



SOFT LANDING
PROVENCE
AFRICA CONNECT

From Africa to Europe

- and beyond!

Grow your business

with the Soft Landing Provence
Africa Connect program!



JOIN THE SOFT LANDING PROVENCE AFRICA CONNECT PROGRAM

Are you leading an innovative African company in GreenTech, HealthTech, BlueTech, Cultural & Creative Industries (CCI), or Agritech?

Are you ready to take your business global and establish a footprint in Europe?

Are you interested in exploring the French business landscape—especially the dynamic Aix-Marseille-Provence territory?

**An 8-month customized
acceleration program**



Targeted Training & Expert Guidance

To help you shape your international growth strategy and support you through the administrative and financial steps to establish your business in our territory.



Tailor-Made Meetings

To connect you with business or R&D partners within the Aix-Marseille-Provence ecosystem, and help you meet potential investors.



Post-Setup Support

To give you access to business networks bridging Africa and Europe, and to assist you in growing your activities within our territory.



WHY CHOOSE £ AIX-MARSEILLE-PROVENCE?

Build the future of your start-up in a territory ideally located between Europe and Africa!

An innovation hub between Europe and Africa

155

African entrepreneurial ventures guided by our partners

+10 000

African students and young professionals welcomed each year in our ecosystem

Since 2017, the Aix-Marseille-Provence Metropolis has hosted the **Emerging Valley forum**, dedicated to Africa-Europe innovation partnerships: **12,000+ participants • 750 speakers • 650+ startups • 350+ investors**

Partners of excellence

The Aix-Marseille-Provence area is home to business networks, institutions, research centers, and innovation support structures that actively collaborate with the African continent. Discover our guide here.

Find the complete guide here :



A strategic and connected area

The world's **5TH** largest connectivity hub

A DENSE REGIONAL AIR NETWORK TOWARDS AFRICA

Marseille
1ST
French port

+

2ND
port in the Mediterranean

6 SECTORS OF EXCELLENCE

Health, Aeronautics & Mechanical Engineering, Maritime & Logistics, Cultural & Creative Industries, Digital & Microelectronics, Energy & Environment, Tourism & Lifestyle.



Emerging Valley

HOW TO APPLY ?



Selection criterias

To be eligible, your company must :

- Have its headquarters based in Africa
- Demonstrate economic viability
- Be innovative
- Show a clear interest in developing in Europe
- Create a positive impact in both Africa and Europe



Selection process

Step 1: Call for applications (March–April)

Step 2: 20 shortlisted projects pitch to a mixed jury



Emerging Valley

Program in 2 Phases

- May – September: Remote coaching
- September – December: On-site immersion, training, and exclusive access to major local business events — including Emerging Valley

Learn more about
the programm
here [\[Cliquant ici\]](#).

THEY DID IT!



Sadok DEROUICH,
Co-founder of DoctoGyn

“Marseille is the ideal place for our international expansion strategy. The Soft Landing Provence Africa Connect program accelerated our establishment.”

DoctoGyn is a digital solution designed for managing medical records in the field of gynecology.



Marwen MOKDAD,
Co-founder of Polychaeta

“This program allowed us to develop R&D partnerships in Marseille and set up a pilot unit for our technology.”

Polychaeta offers a sustainable alternative for the production of marine worms for fishermen and fish and shrimp farms.



Nathanaël YAO,
co-fondateur d'Adjemin

“The exchanges with experts, field visits, and networking opportunities are helping us optimize our logistics tools and marketing strategy.”

Adjemin is a marketplace and service platform that helps vendors manage their online business securely.

SOFT LANDING PROVENCE AFRICA CONNECT, A COLLECTIVE PROGRAM

IMPULSED BY :



The largest Metropolis in France — ranked first among exporting territories to the Mediterranean — is committed to fostering innovation and entrepreneurship. It actively supports economic development initiatives and facilitates synergies between local stakeholders and international partners.

[\[Cliquez-ici\]](#)

IMPLEMENTED BY EXPERTS IN INNOVATION, ENTREPRENEURSHIP,
AND ECONOMIC DEVELOPMENT:



At the heart of Aix-Marseille-Provence's Cité de l'Innovation et des Savoirs, Accelerator M plays a strategic role by connecting startups, academia, and key economic stakeholders.

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Marseille Innovation is the largest startup support organization in Marseille, offering customized programs that guide entrepreneurs from launch to international growth.

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Embodying the spirit of entrepreneurship and backed by the expertise of one of the top business schools, KEDGE Entrepreneurship supports ambitious entrepreneurs aiming to make a real impact in their communities.

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Eurobiomed is a leading HealthTech cluster in southern France, driving innovation in healthcare technologies.

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Anima facilitates exchanges and strategic partnerships to promote investment and sustainable economic development across Europe, the Middle East, and Africa.

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EN PARTENARIAT AVEC :



Provence Promotion supports companies in their establishment and growth in Provence.

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Emerging Valley is the key tech forum bridging Europe and Africa, bringing together entrepreneurs, investors, and innovation leaders.

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AfricaLink connects entrepreneurs from Africa, the Mediterranean, and Europe, with the support of the Aix-Marseille-Provence Chamber of Commerce and Industry, the world's oldest chamber of commerce.

[\[Cliquez-ici\]](#)



CISAM is a unique space dedicated to entrepreneurial creativity and innovation in the Aix-Marseille region. It brings together Aix-Marseille University, the Aix-Marseille-Provence Metropolis, CMA CGM, and the L'Occitane Group.

[\[Cliquez-ici\]](#)

THE PROVENCE AFRICA CONNECT INITIATIVE

The Soft Landing Provence Africa Connect program is one of the key pillars of a broader strategy launched in 2021 by the Aix-Marseille-Provence Metropolis. This initiative aims to strengthen the territory's visibility and credibility as a hub between Europe, the Mediterranean, and Africa.

Key objectives of the initiative :

- Attract operators working with Africa
- Support innovation and entrepreneurship
- Unite and promote African talents within the region



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