baden-Württemberg International
15:55 – 16:00	Conclusions by Bruno CHIAVERINI, Director of International Relations of Auvergne-Rhône-Alpes Region

Auvergne-Rhône-Alpes' strategic reshoring plan

The strategic reshoring plan is the result of a broad consultation between regional stakeholders, public entities and businesses in the region, and was adopted by the Auvergne-Rhône-Alpes Region on 17 December 2021. Covering a six-year period and with a budget of 1.2 billion euros, its aim is to rebuild regional industrial sovereignty. To achieve this objective, the Region is adopting four focuses to guide its actions.

The first concerns the attractiveness of the regional territory: here, the aim is to encourage reshoring and support the sharing of industrial development experience between businesses.

The second focus is designed as a toolkit to provide tangible support for reshoring projects, comprising in particular investment funding, flexible services, and support from the business agency - Auvergne-Rhône-Alpes Entreprises.

The third focus addresses a recurring problem: the search for industrial land. Securing land for business purposes is one of the practical and necessary courses of action to regain industrial sovereignty, which the Region commits to supporting.

The fourth and final focus is to facilitate recruitment to industry, support training within businesses, develop skills, and reinforce the attractiveness of professions and trades, in particular those in industry.