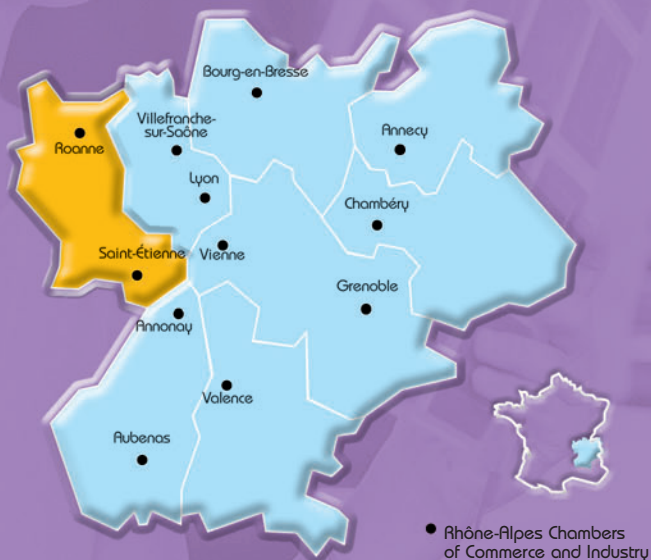


# Key figures for Loire

2005-2006 EDITION



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## The Loire, a competitive area

The Loire department, with 731,585 inhabitants, occupies a key position at the region's heart, surrounded as it is by the Massif Central, Burgundy and the Rhone valley.

In July 2005, the designation of three spheres of competitiveness (ViaMéca, Techtera and Industrie des Equipements de Sports et Loisirs) illustrates perfectly the economic dynamism and the excellence of the research and education to be found in the area. The textile-clothing link of the Roanne basin includes the Techtera and UpTex industries. The Loire is also involved in other competitive areas such as Minalogic, Biopole and Lyon Urban Trucks and Bus.



## Human geography

### • Surface area

Loire: 4,780 km<sup>2</sup> or 10.9% of the Rhône-Alpes (R.A.).

Source: Insee

### • Demography

Population (inhabitants)	Loire	Loire/R.A. (%)
2004*	731,585	12.4
1999**	728,870	12.9
1990***	746,288	13.9

\*Source: Insee, local population estimates, 1/01/2004

\*\*Source: Insee RGP 1999

\*\*\*Source: Insee RGP 1990

### • Population of main urban units

Saint-Etienne (Prefecture)	291,960
Saint-Chamond	82,535
Roanne (Sub-Prefecture)	80,272
Saint-Just-Saint-Rambert	45,386
Montbrison (Sub-Prefecture)	19,935

Source: Insee RGP 1999, latest available data

### • Population structure by age group

In %	Loire	Rhône-Alpes
0-24	31.0	32.6
25-39	19.2	20.9
40-59	26.8	26.8
60 and above	23.0	19.7

Source: Insee, population estimates, 1/01/2004



# Employment

## • Total employment

	Total employment (absolute value)	non-salaried staff (%)	Loire/R.A. (%)
<b>Total</b>	<b>278,012</b>	<b>9.9</b>	<b>11.5</b>

Source: Insee, departmental employment estimates, 1/01/2003, provisional data

## • Unemployment rate

In %	Loire	Rhône-Alpes	France
<b>Unemployment rate</b>	<b>10.4</b>	<b>9.0</b>	<b>10.2</b>

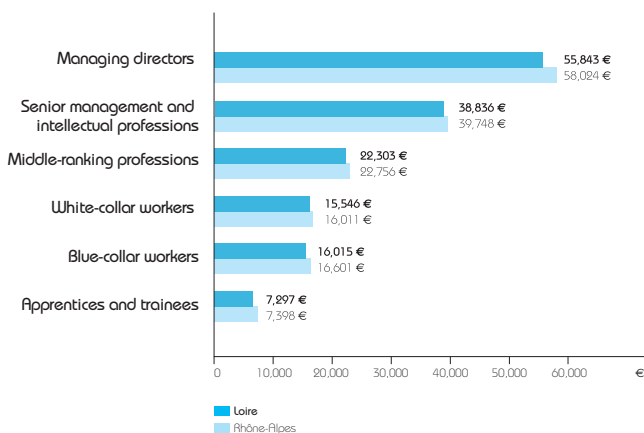
Source: Departmental Directorate for Work, Employment and Vocational Training (DRETFP) on 31/03/2005

## • Employment categories

Number of paid jobs (%)	Loire	Rhône-Alpes
Farmers	2.7	2.1
Managing directors	7.9	7.5
Senior management and intellectual professions	9.1	12.1
Middle-ranking professions	22.1	24.2
White-collar workers	27.5	27.3
Blue-collar workers	30.7	26.8

Source: Insee RGP 1999, latest available data

## • Average net annual salary by profession and social category



Source : Insee DADS 31/12/2003, latest available data



## Education - Research

### • Continuous education and apprenticeships

	Loire	Loire/R.A. (%)
Number of continuous training establishments	525	9.1
Business turnover	66 M€	8.5

Source: DRTEFP 2004

		Loire/R.A. (%)
Indentures	2,784	11.5
Qualification contracts	1,396	9.6

Sources: Regional Directorate for Work, Employment and Vocational Training (DDTEFP) (total for 2004)

### • Higher education

The Loire has 22,431 students, made up of 13,870 studying at university (the IUT), 888 at the IUFM, 1,474 in engineering faculties (Mining, ENISE, ITECH...), 528 at the ESC, 831 studying Fine Arts and Architecture, 1,971 in health/social training schools, 2,173 studying for the BAC + 2, 617 in preparatory classes...

Sources: Ministry of National Education, Higher Education and Research (Ministère de l'Éducation nationale, de l'Enseignement supérieur et de la Recherche, rectorat 2004/2005)

### • Research and innovation

There are about 1,200 research staff, professors and postgraduates working in almost 40 laboratories and about one hundred businesses have a R&D structure (more than 820 staff).

The businesses are supported mainly by technical centres like the IFTH, LASPI or the Rhône-Alpes Product Hub, and on private laboratories like HEF. Grants totalling almost 3.3 M€ came from ANVAR (8.5% of the grants in the Rhône-Alpes area) and 129 patent applications were submitted in 2004.

Sources: ANVAR and INPI 2004, MENRT 2001



## Transport - Communication

Since it is close to national and European arterial routes, the Loire occupies a strategic geographical position less than 50 km away from Lyon, resulting in the constant efforts to continue its road and motorway building work (A89 Roanne-Balbigny-Lyon, A45 Lyon-Saint-Etienne). In parallel, the department is working towards improving rail links (TGV and TER lines), air links, with the Saint-Etienne-Bouthéon airport, and the Roanne-Renaison airport, as well as working towards improving digital links with a vast development plan for high speed infrastructure and related services, aimed at both the corporate and private sectors. Rail transport: 5,691,803 passengers in 2004.

Air transport: 96,825 passengers through Saint-Etienne / Bouthéon in 2004.

Sources: CCI, SNCF

# Economic environment

With more than 19,400 businesses in the private sector, a business creation rate showing a marked rise and almost 17,000 new salaried jobs over 20 years, the Loire's economy has demonstrated a level of wealth and vitality that are frequently underestimated. With its roots in a dense industrial environment (textiles, mechanical engineering and food processing), the department is developing tertiary sector service occupations that underpin the local economy.

For more information:

[www.roanne.cci.fr](http://www.roanne.cci.fr)

[www.saint-etienne.cci.fr](http://www.saint-etienne.cci.fr)

## • Rhône-Alpes GDP

GDP	R.A./France	Ranking in France	GDP/inhabitant
145,427 M€	9.7%	2 <sup>nd</sup>	25,153 €

GDP: Gross Domestic Product  
Source: Insee, provisional data for 2002

## • Breakdown of businesses in the Loire

Agriculture	Industry*	Building/ public works	Commerce	Services**	Total
7,701	4,984	4,173	9,004	16,039	41,901

Source: SIRENE Insee, 1/01/2004

\*The designation of activities under the heading of industry includes the APE 151F, 158B, 158C and 158D codes (pork butchery, baking and pastry manufacture). These codes represent 870 establishments.

\*\*Apart from government public administrative establishments, territorial administrative units, associations, foundations and professional agencies.

## • Total employment by activity sector

	Agriculture	Industry	Building/PW	Commerce	Services
Loire (%)	3.0	24.2	6.3	13.2	53.4
Rhône-Alpes (%)	2.6	21.1	6.2	13.5	56.5

Source: Insee, departmental estimates of employment, 1/01/2003, provisional data

## • Business creation

	Loire 2004	Loire (%) Trend 04/03	Loire/R.A. (%)
New businesses set up	2,096	+ 9.7	9.5
Take-overs	704	+ 7.5	13.6
Re-starts	502	- 4.0	9.3
<b>Total new businesses</b>	<b>3,302</b>	<b>+ 6.9</b>	<b>10.1</b>
Repartition per economic sector		Total new businesses	Loire/R.A. (%)
Industry		218	12.3
Construction		549	10.5
Commerce*		1,083	12.4
Services		1,452	8.6

Source: SIRENE Insee, 2003 and 2004 raw data (figures processed by APCE)

Industry, commerce and services sphere (profit-making sectors of industry, building, commerce and services, except agriculture and financial activities)

\*Including the APE 151F, 158B, 158C and 158D codes (pork butchery, baking and pastry manufacture)

## • Changes of businesses listed by CCI

	Industry	Building/ PWJ	Commerce	Services	Total
No. Registered	297	322	1,601	1,122	3,342
Loire/R.A. (%) share	15.2	13.1	13.4	9.4	11.8
Number deleted	288	176	1,388	849	2,701
Loire/R.A. (%) share	14.6	12.4	12.5	9.7	11.6

Source: CCI economic records - 2004

## • Changes of small-scale businesses

	Number of registrations	Loire/R.A. (%)	Number of deletions	Loire/R.A. (%)
Total for Loire	1,066	11.2	1,088	13.0

Source: 2003 trade directory, latest available data

## • Foreign investments

95 branches with 50 white-collar workers and above of businesses with foreign\* capital in the Loire, or 10.7% for the Rhône-Alpes area.

Source: the CACI Rhône-Alpes database, July 2005

\*The following are considered as branches of businesses with foreign capital:

- those in which at least 30% of the capital comes from overseas,
- those in which at least 30% of the capital is held by a French subsidiary of a foreign group



## Foreign Trade

### • Commercial trade

	Loire	Trend 04/03 (%)	Loire/R.A. (%)
Exports	2,535.1 M€	+ 9.6	6.8
Imports	1,974.6 M€	+ 4.3	6.3

Source: Inter-regional customs office, Lyon - 2004

### • Structure of exports

	Loire	Loire/R.A. (%)
<b>Main goods exported</b>		
- Semi-processed goods industry	1,172.2 M€	6.7
- Capital goods industry	663.9 M€	8.0
- Consumer goods industry	223.4 M€	15.5
<b>Main target countries</b>		
- Germany	394.6 M€	7.5
- Italy	370.3 M€	8.1
- Spain	277.1 M€	8.9

Source: Customs Interregional Directorate, Lyon - 2004

### • Average value per tonne exported

Loire:	2,662 €
Rhône-Alpes:	3,238 €

Source: Customs Interregional Directorate, Lyon - 2004



# Industry

## • Number of businesses per category in terms of number of employees

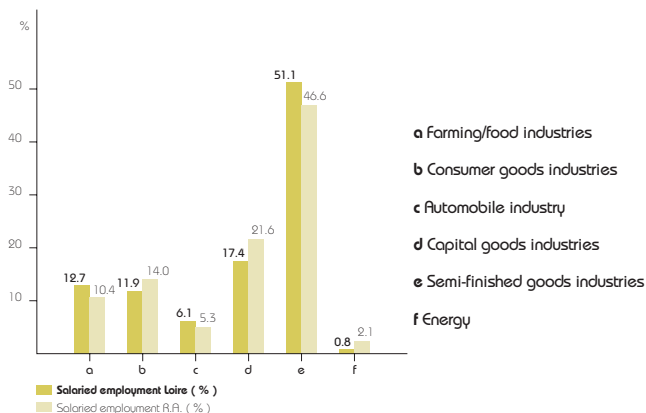
	ND	0 salaried	1 to 9	10 to 49	50 plus	Total
<b>Total</b>	<b>285</b>	<b>1,309</b>	<b>2,180</b>	<b>943</b>	<b>267</b>	<b>4,984</b>

All businesses, except building / public works. ND: staff not declared  
Source: SIRENE Insee, 1/01/2004

Number of industrial businesses with more than 200 salaried staff: 41

## • Private employer businesses and salaried employment per sector of activity

	Number of businesses*	Salaried employment
<b>a Farming/food industries</b>	<b>834</b>	<b>6,842</b>
<b>b Consumer goods industries</b>	<b>470</b>	<b>7,019</b>
<b>c Automobile industry</b>	<b>51</b>	<b>3,634</b>
<b>d Capital goods industries</b>	<b>543</b>	<b>10,278</b>
<b>e Semi-finished goods industries</b>	<b>1,318</b>	<b>30,210</b>
<b>f Energy</b>	<b>20</b>	<b>456</b>
<b>Total industry for Loire</b>	<b>3,116</b>	<b>59,091</b>
<b>Total industry for Rhône-Alpes</b>	<b>21,325</b>	<b>454,176</b>

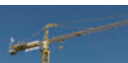


Source : Assedic, 31/12/2004

\*only private businesses employing salaried staff

## • Main industrial links

The Loire is organised around 4 strategic sectors: textiles (the Roanne area is the 2<sup>nd</sup> leading sector in France), mechanical engineering (Loire Sud is the 3<sup>rd</sup> concentration in France), food processing (16% of the sector in Rhône-Alpes), medical technologies (30% of the activity in Rhône-Alpes). The Loire represents 14% of the industrial sub-contracting businesses in Rhône-Alpes. The 3 best represented trades are "mechanical engineering", "car parts" and "hydraulic press work".



# Construction - Building/Public Works

## • Businesses per group of salaried staff

	ND	0 salaried staff	1 to 9	10 to 49	50 plus	Total
<b>Total</b>	<b>292</b>	<b>1,625</b>	<b>1,910</b>	<b>313</b>	<b>33</b>	<b>4,173</b>

All businesses. ND: staff not declared  
Source: SIRENE Insee, 1/01/2004

## • Private employer businesses and salaried employment

	Number of businesses *	Salaried employment
<b>Total for construction in Loire</b>	<b>2,239</b>	<b>15,450</b>
<b>Total for construction in Rhône-Alpes</b>	<b>18,971</b>	<b>134,446</b>

Source: Assedic, 31/12/2004  
\*only private businesses employing salaried staff

## • Characteristics of the construction sector

The construction sector encompasses a workforce of 15,450 salaried staff in 2,200 businesses. In 10 years, the sector has created almost 2000 jobs. If the building of commercial premises grew greatly in 2003 in relation to 2002, then 2004 saw a big drop (-18.5%). In contrast, house building grew by more than + 4.3% between 2003 and 2004.

Source: CCI

## • Construction of business premises

	Surface area of the premises to be built (m <sup>2</sup> )	Loire/R.A. (in %)
Agriculture	139,300	25.2
Industry and special work	103,600	9.1
Non-agricultural storage	16,500	4.8
Commerce	58,800	17.0
Offices	13,900	4.3
Other	74,600	8.2
<b>Total</b>	<b>406,700</b>	<b>11.2</b>

Source: SITADEL DAE - 2004

## • House building

	Number of houses started	Loire/R.A. (in %)
Private	2,173	9.7
Associations	718	3.3
<b>Total Loire</b>	<b>2,891</b>	<b>6.6</b>

Source: SITADEL DAE - 2004

## • Businesses per group of salaried staff

	ND	0 salaried staff	1 to 9	10 to 49	50 plus	Total
<b>Total</b>	<b>540</b>	<b>4,005</b>	<b>3,886</b>	<b>496</b>	<b>77</b>	<b>9,004</b>

All businesses. ND: staff not declared  
Source: SIRENE Insee, 1/01/2004

Number of commercial businesses with more than 200 salaried staff: 9

## • Private employer businesses and salaried employment per sector of activity

	Number of businesses *	Salaried employment
Car trade and repair	762	5,220
Wholesale, intermediate trade	916	7,940
Retail, repair trade	2,605	17,249
<b>Total trade of Loire</b>	<b>4,283</b>	<b>30,409</b>
<b>Total trade of Rhône-Alpes</b>	<b>38,428</b>	<b>296,474</b>

Source: Assedic, 31/12/2004  
\*only private businesses employing salaried staff

## • Main commercial activities

Given the marked rise in white collar workers over 10 years (+ 2430), the commercial sector employs 30,400 staff today. Innovative initiatives have caused a surge in commercial activity. Town centres are experiencing a resurgence following the establishment of a partnership management for the town of Saint-Etienne, Saint-É Centre-Ville, and of the "Qualité Commerce", "Vitrines de Roanne" and "Folies Textiles" and "Roanne Centre 2000" at Roanne.

## • Commercial businesses with more than 300 m<sup>2</sup>

	Number of businesses	Sales area (in m <sup>2</sup> )
Hypermarkets	12	81,752
Supermarkets	57	81,381
Hard discounters	38	29,260
Large shops and popular shops	2	5,690
Large specialist outlets *	364	398,802
<b>Total</b>	<b>473</b>	<b>596,885</b>

\*\*apart from plant nurseries, storage areas for materials merchants, garages and car dealers, caravan dealers  
Source: CCI de Rhône-Alpes, 31/12/2004

## • Marketable expenditure of households

	Loire	Rhône-Alpes
Overall expenditure	6,227.47 M€	48,972.41 M€
Average expenditure per household	20,905.61 €	21,533.21 €

Source: ACFCI, IDC 2005, consumer expenditure for households in 2004, main items of current expenditure, not including some services

# Services

## • Businesses per group of salaried staff

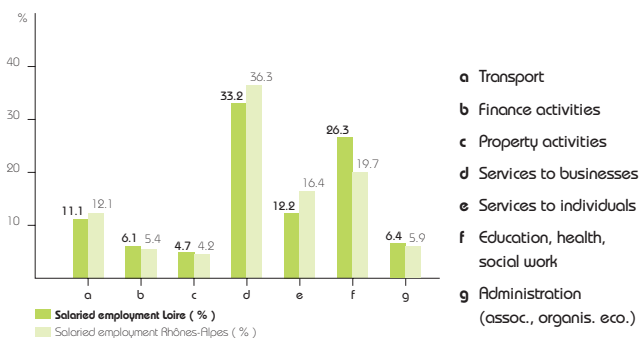
	ND	0 salaried staff	1 to 9	10 to 49	50 plus	Total
<b>Total</b>	<b>1,068</b>	<b>8,464</b>	<b>5,540</b>	<b>811</b>	<b>156</b>	<b>16,039</b>

Apart from government public administrative establishments, territorial administrative units, associations, foundations and professional agencies. ND: staff not declared.  
Source: SIRENE Insee, 1/01/2004

Number of businesses with more than 200 salaried staff: 25

## • Private employer businesses and salaried employment per sector of activity

	Number of businesses*	Salaried employment
<b>a Transport</b>	<b>576</b>	<b>8,940</b>
<b>b Finance activities</b>	<b>581</b>	<b>4,929</b>
<b>c Property activities</b>	<b>1,778</b>	<b>3,767</b>
<b>d Services to businesses</b>	<b>1,947</b>	<b>26,843</b>
<b>e Services to individuals</b>	<b>2,570</b>	<b>9,887</b>
<b>f Education, health, social work</b>	<b>1,776</b>	<b>21,262</b>
<b>g Administration (assoc., organis. eco.)</b>	<b>545</b>	<b>5,208</b>
<b>Total services for Loire</b>	<b>9,773</b>	<b>80,836</b>
<b>Total services for Rhône-Alpes</b>	<b>89,738</b>	<b>805,677</b>



Source: Assedic, 31/12/2004 - Private occupations apart from employment in public administration and local and territorial administrative units. For the record, all services (profit-making and non-profit making sectors) cover 138,369 salaried staff as at 1/01/2003 (Insee)  
\*only private business employing salaried staff

## • Main sectors in the services

The service sector has doubled in 20 years. If 2003 saw a slight drop in the workforce (- 400), in 2004 this sector has more than 80,800 salaried staff, meaning a rise of + 0.5% in relation to 2003. In order to promote the wealth and diversity of tertiary sector service companies (1,270 businesses and 11,300 salaried staff in 2004), an ad hoc database can be consulted on the Internet:

<http://tertiaire42.tbdel.org>, as well as <http://www.roanne.cci.fr/service/>

Source: CCI

# Small Scale Businesses

## • Small-scale businesses per group of salaried staff

	0 salaried staff	1 to 5	6 to 10	11 plus	Total
<b>Total</b>	<b>4,465</b>	<b>5,057</b>	<b>1,107</b>	<b>647</b>	<b>11,276</b>

Source: Rhône-Alpes regional trade and small-scale business chamber, 31/12/2003, latest available data

Some small-scale businesses are registered in both the trade directory and in the commercial and company register

## • Salaried employment per economic activity

	Loire	Rhône-Alpes
Food	3,824	33,353
Production	11,612	80,904
Building	9,214	76,571
Services	7,473	66,214
Other	300	1,221
<b>Total</b>	<b>32,423</b>	<b>258,263</b>

Source: Rhône-Alpes regional trade and small-scale business chamber (apart from apprentices), 31/12/2003, latest available data.

# Agriculture

## • Agricultural businesses and population

	Loire (Number)	Loire/R.A. (%)
Agricultural businesses	8,098	14.2
Including bio businesses	66	6.6
Active family population *	8,179	14.1
Permanent salaried staff *	576	9.3

\*full-time equivalent

Source: Agreste Rhône-Alpes, agricultural survey 2000, latest available data

## • Agricultural land

	Loire	Rhône-Alpes
Worked agricultural area (ha)	252,205	1,696,140
WAR share / total area (%)	52.5	37.7
Wooded area / total area (%)	29.4	36.3

Source: Agreste Rhône-Alpes 2004 - WAR: worked agricultural area

## • Revenue from agricultural production

	Loire	Loire/R.A. (%)
Vegetable products	147.5 M€	7.8
Animal products	261.5 M€	19.4
<b>Total</b>	<b>409.0 M€</b>	<b>12.6</b>

Source: Agreste Rhône-Alpes 2004, agricultural accounts, provisional data

## • Main products

The Loire is very much based on "meat and milk" production, with has the highest number of cattle of the Rhône-Alpes. Other products are becoming increasingly important, such as fruit and wine-growing with the vineyards of les Côtes Roannaises, les Côtes du Forez, le Saint-Joseph and le Condrieu.



## • Tourist accommodation facilities

	Number of beds	Loire/R.A. (%)
Approved hotels	6,296	4.4
Approved campsites	4,887	2.6
Tourist accommodation	-	-
Furnished accommodation, graded by prefecture	-	-
B&B, overnight halts and holiday residences	2,872	6.0
Second homes *	93,285	5.6
Group accommodation	2,891	2.5

Source: Rhône-Alpes tourism observer 2003, latest available data

\*Source: Insee RGP 1999, latest available data

## • Hotel pool

	No stars	1 star	Graded hotels 2 stars	3 stars	4 stars	Non graded hotels
Total number of hotels	23	9	70	12	1	133

Sources: DDCCRF for graded hotels and records of the CCI for non-graded hotels – 2004

## • Tourist bed-nights

Tourist bed-nights	Loire
Summer 2004 season	520,013
Winter 2004/2005 season	364,957

Source: Departmental Tourism Committee of the Loire

## • Tourist attractions

The tourist attractions of the Loire are many, varied and are well thought of in France and overseas. Serious efforts were made to bring together the actors of the various "lands" that make up the tourist landscape of the department. From the Monts de la Madeleine to the Monts du Lyonnais, from the Parc Naturel Régional du Pilat to the Monts du Forez et from plains to gorges, the Loire department, with France's longest river of the same name running through it, offers its visitors many activities: green tourism, villages, abbeys, mediaeval and cultural sites, gorges of the Loire river, holiday-making on the river and sports activities to seduce and attract an increasingly international clientele. Its gastronomy and its AOC wines make it an area where one can live well.