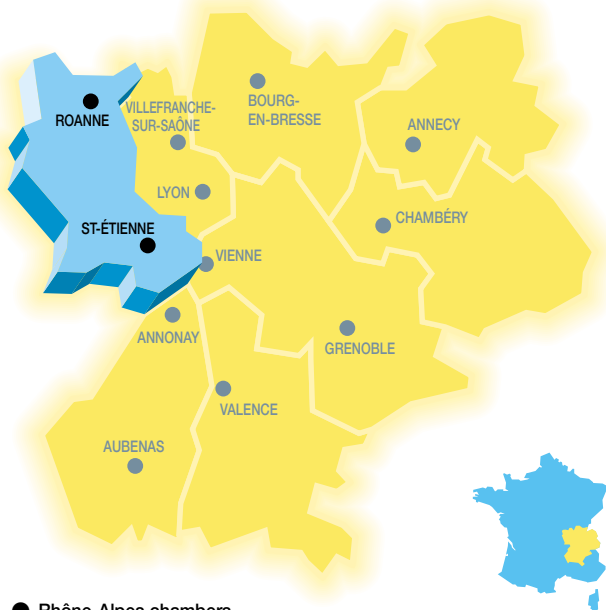


Key Figures for the **Loire** Department



● Rhône-Alpes chambers
of commerce and industry

Edition

2000-2001

Saint-Etienne - Montbrison
Chamber of Commerce
and Industry
57, Cours Fauriel
42024 Saint-Etienne Cedex 2
Tél.: 04 77 43 04 00
Télécopie: 04 77 43 04 01
Web: www.saint-etienne.cci.fr
E-mail: cci@saint-etienne.cci.fr

Roanne region
Chamber of Commerce
and Industry
4, Rue Marengo
42334 Roanne Cedex
Tél.: 04 77 44 54 64
Télécopie: 04 77 72 17 17
Web: www.roanne.cci.fr
E-mail: cci@roanne.cci.fr

The Loire department, an expansion material.

West gateway of Rhône-Alpes, the Loire department holds a bridge position between Auvergne, Burgundy and the Rhône corridor. With 728 500 inhabitants in three arrondissements (St-Etienne - Roanne - Montbrison), it is ranked third in the Rhône-Alpes region.

Over 30 partner institutions (CCI, local authorities, State, employers, associations,...) have worked out a Strategic Plan for the Economic Development of the Loire, meant to mobilize all the parties in order to carry out plans of action considered as priorities for the future of the department. Mechanics, textile and food processing industries, medical technologies, international development, high technology services, logistics, environment and quality of life now appear as the 9 strategic main lines the Loire.

Human geography



■ Surface area

Loire: 4 806 km² or 10.7 % of Rhône-Alpes

Source: Insee 1990

■ Population

Population (inhabitants)	Loire	Loire/R.A. en %
1990	746,288	14
1999	728,524	13

Source: Insee RGP 1990 and 1999

■ Population of the main urban areas

St-Etienne* (Préfecture)	291,960
St-Chamond	82,535
Roanne (Sous-Préfecture)	80,272
St-Just-St-Rambert	45,386
Montbrison (Sous-Préfecture)	19,935

Source: Source : Insee RGP 1999

* St Etienne and its suburbs involving several departments: two districts of St Etienne urban area with 3716 inhabitants are located in Haute-Loire.

■ Structure of the population by age-group

Age-group	Loire	Rhône-Alpes
0-24	32.7	33.6
25-39	20.3	22.5
40-59	25.0	25.1
60 and over	22.0	18.8

Source: Insee estimation 1997



Overall employment

	overall employment absolute value	Unwaged employment (%)	Loire/R.A. in %
Total	268,982	12.04	11.97

Source: Insee - Estimations of employment in departments 01/01/99

Unemployment rate

In %	Loire	Rhône-Alpes	France
Unemployment rate	10.4	8.6	10.0

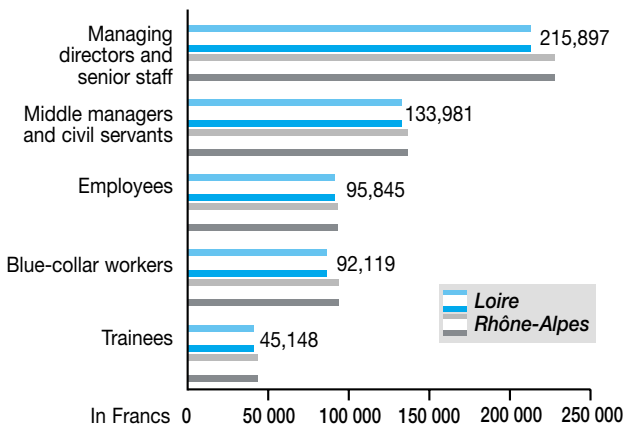
Source: DDTEFP on 31/03/2000

Job qualification

Number of paid jobs (%)	Loire	Rhône-Alpes
Managing directors and senior staff	9.58	12.56
Middle managers and civil servants	19.84	22.55
Employees	21.88	23.47
Blue-collar workers	44.93	38.26
Trainees	3.77	3.16

Source: Insee DADS 1997

Average annual net income by socio-professional category



Source: Insee DADS 1997

T raining - research



■ Further education and sandwich course

		Loire/R.A. in %
Professional training establishments	466	9.47
Organization turnover	353 MF - 53,81 M€	9.03
Source: DRTEFP 1998		
Apprenticeship contracts	2,381	11.55
Qualification contracts	1,304	11.36
Source: DDTEFP (cumul dec.99)		

■ Higher education

Third university centre in Rhône-Alpes with 18,967 students distributed between St-Etienne and Roanne: Universities (including IUT, IUP, ISTASE, ISTIL, ...): 13,297, IUFM: 774, schools of engineering (except for ISTASE and ISTIL): 948, Business school: 221, Art college: 512, Architecture: 332, technical studies certificate (BTS) and similar degrees: 2,287, classes preparing students to the Grandes Ecoles: 596

Source: Lyon Rectorat - Lyon Academie figures 99/00.

■ Research and innovation

About 1,200 researchers, professors and PhD students work in 39 laboratories (university centre, engineering schools) and 91 businesses have at least one R&D structure for 350 researchers. The businesses rely more particularly on specialized centres as the CETIM (mechanics), LASPI or the regional Production Engineering Centre (industrial techniques), ITF (textile industry) and on private laboratories as HEF (surface treatment). Main research disciplines: Optics, industrial processes, industrial system technology, material sciences, biological and medical sciences and technologies, surface treatment. 8.65 MF of financial support for research from ANVAR (5.42 % of Rhône-Alpes) 115 patent applications (7.49 % of Rhône-Alpes)

Sources: CCI / ANVAR / INPI / 99

T ransports - Communications



The Loire department is ideally located on major national and European roads, less than 50 kms from Lyon. Hence, its constant efforts to pursue motorway and road construction sites from north to south and from east to west and serve its 373 activity areas. With two airports (Saint-Etienne-Bouthéon and Roanne-Renaison), close to the Saint-Exupéry international airport of Lyon-Satolas, the department has also improved its rail service with Lyon via TER (regional train) and the TGV (bullet train) directly connecting Saint-Etienne with Paris. The Loire works as well on the improvement of its intense flow of goods transport and on the development of a logistic platform considered as a lever to back up the economic growth of the department (9,000 employees in 600 transport and logistic businesses).

- Air transport 99: 177,068 passengers (regular flights London / Paris, Mediterranean charter flights)
- Rail transport 99: travellers traffic: 5,123,302 - freight traffic: 951,959 tons
- River tourism 99: 13,200 passengers (bateaux-mouches), 1,000 pleasure boats passages

Sources: CCI, SNCF, Briennon river port, the Loire Expansion Committee.



With more than 47,500 establishments providing nearly 270,000 jobs, the Loire department has a buoyant economic fabric half of it coming under the two Chambers of Commerce and Industry of Saint-Etienne-Montbrison and of the Roanne region, both actors of the Strategic Plan for the Economic Development of the Loire. With its strong industrial heritage, the Loire has a dense sector of small and medium-sized industries which brought their skills together according to a dynamic strategy in order to create large development centres, generating as well the development of commercial services and high technology services. Trade underwent significant modifications but keeps its attractiveness on the population with a very low evasion rate of the consumption outside the department. Technological innovation, diversification of the markets, awareness of environmental issues and opening to the international trade contribute to the competitiveness and to the attractiveness of the economic potential of the Loire and validate the presence of 77 companies with over 50 employees and a foreign capital base.

■ Rhône-Alpes GDP

GDP	R.A./France	Position in France	Per capita GDP
733 Md.F - 111,7 Md.€	9.3%	2 nd	130,000 F - 19,818.4 €

GDP: Gross Domestic Product Source: Insee 1996 Last-known figures

■ Number of businesses per economic sector in the Loire

Agriculture	Industry	Construction	Trade	Services*	Total
7,948	5,109	3,979	8,765	21,780	47,581

Source: Sirène Insee - 01/01/2000

* Services including non-commercial sectors, public administrations, professions...

■ Total number of jobs per economic sector

	Agriculture	Industry	Construction	Trade	Services
Loire (%)	3.30	27.55	6.05	12.90	50.21
R.A. (%)	2.92	22.47	6.15	13.03	55.43

Source: Insee - estimations of employment in the departments - 01/01/1999

■ Business creation

	Loire 1999	Loire (%) Trend 99/98	Loire/R.A. (%)
New businesses	1,582	4.84	9.90
Take-overs	661	0.92	13.83
Reactivation	477	-11.67	8.84
Overall business creations	2,720	0.59	10.40

Source: Sirène Insee - 1998 and 1999 raw data commercial sector excludes agriculture and financial activities

■ Changes in businesses recorded by the CCI's

	Industry	Construction	Trade	Services	Total
No of registrations	209	167	1,341	759	2,476
Share Loire / R.A. (%)	11.7	14.0	12.6	9.2	11.3
No of deregistrations	282	168	1,673	794	2,917
Share Loire / R.A. (%)	15.6	14.6	16.4	11.9	14.7

Source: CCI economic data - 1999

■ Changes in craft industries

	Registrations No	Loire/R.A. (%)	Deregistrations No	Loire/R.A. (%)
Total Loire	960	11.17	1,430	12.85

Source: Répertoire des métiers - 1999

■ Foreign investments in the department

77 businesses with over 50 employees and a foreign capital base in the Loire (10.78 % of the total in R.A.)

Source: CRCI directory-2000 (Businesses with at least 30 % foreign capital).

F Foreign trade



■ Trade

	Loire	Trend 1999/98 (%)	Loire/R.A. (%)
Exports	14,370 MF - 2,190,7 M€	2.89	6.84
Imports	11,931 MF - 1,818,9 M€	0.17	7.02

Source: Inter-regional customs office, Lyon - 1999

■ Exports by category

	Loire	Loire/R.A. (%)
Main products exported		
- Semi-processed goods	7,497 MF - 1,142.9 M€	7.65
- Capital goods	3,697 MF - 563.6 M€	6.58
- Industrial, agric. products and foodstuffs.	945 MF - 144,1 M€	10.97
Main customer countries		
- Germany	2,797 MF - 426.5 M€	8.59
- Italy	1,918 MF - 292,4 M€	7.05
- U.S.A.	1,370 MF - 208.9 M€	7.83

Source: Inter-regional customs office, Lyon - 1999

■ Average value per ton exported

Loire: 18,131 F - 2,764.05 €

Rhône-Alpes: 19,364 F - 2,952.02 €

Source: Inter-regional customs office, Lyon - 1999



■ Number of businesses per category (in terms of number of employees)

	ND	0 employees	1 to 9	10 to 49	50 and over	Total
Total	171	1,405	2,401	895	237	5,109

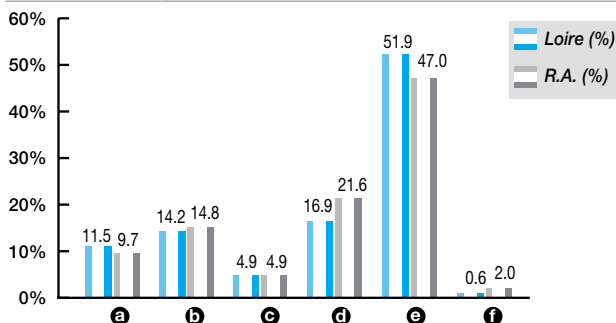
No of businesses with over 200 employees: 39

ND: number of businesses in which the No of employees is not specified

Source: Sirène Insee - 01/01/2000

■ Number of private business employers and wage-earning jobs per sphere of activity

	No of businesses	Wage-earning jobs
a Agribusiness	775	7,787
b Consumer goods industry	570	9,630
c Automobile industry	53	3,341
d Capital goods industry	542	11,395
e Semi-processed goods industry	1,514	35,123
f Energy	17	409
Total Loire Industry	3,471	67,685
Total R.A. industry	22,653	480,870



Source: Assedic 1/1/2000

■ Main industrial fields

With 28 % of wage-earning jobs in industry, the Loire is one of the French departments with the highest concentration of small and medium-sized industries; as part of its Strategic Plan for the Economic Development, it now focuses on the development of activities with large international stake.

Mechanics (35 % of the Loire exports, 40 % of industrial wage-earning jobs with 27,000 employees) is specializing in the manufacturing of profit-making capital goods and production systems at the instigation of Mecapôle.

The textile-clothing industry (21 % of industrial wage-earning jobs with more than 15, 000 employees for over 600 businesses) is boosted by the Roanne initiative Mutex. The agri-food industry (7,800 employees or 11.5 % of industrial wage-earning jobs) ranks first in the region for meat and milk and develops spring water bottling. Medical technologies (1,650 employees, 60 businesses gathered in a dynamic centre), based upon local traditional skills were able to integrate new technologies and new materials in order to reach an international reputation.

Source: CCI



■ Number of businesses per category (in terms of number of employees)

	ND	0 employees	1 to 9	10 to 49	50 and over	Total
Total	52	1,661	1,999	247	20	3,979

ND: number of businesses in which the No of employees is not specified

Source: Sirène Insee - 01/01/2000

■ Number of private business employers and wage-earning jobs

	Number of businesses	Wage-earning jobs
Total Loire construction	2,135	13,911
Total R.A. construction	17,229	121,040

Source: Assedic 1/1/2000

■ Characteristics of the construction sector

After the Perissol purview completion, the construction of new housing came to stagnation. On the other hand, a decrease in the Value Added Tax rate allowed the service and redevelopment activity of accommodation to be sustained for the private individuals and the public enterprises renovating their installations. The construction of business premises is still increasing with 78 construction or industrial extension projects financed by the Regional Economic Development Fund of the Loire and an intensive store spaces policy. The largest businesses in this sector realize a high share of their activities outside the boundaries of the department.

Source: CCI

■ Construction of business premises

	Surface of new buildings (sq.m)	Loire/R.A. in %
Agriculture	112,400	21.73
Industry	140,000	10.33
Non agricultural storage	15,400	4.61
Trade	54,100	16.20
Offices	25,600	8.91
Other	95,200	11.27
Total	442,700	12.05

Source: SITADEL DDE - 1999

■ Construction of housing

	House starts	Loire/R.A. in %
Individual	2,314	11.31
Collective	1,188	6.51
Total Loire	3,502	9.05

Source: SITADEL DDE - 1999



■ Number of businesses per category (in terms of number of employees)

	ND	0 employee	1 to 9	10 to 49	50 and over	Total
Total	184	3,969	4,126	426	60	8,765

ND: number of businesses in which the No of employees is not specified

Source: Sirène Insee - 01/01/2000

No of commercial establishments with over 200 employees: 5

■ Number of private business employers and wage-earning jobs per sphere of activity

	Number of businesses	Wage-earning jobs
Trade and car repair	807	5,013
Wholesalers and intermediaries	995	7,623
Retailers and repairs	2,673	16,244
Total trade Loire	4,475	28,880
Total trade R.A.	38,184	269,168

Source: Assedic 1/1/2000

■ Main commercial activities

Though the Loire has the advantage of providing a base for the Casino group, it nevertheless deplores the increasing hold of volume retailing over its market. The latter has become the first sale form in almost every range of activity in a context of demographic decline of the market where any increase is made to the detriment of the current needs. The traditional trade in market town centres and country areas is thus weakened whereas we notice an increasing number of outlying centres where hypermarkets are concentrated. At the instigation of CCIs, a local Trade Development Programme must be adopted by the local authorities in order to restore the balance of the different trade forms and their location.

Source: CCI

■ Trading facilities with over 300 s.q.m.

	Number of businesses
Food	115
Culture - leisure	39
Household appliances	164
Clothing, shoes, etc...	57
Hygiene - Cosmetics - Health	1
Total	376

Source: Rhône-Alpes network of CCIs / AID-1999. Excluding automobile distribution sector

■ Tradable expenditure of households

	Loire	Rhône-Alpes
Tradable expenditure	35,974.49 MFFs - 5,484.28 Me	266,269.25 MFFs - 40,592.48 Me
Average expenditure per household	121,396 FFs - 18,506.70 €	122,000 FFs - 18,598.78 €

Source: Source ACFCI - Household consumption - Theoretical market 1997



■ Number of businesses per category (in terms of No of employees)

	ND	0 employees	1 to 9	10 to 49	50 and over	Total
Total	1,850	10,333	8,237	1,134	226	21,780

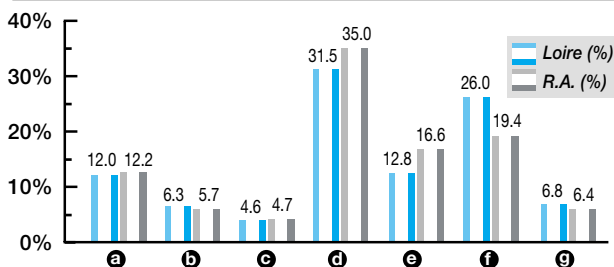
ND: number of businesses in which the No of employees is not specified

Source: Sirène Insee - 01/01/2000 Services including non-commercial sectors, public administration, professions...

Number of businesses with over 200 employees: 48

■ Number of private business employers and wage-earning jobs

	Number of businesses	Wage-earning jobs
a Transport	608	9,030
b Financial activities	606	4,766
c Property	1,933	3,492
d Services to business	1,866	23,749
e Services to private individuals	2,600	9,652
f Education, health, social services	1,832	19,591
g Administration (assoc, eco., organization)	605	5,154
Total services Loire	10,050	75,434
Total services R.A.	86,372	718,276



Source: Assedic 01/01/2000 - Private businesses excluding jobs in the public administration, local and national authorities. All services together (commercial and non-commercial sectors) accounted for 123,753 wage-earning jobs in the Loire on 01/01/2000 as established by Insee.

■ Main sectors in services

Following the national economic trend, the Loire now shows a sustained growth of services with over 75,000 employees in 10,000 establishments in the private sector alone ie twice as much as in 1990 (24,000 employees in services to businesses that is a growth rate over 70 % in 5 years). Along with the research and technology transfer sector represented to a large extent by the university centre, the centres of excellence (which are the main industrial fields of activity in the department) and the creation of a national teleservices centre in Roanne, three high-tech services to business hold a strategic position in the Loire accelerating its economic transformation: design studios, advertising agencies, computer systems and software consulting businesses. They are part of a "high technology service" plan of action calling upon the local partners of the Strategic Plan for the Economic Development of the Loire.

Source: CCI



■ Craft enterprises

Category: No of employees	0 employees	1 to 5	6 to 10	11 and over	Total
Total	4,567	5,175	1,058	476	11,276

Source: Rhône-Alpes regional professional association - 01/01/2000.
Some craft businesses are listed both as trades and as companies.

■ Wage-earning jobs per economic sector

	Loire	Rhône-Alpes
Food	3,440	30,067
Production	10,162	75,537
Building	7,406	62,268
Services	6,481	57,961
Other	72	1,411
Total	27,561	227,244

Source: Rhône-Alpes regional professional association (excluding apprentices) - 01/01/2000



■ Farms and population

	Loire Nb	Loire/R.A. (%)
Farms*	7,948	13.67
Total family population	26,658	13.8
working population	13,249	11.6

Sources: DRAF - * Survey for research on structure 1997 - Last known figures
*Sirène Insee 01/01/2000

■ Agricultural land

	Loire	Rhône-Alpes
Usable agricultural land (ha)	255,225	1,733,018
Proportion of UAL /total surface (%)	53.11	38.54

Source: DRAF 1999 - UAL: usable agricultural land

■ Income from agricultural produce

	Loire	Loire/R.A. (%)
Crops	817 MF - 124.55 M€	6.69
Livestock	1,608 MF - 245.14 M€	18.87
Total	2,425 MF - 369.69 M€	11.70

Source: DRAF 1999

■ Main produce of the department

With a strong and varied agricultural sector, the Loire has the 2nd most important food processing industry in Rhône-Alpes. It now moves towards high added value produce, among others dairy products and beef processing industry.



■ Tourist capacity

	Number of beds	Loire/R.A. (%)
Total No of beds*	113,349	5.16
in hotels	5,818	3.97
camping sites	8,400	3.77
tourist residences	-	-
furnished flats/houses	388	0.09
cottages and rooms in guest houses	1,707	4.62
other	5,052	5.91
country homes	93,285	5.57

*does not correspond to the total amount per category because of a partial double count between the furnished flats/houses and the country houses.

Source: ORT 1999

■ Hotels

	no stars	Graded hotels				Non graded hotels
		★	★★	★★★	★★★★	
Total No of hotels	26	11	62	13	1	175

Source: DDCCRF 1999 for graded hotels and CCI 1999 files for non-graded ones

■ Number of tourist accommodation

Accommodation nights	Loire
Summer season 1999	343,839
Winter season 1999/2000	417,275

Source: CDT

■ Tourism assets

The tourist assets of the Loire are varied and abundant. They deserve to be promoted in France and abroad. Within the framework of a Local Tourist Development Programme, huge efforts have been undertaken in order to establish the communication between the actors of the different fields of activities making up the tourist landscape of the department. From the Montagnes du Matin to the Montagnes du Soir, from the Parc Naturel Régional du Pilat to the Monts du Forez, from plains to gorges and from small valleys to hills, the Loire department crossed by the longest river in France, offers its visitors an amazing range of options with its attractive countryside, medium altitude sights and its cultural and gastronomic tourism. Natural and amusement parks, theme routes, museums, exhibitions, festivals, sporting facilities (hiking, horse trekking, mountain bike, skiing), villages with character, architectural heritage, world-famous gastronomy (Troisgros), ensure pleasure and high quality of life in an attractive natural setting. The relative rate of foreign tourist visits reached 20 % of the overall visits in 1999 showing that the Loire has a place to consolidate on foreign markets.