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THEY  
CHOSE  
FRANCE

IN 2021

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# THEY CHOSE FRANCE

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## PERFUMES, COSMETICS

Stimulation Déjà Vu is a Canadian startup founded by Audrey Bernard specializing in the creation of olfactory and sensory experiences. Supported by Vaucluse Provence Attractivité, Business France Canada and risingSUD since 2019, Stimulation Déjà Vu has chosen to set up its French subsidiary in Carpentras (Provence-Alpes-Côte d'Azur region) in 2021, where it has set up its sensory laboratory on the premises of Mon premier bureau, the business incubator behind Cove. Creating emotions and bringing back memories through olfactory stimulation are at the heart of this startup's innovative operations, which combines technology, science and sensations to reproduce, maintain and describe the atmosphere of a place or an event. With fields of application as vast as the world's heritage and natural riches, Stimulation Déjà Vu develops a unique signature and identity from the treasures of each destination. The culture, the raw materials, the people and the region, as well as the welcome and the personalized support from Vaucluse Provence Attractivité and Business France, were the key factors for setting up Stimulation Déjà Vu in the Vaucluse area of the Provence-Alpes-Côte d'Azur region. The startup plans to expand rapidly and to hire 10 people in the next three years.



## HEALTHCARE

Medicom has launched a large, automated industrial plant project intended for the manufacture from 2022 of single-use nitrile gloves, which should enable it to ensure, through local production, the supply of quality protection for health and medical personnel and sensitive industries, in addition to products historically distributed in France.

The group has chosen to establish this new subsidiary, which is called ManiKHeir, in the Pays de la Loire region, on the disused industrial site of the paper manufacturer Arjowiggins. This exceptional investment of more than €55 million will contribute to the creation of 150 jobs, from the first year, and more than 300 jobs over time.

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## IT SERVICES

A supplier of digital solutions for data collection and the management of businesses' impact on society, Ulula opened its first European office in Bordeaux (Nouvelle Aquitaine region) in 2021. The firm chose France for the influence of its social/solidarity economy and intends to contribute to the strength of the ecosystem by growing its business with major French and European groups. To support this effort, Ulula plans to create around ten jobs in the fields of artificial intelligence, data science and project management in 2022 and 2023.



## Energy, recycling

This family business, whose global headquarters are in Quebec, now has 5,000 team members across 28 countries. Founded in 1923, it has diversified over time and is now a leader in its five business sectors: horticulture and agriculture; automated systems for the packaging industry; water and environment; manufacturing 4.0; and life sciences. For 10 years, it has continued to expand in France, particularly at its sites in Senan (Bourgogne-Franche-Comté region) and Châteauneuf-d'Ille-et-Vilaine (Bretagne/Brittany).

France represents one of the leading strategic hubs in terms of innovation. The investment projects carried out in the country in 2021 led to the hiring of nearly 40 new team members and the deployment of new automated industrial processes, aimed at increasing the firm's production capacity and productivity. In 2022, Premier Tech will continue to modernize and strengthen its investment in its facilities in France.



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