



Press Kit on the occasion of the G7 Summit in Biarritz

PRESS KIT

# A REGION OF EXCELLENCE AND INNOVATION



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1.

# BIARRITZ, THE BASQUE COUNTRY, THE *PYRÉNÉES-ATLANTIQUES*, NOUVELLE-AQUITAINE:

A STRONG IDENTITY  
THAT'S CLOSELY CONNECTED



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A prime destination forever marked by the patronage of the French Empress Eugenie, Biarritz has always been an attractive city open to the world. It has successfully developed its economy, especially tourism, while preserving its architectural heritage and natural environment.

## — Biarritz, the story of an ocean city

First a small fishing port, the imperial city of **Biarritz** became a famous seaside resort featuring the first seawater spas, capitalising on the Basque coast's waves, its mythical beaches, and the rise of surfing in Europe ... So many stories that shape the history of **Biarritz** have one thing in common: a close link with the ocean. Today, it's through technologies associated with the ocean economy that **Biarritz** has chosen to continue innovating and developing.

Beaches, golf courses, thalassotherapy centres, culture and a tradition of gastronomy make **Biarritz** and the Basque country so attractive for tourists. Endowed with a range of high-class facilities and infrastructures, throughout the year this region can host hundreds of thousands of visitors from across the world, who benefit from its exceptional commercial dynamism. Beyond leisure, **Biarritz** is developing a flourishing business tourism, positioning itself as one of Europe's leading business destinations, welcoming tens of thousands of professionals each year to its three congress centres and the city's exhibition hall.

**Biarritz**, like the Basque country, nurtures a rich and vibrant hospitality that is recognised and valued. This historic tradition sees the city welcome, in any season, many prominent economic, cultural and political events on a national and international scale. This year **Biarritz** will host the G7 from the 24th to 26th August. Every year, FIPADOC, the **Biarritz** Latin America Festival devoted to Latin American cinema, Time to Love Dance that attracts performers from across the globe, and many other successful world-class events take place here, contributing to the city's ambition to shine internationally. There are many unique attractions that characterise **Biarritz**, an ocean city open to the world.

## — Tourism of every kind in the *Pyrénées-Atlantiques*

Between the sea and the mountains, the extraordinary diversity of the **Pyrénées-Atlantiques** department is one of the greatest riches of the Basque country and a determining factor in its quality of life. Rivers and streams, valleys, sandy beaches, creeks and cliffs, grassy slopes, agricultural plains, mountainous terrain. This diverse natural landscape has to be preserved: 60% of the region – all its forested areas, its waterways and coastline – are protected under the European Natura 2000.

Across the **Pyrénées-Atlantiques**, there are more than 2 200 000 overnight stays, 30% of which by foreign visitors.





© P. Gaillard

So many travellers who within a few kilometers find the very essence of international tourism: eco-tours in Béarn, surfing on the coast, urban and heritage tourism in Bayonne, St-Jean-de-Luz or Pau under the watchful eye of its historic ambassador Henri IV ... to wine tourism between Jurançon and Irouléguy, and skiing, hiking and cycling in the Pyrenees. The mountain economy accounts for 15 to 20% of tourism in the **Pyrénées-Atlantiques**. Winter sports are a key attraction with 6 ski resorts and Nordic areas: Gourette, Pierre St Martin, Artouste, Iraty, Issarbe and Somport.

With a strong historical link with the Tour de France, the department has been actively developing cycling for ten years, adapting with local and regional authorities close to 100 km of green lanes and 400 km of cycle routes. Today, cycling is much more than just planning. Slow tourism, rising concern about health and the environment, the search for a more user-friendly town planning are also strong civic motivations to develop cycling. A unique feature of this area is its proximity and natural cooperation with three Spanish autonomous provinces: Euskadi, Navarre and Aragon. Across the valleys, there have long been daily contacts between its peoples that have left historical legacies that continue to this day: the Junte de Roncal (linking French and Spanish villages in the Pyrenees) or the three cows tribute celebrated each year in July. As this proximity is a key asset for economic and tourist development, cross-border cooperation has gradually become structured, giving rise to major joint projects.

### **The Basque country: a unique language and culture**

The Basque country has a vibrant linguistic and cultural heritage that is exceptional and unique. Euskara, the Basque language, is the oldest living language in Europe. It's the official language of the Spanish part of the Basque country where, from Pamplona to Bilbao, more than 2.5 million people live. It has also seen a renewed interest in the French Basque country where nearly half of school pupils now learn it. Basque identity is as linguistic as it is cultural and gastronomic. It inspires the south west of France and far beyond.

### **THE BASQUES ABROAD**



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An estimated 4.5 million people of direct Basque descent live abroad and 1.5 million retain their Basque surname. In the United States, some 60,000 people are of Basque origin and they represent 10% of the total population in Argentina, 14% in Uruguay and 20% in Chile.

Another particularity of the Basque country is the Eusko, a currency created in 2013, which addresses both ecological and solidarity concerns. It allows professionals and consumers to be part of a more sustainable approach that protects the Basque language, small-holding farmers, local businesses and the environment. With 3,000 individuals, 770 companies and 158 municipalities using more than 1.2 million in circulation, the Eusko is the most important local currency in Europe, ahead of the Chiemgauer in Germany and the Bristol Pound in England. It's an example of a successful mobilisation to support local culture, solidarity and to reduce environmental impact. To be eligible to receive this local currency, companies must meet a series of requirements that combat polluting practices and ensure a common mindset. For consumers, the system is a guarantee of the local origins of goods and responsible production.

**An international diaspora:** Basque people have settled across five continents. Basque Centres, Euskal Etxeak, create thousands of sociocultural activities each year to keep the Basque culture alive: dance, language, songs, gastronomy and traditional games. The Basque presence in the Hispanic peoples of America has been a determining factor. The history of Chile and Venezuela could not have been written without this contribution. The same stands true for Argentina where, from 1853 to 1943, Basques accounted for 10 out of 22 presidents. In total, people with Basque ancestry live in at least twenty-three countries around the world.

**Empowering women:** on the journey to equality, women have created their own paths.

A Basque example stands out. As a cornerstone of oral literature, bertularism is an ancient tradition of sung and versified improvisation which has practically disappeared in Europe, although it still exists in other parts of the world. In the past, social codes and constraints have kept women on the sidelines of these verbal jousts. The victory of Maialen Lujanbio, the first female Basque champion in 2009 marked a symbolic but decisive step. The younger generations who continue this tradition are now opening things up further – in dance and music.

Strong characters are emerging in every sector. Female entrepreneurs are coming together to encourage solidarity, friendship and share experiences. The association Aquitaine Angel Entrepreneurs, created in 2010, as well as the Bordeaux Aquitaine Pionnières business incubator, provide advice and support to individuals creating projects. Active since 2001, the association *Andere Nahia* (the 'will of women' in Basque) is the result of an adventure originally shared by five women setting up their own businesses which has become the first collective for women entrepreneurs in the Basque country.



« Basque Centres, Euskal Etxeak, create thousands of sociocultural activities each year. »



© Alex Gaztelumendi



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Since then, more than a thousand have joined the association. Whether buying businesses or leading projects, its members have found critical advice and support. This proactive service also helps them choose where to set-up shared workspaces in rural areas in order to promote a cooperative economy, in partnership with local and regional authorities. Since 2018, *Andere Nahia* has managed the co-working space *Habia* ('cocoon' in Basque), established in the municipality of Ixtassou.

### ***Nouvelle-Aquitaine:* a region of innovation and excellence**

It's an undeniably dynamic and attractive region. With its population on average increasing 0.6% annually, *Nouvelle-Aquitaine* is one of the most populated regions in France. Even if newcomers are often young Parisian graduates who settle mainly in the metropolis of Bordeaux, there is also significant movement across the region from Bordeaux to the Landes, Charente-Maritime, Vienne and of course the Basque country, where more than 9,000 people a year arrive. Not all settle near the coast: people are also moving inland, as far as Pau or Saint-Jean-Pied-de-Port or Saint-Etienne-de-Baigorry, which are seeing their populations swell with many young people keen to create their own activities. Quality of life is a real driver of innovation. By 2025, 30,000 newcomers are expected. And the key to integration? Come with your project and get involved in local culture, tradition as well as the future. /

### **KEY FIGURES**

**MORE THAN 9,000**

people per year choose to live in the **Basque country**

**MORE THAN 50%**

come from the south-west of France

**13%**

originate from the Paris region

**13%**

are from Europe and the rest of the world

By 2025, **30,000** new arrivals are expected



### **FOR FURTHER INFORMATION:**

[www.biarritz.fr/](http://www.biarritz.fr/)

[www.elysee.fr/g7](http://www.elysee.fr/g7)

[www.biarritz-pays-basque.com](http://www.biarritz-pays-basque.com)



PERSPECTIVES

## CHRISTIAN MANTEI

### President of Atout France

CHRISTIAN MANTÉI HAS MANAGED ATOUT FRANCE, A FRENCH TOURISM DEVELOPMENT AGENCY, SINCE ITS CREATION IN 2009. THE AGENCY IS RESPONSIBLE FOR HELPING TO DEVELOP THE TOURISM INDUSTRY, FRANCE'S LEADING ECONOMIC SECTOR.

#### As a tourism professional, what do you see as the defining character of this region?

—What drives tourism is Biarritz Basque Country - a strong identity that has become a global brand and now one of the 16 leading brands in France. With Bordeaux, it is the second most important brand for the region. It's linked to the quality of accommodation, catering and services, which make Biarritz Basque Country a sought-after destination. For leisure in particular, the quality of its golf courses is remarkable. The Biarritz Basque Country brand and golf appeal to a global audience. And then there is what we call well-being. It's inseparable and part of the diversity of this region with its sea, mountains and gastronomy, which together make an incredible ensemble.

#### You know France very well – what's here that is nowhere else?

—The well-maintained houses and heritage in villages and along the coast are something special. Biarritz's tradition as a holiday resort dates back to Napoleon III and it is undoubtedly one of the reasons for the careful attention to public spaces, and respect for village life and character. It is a culture and a living identity maintained in songs, in cuisine, in family homes – like the Basque 'etxe' or house – and it's sacred.

#### In terms of gastronomy, what is your favourite dish inspired by local products?

—I like all *charcuterie*. It comes from pigs who are well fed and have a happy life. It feels in tune with what's around. In a Basque house, the warmth of the welcome, the furniture, the decor are in balance. It's a carefully maintained mountain culture that you also find in the urban planning along the coast. It is also reflected in large public festivals, which attract people from across the world.

#### What do you say when you talk to others about the Basque country?

—As a tourism professional, I see a very high rate of attachment and loyalty to this area. A tourist who returns does so because of experiences they value. Speaking for myself, I'm a regular in the Basque country where I have many friends and memories. I know that you always want to come back and I still organise things so I can stay on an extra couple of days when I come on business here. What people like too is everyone's enthusiasm when there's a big event, where passions come to the fore as with rugby. Bayonne-Biarritz, it's epic. In everything, conviviality is king.



© Atout France

»» You always want to come back to the Basque country. I still organise things so I can stay an extra couple of days longer than planned. »»

## ÉMILIE SOUVRAS

### Global General Manager, ROXY

RAISED IN PARIS AND THEN LILLE, THIS GLOBAL DIRECTOR OF THE ROXY BRAND CHOSE TO LEAVE THE NORTH FOR THE QUALITY OF LIFE IN BIARRITZ.

#### When did you start your adventure in the Basque country?

—My husband is passionate about surfing and his dream was to live here. I was worried about leaving my job in the Lille region, but once I got here, an acquaintance helped me to get an interview with Quiksilver just ten days after the birth of my second child. A few weeks later, I started as European Product Manager for Roxy.

#### What is special about Roxy within Boardriders?

—The creation of Roxy in 1990 in California was part of the group's desire to launch a dedicated range for women. This is something of great value for consumers, as it's a brand just for women. Roxy started out with surfing, but has since spread to snowboarding, skiing and what we call sliding, which has become an action sport. It's a lifestyle, a way of life embodied by surfing. Biarritz makes that connection between the ocean and mountains. It's a unique city for that.

#### Tell us about surfing

—It's a world that brings the sensation of freedom and travel. Surfers move from one spot to another, including Biarritz, which makes it very international. Some of the global activities of Boardriders, such as Roxy, are managed at the Quiksilver Campus in Saint-Jean de Luz. I work alongside colleagues from almost every continent. The Global Marketing Director is an Australian who settled here a little more than 2 years ago, enticed by the post as much as by the region. The Basque coast attracts the international talents and skills we need. We are 550 at the Quiksilver campus, whose unique architecture and setting earned it the 2010 AMO Award. The global design department is based there with a team of stylists who design most of our international collections. The environment in which we operate - ocean and mountain - is a giant laboratory and we are trying to develop more and more eco-responsible products to preserve it.

#### Is the vision of the brands' creators still alive today?

—The history of our brands is closely linked to that of their founders. Their passion has become an industry. Roxy today is \$360 million in annual sales worldwide. Every day, we measure the importance of the board sports culture for the region. If our industry has successfully expanded, it's thanks to the attractiveness of the region. The incredible quality of life we enjoy encourages a strong creative momentum. Every day, I realise how lucky I am to live here.



© JMW21

« Once you've made the move to the Basque country that's it. You never leave. »



## MAÏTENA GOICOECHEA

### Goicoechea Pottery at Ossès

AFTER STUDYING INTERNATIONAL TRADE, THE GRANDDAUGHTER OF THE FOUNDER JOINED THE FAMILY BUSINESS TO DEVELOP EXPORTS OF POTTERY THAT CAN NOW BE FOUND ALL OVER THE WORLD.

#### What convinced you to take on the family business?

—I joined the company at the same time as my brother Iñaki after he finished his studies in industrial ceramics. We complement each other. He directs the manufacturing and creation of collections and I export. At first, I wanted to live elsewhere, but my parents asked me to handle export orders. I saw the potential. A Goicoechea piece tells a story: it demonstrates passion and expertise. There is our family, the evolution of our factory and a connection from the first collection through to today. And then there are orders that inspire us to evolve.

#### What was the most important thing for you when you started?

—Putting our ideas into practice. When the next generation arrives, it brings new ambition without completely changing what already exists. Iñaki has introduced advances in manufacturing techniques, as well as enamelling on large pots. This enables us to add coloured ceramics to our collection. Our activity is a niche. We have just supplied a luxury hotel in Athens and are working for Roland Garros, Ralph Lauren and Cartier. Architects contact us for offices and hotels, and we follow their specifications or propose existing models.

#### What has changed in the company over the past 13 years?

—Ceramics is a special type of production, and there are not many workshops in France or even Europe. We use various techniques depending on the template and the shape of the pot including jiggering, stamping and hand-throwing. It took fifteen years to master our rope technique. Demand began with landscapers who wanted large pots or jars for planting shrubs or trees such as olive or palm trees. We also make large decorative vases, sculptures and one-off pieces. This requires a perfect mastery of specialist know-how.

#### How has it been taking your place as a woman entrepreneur?

—Gender inequality that you often hear about I don't experience here, even on a day-to-day level. From the moment you prove yourself, it's no longer an issue. A grounded person knows how to find his or her place. The question is more: are all people equal? That combines several issues into one. I come from a family of four, with as many girls as boys, and we have always respected each other. Never in my life have I heard a man disparage a woman.



»» Gender inequality that you often hear about I don't experience here, even on a day-to-day level. From the moment you prove yourself, it's no longer an issue. »»

## 2.

### COMMON COMMITMENTS

# A REGION DRIVING AN ECOLOGICAL AND ENERGY TRANSITION



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**This terroir, one of the most abundant in Europe, produces an exceptional agri-food offer. Its ocean resources are opening up another dimension – ecological and energy transition – in step with the challenges and technological innovations of the 21st century.**

In an area where agriculture is a highly dynamic sector and agri-food its leading industry, across the Basque country, the *Pyrénées-Atlantiques* or *Nouvelle-Aquitaine*, preserving resources and water quality is essential. As France's most important agricultural region with 85,000 farms and with Europe's largest cultivated forest covering an area of 2.8 million hectares, *Nouvelle-Aquitaine* leads in multiple domains. Its objectives mobilise all economic stakeholders: a 30% reduction in greenhouse gas emissions, the creation of renewable energies and the elimination of pesticides. The Organic Pact signed by the region's agricultural organisations in 2017 is part of its commitment, coupled with the ambition of ensuring 20% of its useful agricultural area is dedicated to organic production by 2027. Agricultural management is evolving. Sheep rearing is predominant, representing 54% of production value, and is creating new specialties in breeding and agronomy.

### **The Pyrénées-Atlantiques department: predominantly agricultural**

56% of the surface area in the Pyrénées-Atlantiques is agricultural. Its 450 000 hectares are composed of 48% arable land, 51% grass and areas of collective pastures and 1% permanent crops. The Pyrénées-Atlantiques department is renowned for its rugged terrain of hillsides and mountains that sustain significant animal husbandry. In 2018, 9,429 farmers were exploiting this agricultural area, with average farm sizes around 35 hectares. A favourable climate has made maize the most commonly cultivated crop but grass remains by far the local wealth and the main source of feed for cattle and sheep.

The Pyrénées-Atlantiques excels in highly dynamic livestock management: 4,500 farmers rear Blonde d'Aquitaine cows. It is also the second largest national sheep reserve. Some 1,800 farms are involved in rearing, 80% focusing on local sheep breeds such as manech redhead, black head manech or basco-bearnaise.

Another strong characteristic of Béarn and the Basque country is active pastoralism. Communal summer pastures cover nearly 150,000 hectares managed by 120 grazing collectives. Every summer, 2,200 farmers in the Pyrénées-Atlantiques graze 300,000 sheep, 30,000 cattle and 5,000 horses. The grazing of local breeds in the summer pastures has for thousands of years shaped the landscapes of the western Pyrenees, contributing to biodiversity development and the maintenance of its open and attractive landscapes.

The recognition of products through quality and origin certification (SIQO) is a guarantee of practices that preserve terroir and promote local breeds. Agriculture here has a rich diversity of producers and farmers working together with local food processing companies.

From the Label Rouge to the IGP and AOP, the Pyrénées-Atlantiques has no less than 23 product categories under SIQO certification, the most iconic of which are the wine appellations Jurançon, Madiran and Irouleguy, the AOP ewes' milk cheese Ossau-Iraty, IGP Pyrenean suckling lamb, AOC Kintoa, AOC Piment d'Espelette, IGP Bayonne ham or IGP Foie Gras from the South-West. More than 40% of the region's farmers have at least one SIQO.

### **Nouvelle-Aquitaine: France's leading agricultural region**

Regional crop production accounts for 69% of agriculture compared with 31% for livestock production. Agriculture shapes a highly diverse landscape including plains for field crops, two zones of wine production around Bordeaux and Cognac, and livestock in areas where the cultivation is more difficult. Nouvelle-Aquitaine is the second largest region of organic farming production in terms of the number of certified producers (5,000) and the third largest in area with 200,000 cultivated hectares, representing 5% of all agricultural land.

9,483 agri-food companies employing 57,530 people generated €30 billion in sales in 2013, making it the third largest French region in this sector. Cognac, wines, dairy products and meat are the products with the highest added-value.

The Nouvelle-Aquitaine region is also home to France's largest forest. Occupying a third of the region, it is divided into different zones. Encompassing 1 million hectares planted with 80% of maritime pines, the Massif des Landes de Gascogne is the largest in Western Europe.



© Jacques Villégier

»» From the Label Rouge to the IGP and AOP, the Pyrénées-Atlantiques has no less than 23 product categories under SIQO certification. »»





On the Haut Limousin plateaux, where forestation rates are also significant, hardwoods grow alongside Douglas fir and spruces. Other wooded areas are divided between oaks, beeches, chestnuts, but also poplars in some alluvial plains. 62% of the region is planted with hardwoods.

### Blue growth is generating jobs

The Basque country and the *Nouvelle-Aquitaine* region are both labelled Positive Energy Territories.

Biarritz and the Basque coast are investing in blue growth in marine and maritime employment sectors. This involves the production of renewable energy at sea and the valorisation of marine bio-resources, including maintaining and revitalising traditional maritime activities, fishing, aquaculture, port operations, tourism and water sports. To address specific local coastal needs and adapt to climatic conditions, the Basque coast is one of the pilots in MAREA - Modelling and Decision Support for Coastal Risks in the Euskal Atlantic. This cross-border research project, which includes seven strategic communes of the French-Spanish Basque coastline, aims to better understand storm episodes in order to predict risks of marine submersion and coastal erosion. From Bayonne to Berméo, Donostia and San Sebastián, sensors for studying high energy waves are placed on beaches or on the seabed. The objective is to measure the conditions of oceanographic events and implement innovative warning tools to protect people and property. Knowledge is also a focus at the Cité de l'Océan in Biarritz, a centre dedicated to exploring the vast ocean and transporting visitors through its virtual animations. Striking special effects make it possible to surf the historic waves of the Basque coast, such as the rare and vertiginous Belharra – more than 20 meters high - which surfers from all over the world come to conquer.

In the Basque country, the seafaring spirit of ports and sailors infuses Bidart, Guéthary and Saint-Jean-de-Luz, from which trawlers depart for several days, or even weeks, as far as the northern Bay of Biscay and beyond. Fishing seeks to preserve an equilibrium and at fish markets there are hake, bar, gilthead sea bream, tuna, sole, and blue fish – a generic term for pelagic species like sardine. Here again, sustainability objectives rely on data collection programs and management measures such as Ocean Start,

« The Basque country and the *Nouvelle-Aquitaine* region are both labelled Positive Energy Territories. »

a future technopole dedicated to the ocean economy and marine biometrics. Respecting natural resources is part of the challenge. Economic stakeholders from across the Basque country meet, discuss coastal development and jointly define the new roadmap for renewable marine energies. The energy mix is taking shape with a wind farm in Oléron and a wave farm in the Adour estuary. Its wave energy convertor is harnessing wave power and is also proving its value in the port of La Rochelle. A tidal turbine, unique in the world that exploits currents in the estuary of the Gironde, has provided a first pilot site and is leading the way for others to follow.

### Innovative modelling for environmental preservation

Nouvelle-Aquitaine's regional ambition is to put in place an innovation ecosystem for all areas involved in research and development. With the ambition to become France's leading region for energy and climate transition, it is mobilising the scientific community and local organisations behind creating a new model. Researchers involved have produced a roadmap drawing on an accurate inventory of the natural and socio-economic consequences of environmental degradation. This predictive report enables the identification of levers of action and cooperation engaging private, public, local associations and elected politicians. Experiments are underway to develop projects related to hydrogen production and use, such as the Atlantech-H project in La Rochelle that aims to store the overproduction of photovoltaic electricity in buildings. With 27 million annual visitors, the region needs to anticipate how best to preserve its riches to protect its tourist appeal. This challenge concerns natural elements, fresh water or marine aquatic environments and biodiversity as much as quality of life. As part of this, sport holds a privileged place thanks to 1.4 million sports club members, 1,406 high-level athletes and flagship teams that play an exemplary role in the educational dynamic. Civic values like respect, courage and boldness are closely connected. The Basque identity, diversity and a keen public awareness about living in a privileged setting are major assets. <sup>1</sup>

© Musée de la Mer de Biarritz / CRTA



### KEY FIGURES

**LEADING**

agricultural region in France

**85,000**

agricultural holdings

**LARGEST**

managed forest in Europe with  
2.8 million hectares

**210**

products are quality and origin  
certified SIQO (Signs of  
Identification of Quality and Origin)  
in Nouvelle-Aquitaine

**LEADING**

region in France for the transfer  
of agricultural holdings

**120**

young farmers setting up in business  
each year in the Pyrénées-Atlantiques

<sup>1</sup> <https://www.nouvelle-aquitaine.fr/toutes-actualites/nouvelle-aquitaine-championne-produits-regionaux-qualite.html#gref>



PERSPECTIVES

## HERVÉ LE TREUT

### Acclimaterra

CLIMATOLOGIST, PROFESSOR AT SORBONNE UNIVERSITY, DIRECTOR OF THE PIERRE-SIMON LAPLACE INSTITUTE (IPSL) AND MEMBER OF THE ACADEMY OF SCIENCES, HERVÉ LE TREUT CHAIRS THE REGIONAL SCIENTIFIC COMMITTEE ON CLIMATE CHANGE, ACCLIMATERRA, SET UP BY THE REGIONAL COUNCIL OF AQUITAINE-NOUVELLE.

#### How did the Acclimaterra project come about?

—It grew out of a discussion with the President of the Region. The idea of this committee is to think at a regional level about preventive protection against climate change, which is inevitable because greenhouse gases stay in the atmosphere for such a long time. This affects everything from coastal erosion to agriculture. How do we protect ourselves from things about which we don't yet understand all the details? This is the dimension of risk that we must try and master in the short and long term.

#### Tell us about your work on climate change in *Nouvelle-Aquitaine*

—It's a collective effort. I'm a 'general' climate scientist and have been studying climate modelling on a global scale. Our objective in *Nouvelle-Aquitaine* is to go beyond global observation to explore how to protect different aspects of a region. We must help reduce greenhouse gas emissions, eliminate waste, help achieve societal restraint, as well as take action in the longer term, for example in transport infrastructure and urban planning. We must also prepare for changes that will come, to keep citizens safe from heatwaves and pollution, protect our coasts, develop sustainable agriculture and monitor vulnerable areas like mountains. The example of water shows how all these problems are related. Snow melts faster, and in summer there is less water in the rivers because of evaporation. This can affect hydro-electricity, the cooling of the nuclear power stations, even navigation on the Gironde. How do you manage crops like corn that require water throughout the summer?

#### What are the key issues for the region?

—It's a question of ensuring a smooth transition during a time when warming is happening at a rapid pace. We need to pay close attention to our living and precious heritage. Climate change displaces animal or plant species and disrupts the management of natural parks or fisheries. Climate change challenges are more meaningful when you have a stake in it. I'm involved as a citizen of Bordeaux. A region is an ideal place for taking immediate and concrete decisions. Citizens mustn't feel obliged to react to constraints, but positively anticipate what will come. We must create the desire to change.



Climate change challenges mean more when you have a stake in it. A region is an ideal place for taking immediate and concrete decisions. »

[acclimaterra.fr/qui-sommes-nous/](http://acclimaterra.fr/qui-sommes-nous/)





## CATHERINE OTEIZA

### Pierre OTEIZA, artisan producer in the Aldudes Valley, Basque Country

A BELGIAN-BORN NURSE BY TRAINING, CATHERINE HAS BUILT UP A REDOUBTABLE REPUTATION FOR BASQUE CURED MEAT BY REINTRODUCING THE BLACK AND WHITE BASQUE PIG INTO LOCAL PRODUCTION.

#### How did you come to the Basque Country?

—By chance! I was finishing my nursing studies and agreed to replace a friend in Saint-Etienne de Baïgorry. I went for two months and I've stayed for 35 years. I continued working as a nurse for twenty years while my husband, Pierre Oteiza, started his business. We live on the family farm for which I now handle the accounts and administration.

#### Where did the idea of reintroducing black and white pigs into the Basque region come from?

—As my husband is a qualified butcher, we started a meat processing workshop and another for curing hams, working exclusively with local breeders. We continued raising free-range pigs and produced dried sausage and cooked Basque dishes such as 'Aoxa', which is sliced veal with sweet pepper. At the Agricultural Salon in France in 1998 my husband discovered the black and white Basque pig breed that was becoming extinct. The Technical Institute of Pork (ITP) is responsible for safeguarding traditional French pig breeds. In the 1920s, there were 24 pigs for every 6 today. He came back with two pigs and we bought the remaining 25 animals, which were spread across the regions of Charente and Lot.

#### How did you achieve your two certifice of origin labels?

—The breed was in decline. Sows and boars have only six teats, which limits the number of piglets and reproduction. The INRA (National Institute of Agronomic Research) thawed some preserved sperm and we were able to create pig families with other breeders who believed in the importance of resurrecting this breed in the valley. The French AOC label that we obtained in 2016 after years of applying is a reward and an exceptional adventure for a region that has four such labels in total. To obtain this recognition you need to show a breed, a connection with the land, traditional expertise and a real story, not just marketing. Kintoa ham is dried for 22 months and was given the name originally because authorisation to graze in the region goes back to the kings of Navarre, who had the right to claim 1 of every 5 pigs. Since 2019, we also have held the Protected Designation of Origin (AOP), which is a European recognition.

#### What qualities have you found in the Basque Country?

—People who are open to everything and who have great common sense and humour. They are genuine and plain speaking people. There is also a strong tradition as in 'l'etche' – the Basque house which represents the family. In the village, my husband's name is Pierre Arretché, from the Arretchea house. It's a strength you always feel.



« The AOC obtained in 2016 is an exceptional adventure for the Basque country that has four such labels in total. »

## MURIEL DUBOIS

### Laboratoires de Biarritz

MURIEL DUBOIS, BELGIAN BY BIRTH, LIVED MANY YEARS IN PARIS BEFORE DISCOVERING SURFING DURING A FAMILY TRIP TO AUSTRALIA. SPORT BECAME SUCH A PASSION THAT, WITH HER HUSBAND JEAN-MARC, THE COUPLE DECIDED TO LEAVE EVERYTHING TO SETTLE IN BIARRITZ.

#### What motivated you to start an organic cosmetics business?

—It grew out of a family trip to Australia where our 12-year-old son fell in love with surfing. It became a family passion and back in France, we set about finding somewhere to pursue it. We explored what we could do in Biarritz, with the idea that since it was the ocean that brought us there, we should give something back in return. To surf you have to protect yourself from the sun and I discovered that there were no sun care products that were respectful of seawater. Organic is part of our family DNA. My husband worked in pharmaceuticals, then banking, and we chose to invest in basic research on red algae, which seemed a promising area. This three-year gamble now gives real legitimacy to our products. Brands often buy formulas that are accessible to everyone.

#### Why is it important and what makes the difference?

—Chemical filters have adverse effects on the ocean and they are also endocrine disruptors that require drastic countermeasures. We are five years ahead in this field. We know it, but people's habits are deeply entrenched and we need to act. We are now working on zero waste for cosmetics, a concept we've been engaged in since we first started. Each year France uses 174 million plastic shampoo bottles. Our idea, that doesn't yet exist in the industry, is for a compact product – a tablet or single dose wrapped in compostable kraft paper. Vegetal products go beyond recycling and this illustrates our commitment to the ocean. My duty is to show that we can positively impact our ecological footprint. Imagine that everyone starts washing his or her hair with a single dose – it's a real revolution.

#### It seems that your surfing passion has led you to new horizons, and beyond typical products.

—It takes courage to create a business, more than to leave a place. It's an adventure that allows me to be in tune with who I am. There have been, and always will be, stormy moments. We are a family-owned, friendly company, and none of our shareholders have ever thought of selling their stake. The business is not just about money, because if it were, we would not be here. It also reflects the values of this region - the solidarity of my team whatever the circumstances. This is what drives the company forward, and ensures its quality. Here, we are connected with the nature of things, the power and the immensity of the ocean.



© Cécilia Thibier

« We're working towards zero waste for cosmetics, a concept we've been engaged in since we first started. »

### 3.

## AN ECONOMY CENTRED ON EXCELLENCE



© Sébastien Sineau

**For key industrial sectors such as aeronautics, specific training courses have been set up locally to anticipate the needs of companies that are creating jobs and expanding internationally.**

The aeronautical adventure that began in Biarritz in the 1930s continues today with world-leading companies such as Dassault and Safran Helicopter Engines. In 2016, Safran inaugurated the first automated turbine blade production line in its *Factory of the Future* in Bordes, Béarn, enabling it to halve production cycles.

#### **An aeronautic sector on a global scale**

120 companies and more than 10,000 jobs are linked to aeronautics. For this growing and evolving sector, a dedicated Technocité research and development site in Bayonne brings together students and businesses. AEROCAMPUS Aquitaine, an aeronautics and space campus in Gironde, has become in just five years the largest European university centre for aeronautical maintenance training. It consolidates all training paths and also supports the export activities of several industrial companies through customised consulting in countries from Senegal and Turkey to Singapore. Following the development of drone companies such as Skybirdview, PIXIEL's Drone School, Reflet du Monde, and under the aegis of the AETOS cluster that coordinates a regional network of industrial and technological expertise, students participate each year in the AETOS ConceptDrone Challenge. Its goal is to develop drone systems for civilian use. With the arrival of agricultural, construction and viticulture sponsors interested in these new applications, «DroneCampus» has made Latresne the drone capital of Europe.

#### **In Béarn, the land is a source of energy**

With 5 000 direct jobs, 50 international companies, 10 research laboratories and 5 training centres, geoscience is a major part of the Béarn economy. It's an international community of several thousand players: geologists, geophysicists, engineers, trainers, researchers and students of earth sciences. Nearly 3,000 of them are grouped together in the Jean FEGER Scientific and Technical Centre, a centre of excellence in deep geology research and oil exploration. This ecosystem is strengthened by AVENIA, the only French competitiveness cluster in the field of geosciences and subsurface energy sectors, as well as GEOSTART - the first French incubator dedicated to start-ups in this sector.

Lacq's industrial zone is mainly characterised by activities linked to the exploitation of a natural gas deposit discovered in 1951 and actively developed since 1957. This has contributed to France's energy



independence. The area has seen significant and diversified industrial development, mainly in the areas of energy and chemistry. Providing 7,500 jobs in 2017, this industrial activity is a major source of local employment, representing 35% of the local workforce. The Lacq industrial zone is ideally positioned to develop projects and industrial applications in chemistry and energy transition. Upstream are important agro-food industries organised in powerful cooperatives (EURALIS, MAISADOUR, VIVADOIR, ...). Central are major chemical groups continually investing in R&D (TOTAL / SOBEGL, ARKEMA, TORAY CFE, BIOENERGIES South West, CHIMEX, NOVASEP, ARYSTA LifeScience, ...). Downstream are metalworking, aeronautical, aerospace, defence industries, and many service providers - intensive users of composites and bio-materials (AIRBUS, DASSAULT, SAFRAN, LAUAK, AE, CAZENAVE, MAP, ...). Added to this ecosystem is CHEMSTART'UP - a platform for innovation, R&D, technology transfer and industrial application.

#### **Digital: a dynamic and ambitious strength**

The Pyrénées-Atlantiques department has made digital a major focus of its planning and development. Access to very high-speed broadband for everyone, everywhere, is just around the corner. To achieve this, €477 million will be invested by Fibre 64 and local stakeholders, with support from the *Nouvelle-Aquitaine* region and European funds. Developing uses and new services will promote job creation, economic and technological innovation and social integration. Recognised nationally for its inclusive digital approach, the department was the first to be certified an 'Area active for digital inclusion' by the French government in October 2018. The *Nouvelle-Aquitaine* region is developing an ambitious strategy to support the digital economy. It is opening access to multiple fibre optic networks, stimulating high-performance digital usages and making innovative services available for the benefit of all, from local authorities to businesses and citizens. Its strategy is steered towards exploiting the potential of digital technologies to foster job creation, improve citizens' daily lives and boost social integration.

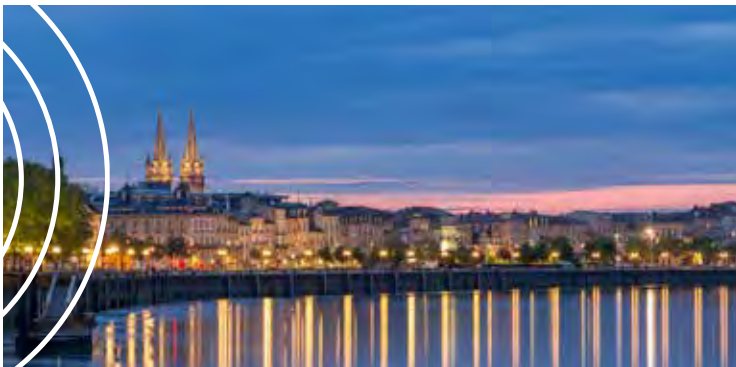
As digital is considered a prerequisite to the attractiveness of this region, *Nouvelle-Aquitaine* is supporting companies in various domains: the co-construction of a public fibre optic network to bring very high-speed broadband closer to local authorities, the creation of sustainable activities and jobs, support for innovation and the emergence of new services ... €9 million was allocated in 2016 to implement the regional policy for very high-speed deployment. This ambitious strategy is also supported at a European level: European funds contribute more than €35 million to new



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#### **8 AXES OF R&D**

- Blue economy
- Aeronautics
- Agriculture, agribusiness
- Sustainable construction
- Digital
- Craftsmanship
- Health
- Logistics



© Leonid ANDRONOV



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uses and services in the digital economy (excluding very high-speed broadband deployment).

### Higher education and training linked to local challenges

The region recognises the importance of educated young people and has invested in impressive university resources. *Nouvelle-Aquitaine* has important university centres in Poitiers, La Rochelle, Limoges and Bordeaux. The University of Pau and the Adour countries (UPPA) is a multi-site higher education establishment based in Pau, as well as in Bayonne and Anglet, Tarbes and Mont-de-Marsan. Bayonne is building a Basque Country Campus with the goal of attracting 8,000 students by 2020 to meet local needs and position itself as a second pole for training engineers.

With a total of 195,000 students, 15 incubators, 9 technopoles and more than 50 start-up facilitators, the region has developed a pioneering ecosystem based on a trusted interconnection between public and private sectors. This momentum is vital for economic growth that is already generating jobs (up 0.7% on average per year between 2009 and 2014), has an unemployment rate lower than the national average, and which is seeing a continuous increase in managerial and skilled jobs. In higher education, public and private schools and universities are increasing their capacity. Expansion focuses on research activities related to local challenges such as energy, the environment, logistics, sports, the silver economy. ESTIA, an engineering school created more than 20 years ago by the Chamber of Commerce and Industry (CCI) in the Bayonne-Basque country, is an example of the region's innovation in terms of employment. Its mix of public and private investment has made it possible to ensure a high level of education, benefitting local aeronautical companies that recruit many employees through it. /

### KEY FIGURES

Along the coastline, population density is constantly increasing with

**67%**

of housing on the sea shore

**900**

kilometres of coastline

**4**

commercial ports and

**63**

marinas



### FOR FURTHER INFORMATION:

[www.marea-paysbasque.fr/fr/marea/  
modelisation-aide-decision-risques-  
cotiers-euskal-atlantique/](http://www.marea-paysbasque.fr/fr/marea/modelisation-aide-decision-risques-cotiers-euskal-atlantique/)

[www.univ-pau.fr/fr/index.html](http://www.univ-pau.fr/fr/index.html)

[www.estia.fr](http://www.estia.fr)

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PERSPECTIVES

## MIKEL CHARRITTON

### Managing Director of Lauak

MANAGING DIRECTOR OF AIRCRAFT PARTS MANUFACTURER THE LAUAK GROUP, THE FOUNDER'S SON CONTINUES THE ADVENTURE BEGUN IN 1975 IN AYHERRE, BASQUE COUNTRY.

#### What is the defining character of your company?

—Craftsmanship, the product and manufacturing expertise have shaped the family business created by my father, Jean-Marc Charritton. It's the love of a job well done and technical mastery. We are an international company whose growth is driven by key values: ethics, humility, commitment and agility. These are essential when making acquisitions to manage our growth.

#### What has been your business model from your early subcontracting to today's activities?

—We supply parts and structures in a global partnership approach with our customers - aircraft manufacturers like Airbus, Dassault Aviation, Embraer or Bombardier as well as aerospace equipment providers such as Stélia, Daher, Safran or Liebherr. We have reached a critical size enabling us to develop an important market presence and share the risk in developing programs. We manage suppliers and provide solutions for the manufacture of parts and subassembly or the design of tools and assembly lines. For airplanes, we manufacture heat exchangers, pipes, cockpit elements, structures ... Over the years, we have expanded our expertise through acquisitions.

#### How do you attract talent?

—What attracts people is our sector and the image of a group that invests, hires and develops. The other element is career planning to which we try to give more visibility. When talents join us, there are many opportunities in our different sites in France, Portugal and internationally. We are thinking about the creation of our own training centre because it's difficult to find trained personnel in sought-after areas (metal working, welding, aerospace methodology...). We are training with the UIMM (professional union of metallurgical companies) and then fine-tuning this internally with dedicated teams. At our Ayherre-Hasparren site alone, we have more than 500 people and nearly 800 across the region.

#### Why did you choose to expand into North America?

—It's a strategic decision to be on three continents, with Asia. We had the opportunity to buy Bombardier's Canadian pipe business and set up shop in Mexico. This allows us to develop with American customers, especially in the United States. The aeronautical industry here is the guarantee of a job well done. Remuneration is fair and the sector rewards those who are part of it. People are hardworking, smart, and have great team spirit. We feel a sense of pride in our group.



« What characterises our family business are craftsmanship, the product, and manufacturing expertise. »



[www.groupe-lauak.fr/notre-histoire.html](http://www.groupe-lauak.fr/notre-histoire.html)



## JURGI CAMBLONG

### SOPHiA GENETICS, based in Bidart and Bordeaux

DOCTOR IN MOLECULAR BIOLOGY, FOUNDER OF SOPHiA GENETICS, A WORLD LEADER IN DATA-DRIVEN MEDICINE CREATED IN 2011 IN SWITZERLAND, THIS NATIVE OF THE BASQUE COUNTRY HAS CHOSEN TO SET UP RESEARCH TEAMS IN BIDART AND BORDEAUX.

#### Why did you choose to base your activity in the region?

—We wanted to create a research team in Europe and were impressed by the pragmatic approach of Alain Rousset, President of the *Nouvelle-Aquitaine* region, who was ready to support us provided that there was a sustainable economic system. In Bidart, the ESTIA Institute of Technology trains talents in technology and creates a pool of engineers that we need to advance our digital transformation. In Bordeaux, mathematician and researcher Thierry Colin of Inria, the French national research institute for digital sciences, has joined us at SOPHiA GENETICS. He is working on the digital modelling of cancer from radiological images with a technology that we have purchased and is the first to combine genomics<sup>1</sup> and radiomics<sup>2</sup> to combat this disease. We also wanted to get closer to the 50 Spanish hospitals with which we work, along with 50 in France. In total we're working with 950 hospitals in 80 countries across the world.

#### What do you bring to medicine?

—Since 2010, hospitals have been working on high-throughput DNA sequences. Their tools digitise patients' genetic codes, but the data is complex and biased and needs to be correctly analysed and characterised to help expert decision-making. Our approach is about detecting what we call a signal, taking into account the mutations to distinguish what is true or false. It's like the game where you have to find five differences between two similar images. Without SOPHiA technology, you only see three.

#### Does modelling give more importance to maths than medical expertise?

—Mathematicians and biologists are able to understand certain molecular signatures. It's a potential game-changer, like switching from a magnifying glass to a microscope. It's about impacting many more patients across the world and creating collective intelligence through sharing information, to better treat patients today and do better for others tomorrow. We make this technology accessible and that opens up future approaches. Everything is linked to ethical considerations and sustainability. Out of a total of 950 hospitals, 500 are networked together and that's a real strength.

#### What did your Basque education bring you?

—I grew up in an environment where schools were not official, but built and paid for by our parents. That makes us take care of ourselves. I speak French, Basque, Spanish - each language defines a way of seeing the world. The Basque language is simple, with few words and that makes you very honest, and a little 'naïve'. I am always grateful for the values I grew up with and happy if I can give back to the region which has given me so much.

<sup>1</sup> Related to the genome – all the genetic materials carried by living beings.

<sup>2</sup> Computational medical imaging: mathematical methods of image processing.



© Kristian Skeie

« We want to contribute to a more sustainable health system. »

## CHRISTOPHE MULLE

### Centre Broca, Bordeaux Neurocampus

MANAGING DIRECTOR OF THE BROCA CENTRE, CNRS RESEARCH DIRECTOR, DIRECTOR OF THE SCHOOL OF NEUROSCIENCE, THIS SPECIALIST IN SYNAPSES SPENT PART OF HIS CAREER IN PARIS AND THE UNITED STATES BEFORE RETURNING TO HIS HOME REGION.

#### Why did you decide to move from international neuroscience circles to Bordeaux?

—I'm a native of Pau and the mountains. Twenty years ago, when I was returning from California for a job in Toulouse, I heard that a centre dedicated to neuroscience was being set up in Bordeaux so I applied. Research in this field has since expanded a lot, including the recent opening of a new building, the *Nouvelle-Aquitaine* Broca Centre which is part of Bordeaux Neurocampus.

#### What is special about Bordeaux Neurocampus?

—It is a group of research laboratories focusing on all neuroscience disciplines at a single site. It's the first of its kind in France and a pioneering goal that I'm passionate about. Our challenge is to understand the brain and improve the lives of those who suffer. With 700 researchers over 30,000 m<sup>2</sup>, Bordeaux Neurocampus is one of the world's leading players in this field. It is a collective operation – the result of a dynamic group of researchers from the University of Bordeaux, CNRS, INSERM and the National Institute of Agricultural Research (INRA), which the regional authority has supported for many years. The two buildings built in 1997 and 2017 offer incredible proximity to the University Hospital Centre (CHU). These connections are essential so that neuroscience can contribute to our understanding of degenerative diseases, such as Alzheimer or Parkinson's.

#### What role does the Broca Centre play in this?

—Our common goal is to develop new technologies and drugs. The constant link between companies and researchers is essential and the opportunity to be part of a scientific environment increases potential interactions. Six new start-up companies related to neuroscience labs have been created on-site. For those who have invested 70 million euros in this building, the fact that those companies are here is significant.

#### You launched the School of Neuroscience in 2014 to do what kind of training?

—It's a unique training centre in Europe, organising 15-day experimental practical courses in neuroscience with international partners in a fully equipped laboratory. Trainers come from all over the world and interact with local researchers. It's a very strong international hub that attracts applications from researchers across Europe and around the world to the University of Bordeaux. This creates the conditions for a truly cosmopolitan scientific sphere.



« Bordeaux Neurocampus is one of the world's leading players in neuroscience research. »



[www.bordeaux-neurocampus.fr](http://www.bordeaux-neurocampus.fr)

# 4.

## A REMARKABLE CULTURAL DIVERSITY



**Along the coast,  
people live to the  
rhythm of the swell -  
the moment when the  
best waves form.  
Inland communities  
share a common bond  
and way of life. It's a  
vibrant dynamic firmly  
anchored in tradition,  
respect and a sense of  
celebration.**

The home of European surfing for sixty years, the Basque coast owes its nickname 'French California' to the lifestyle that shapes everyday habits. Surfing enthusiasts wander around towns, surfboard underarm, in the same way as others jog. The summits of the Pyrenees are visible from the coastline and people are intimately attached to this essential balance between sea and mountains. Life may at times require many Basques to leave their homeland, but they always come back sooner or later.

A Basque native, Liza Bergara is an example of the link between heritage and its creative transformation. The *Makhila Ainciart Bergara*, a traditional Basque walking stick and honorary object, bears the name of the house in Larressore where it has been handcrafted for seven generations. Symbol of a lifestyle and way of thinking, it is listed in the inventory of rare crafts under the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, and its producer has been labelled as a Living Heritage Company (EPV) by the Ministry of the Economy. A graduate of the Boule arts school in Paris and president of the EPV association, Liza Bergara, who joined the family business in 2017, has put her mastery of metal engraving at the service of a traditional expertise passed down over the years, reinventing her profession and promoting this label.

© Federation Française de Surf



### Exceptional products flavour an unrivalled gastronomy

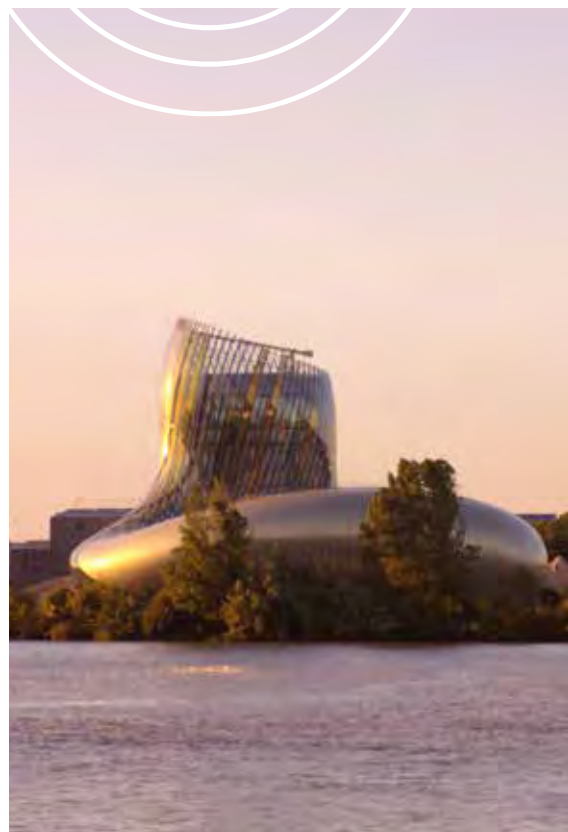
The menus of leading chefs feature some of France's most iconic products such as the famous Piment d'Espelette, Pyrenean suckling lamb, Saint-Jean-de-Luz hake, Ossau Iraty (ewe's milk cheese), Itxassou cherries and Bayonne chocolate. For an aperitif, people take a slice of Kintoa, the exceptional ham from black pigs reared on mountain slopes, while for dessert, they savour *Eguzkia*, Basque cake.

South-west France (le Sud-Ouest) is one of the world's best culinary destinations. From south to north, it has nearly fifty restaurants featured in the Michelin guide. For dining pleasure, people enjoy oysters from Marennes Oléron or Arcachon, foie gras du sud-ouest or Bayonne ham. They can also explore the distinct identity of terroirs in a sensory journey along the wine route. There, from one vineyard to another, fruity nectars intermingle with the colours of different grape varieties. Jurançon, a dry and sweet white AOC wine, takes us to the hillsides of Béarn in the *Pyrénées-Atlantiques*. In Irouleguy, at the heart of the Basque mountain's AOC, cabernet franc, cabernet sauvignon, and tannat, bordelesa beltza or «bordelais noir» rub shoulders. The most prestigious French appellations, grands crus and top-rated wines - Saint-Émilion, Pessac, Margaux, Pomerol - are all neighbours.

### Fine tableware and crafts

It's a short step from culinary delights to tableware. And Basque cloth is legendary. Formerly called 'mante à boeufs' (cow's mantle) because it protected cattle from insects, this 100% linen quickly found its place in the home. Table linen, curtains, cushions, various accessories, toiletry or tote bags are created by names including Tissages de Luz, JeanVier, Artiga, Lartiges 1910, Ona Tisse and Moutet. Another recent phenomenon is that of Limoges porcelain and the famous extra-white kaolin to which designers, such as the creative studio *Non sans raison*, are giving a new artistic impetus. Companies like Voltaire Design, a maker of customised riding saddles in elegant leather, are showcasing the materials behind premium products. Created in 2010, the brand chose to launch first in America. Sponsor of the Winter Equestrian Festival in 2011, it has seen a blazing success, rapidly becoming the saddle of choice across the Atlantic. Its technical products, all Made in France, have won over great American riders, like double Olympic champion Bezie Madden, followed by the equestrian world in Germany, England and France.

In exploring historical craftsmanship throughout this region we find a unique heritage that's mindful of preserving traditional arts and transforming them in an innovative and sustainable way. /



© Cécile Marlier CRT NA

### BORDEAUX'S CITÉ DU VIN

Bordeaux's Cité du Vin centre aims to share and pass on a thousand-year-old tradition and rich intangible heritage. For 5,500 years, wine has been central to the lives of men and women. It has shaped landscapes, bequeathed legends and rituals, and infused our habits. The immersive and sensory adventure in this bold architectural space invites visitors to explore cultures and civilisations from across the world. A spectacular journey and a unique experience in time and space, it also explores how scientific research is casting a new light on changes in viticulture and supporting its evolutions.



PERSPECTIVES

## MARIE HIRIART-CARRIAT

### Tanneries Rémy Carriat à Espelette

THE ONLY WOMAN AT THE HEAD OF A LEATHER PROCESSING COMPANY, ONE OF TWENTY IN FRANCE, THE GRANDDAUGHTER OF RÉMY CARRIAT IS CONTINUING A TRADITION OF CRAFTSMANSHIP THAT BEGAN IN 1927.

#### Have you always been passionate about leather?

—No, it was my father who convinced me and I joined when he needed help. He switched from the shoe industry, which declined in the 1960s, to upholstery in the 1980s in order to avoid bankruptcy. At the beginning of the 1990s, accessories became a new market and I developed the business abroad. Today, it's mainly leather goods, handbags and belts, some shoes and furniture, and saddlery. We are a company with significant expertise and our leathers can be used for everything. I travel worldwide to promote our product - from Hong Kong and London to Milan and New York: wherever people work leather.

#### What has changed most in the tannery since you took it over?

—The biggest change is the relationship between industry and the environment. Ours is a chemical industry so we have to be careful. I always consider my neighbours as I know them all. We no longer use solvents and are equipped with water treatment facilities because we use a lot of it. The goal is to work cleanly. While we have seen industrial developments that make tasks less repetitive and the machines have evolved, our activity still involves the same processes because it is all about craftsmanship. This is not an automated industry. With us, you find skins of every colour – it's our trademark. There are many categories of leather: grained, natural, pigmented, hand-polished, soft or resistant texture. We create high-end, quality leathers.

#### How important is creation in your production?

—My grandfather and my father were tannery engineers, whereas I focus on sales. There is a team that develops new products to meet customer requirements. My father would be amazed. We use our leathers for clothing like jackets. We also have colourists, finishers, dyers. There is a lot of heavy regulation in France. Our export advantage is that customers trust us because they know we respect standards and ensure fair working conditions. They want a story, and to know how a product is made. We buy in European markets for traceability and for animal welfare. It's not sexy but there is a consistency. When animals are treated poorly, it shows. We make sure that our suppliers treat their animals with respect and not behind barbed wire. They are part of our company. When you see a product on the catwalk or used by a horse-rider, it's magic.



« Our export advantage is that customers trust us because they know we respect standards and ensure fair working conditions. »

## ANDRÉE ROSIER

### Les Rosiers Restaurant, Biarritz

MICHELIN-STARRED CHEF AND THE FIRST WOMAN TO BE NAMED FRANCE'S TOP CHEF IN 2007, THIS LOCAL ARTISAN HAS RETURNED TO HER NATIVE REGION AFTER TRAINING WITH THE BEST.

#### Why did you choose to open your restaurant in Biarritz?

—With my husband, our goal has always been to learn from the great chefs and then return home close to our roots. I'm very attached to Mendionde, near Hasparren, where I grew up and I'm lucky to know all the producers there. The people who rear lamb or grow strawberries are childhood friends. At all the best tables, one of a great chef's priorities is good produce. They work with producers in their region. It's an essential part of our job. And here I know how these products are prepared.

#### What does recognition as France's first female top chef bring you?

—The competition has been running since 1930 and women remain in a minority – I'm one of only two female winners. It takes time for women to assume their place in this world, even though at home our mothers and grandmothers have taught cooking and passed their skills on to future top chefs. I wanted to be a chef from a young age and it's my passion. For 10 years, with my husband, we have given everything to learn as much as we can. I have succeeded in many competitions and I loved pushing my limits. On the day, you are on your own against other chefs, and you have to give your best. As in the top restaurants where there are huge teams to serve 100 covers within 2 hours, you have to be physically fit, able to manage stress and pressure, as well as demonstrate you have the concentration and rigour to overcome difficulties. It is what has shaped me.

#### How do you promote the region through your recipes?

—As a woman, I show my skill through simplicity in what I make. I don't try and impress through presentation on the plate. I grew up on a farm so I know what work is involved, and this is reflected in my approach. Taste is essential for me. On my menu, there are two very different dishes. One captures the identity and character of the region. Line-caught hake, cooked with a Piquillos oil, sharpened with smoked anchovy, served with potatoes and wild garlic. It's a robust dish. The other is a sweeter Baïgorry trout, softer and more rounded, with orange and green asparagus and an artisanal yogurt sauce with caviar seeds. It's more subtle. They are two different dishes that I love equally. In my kitchen, I need to have character. My cooking is authentic like me!

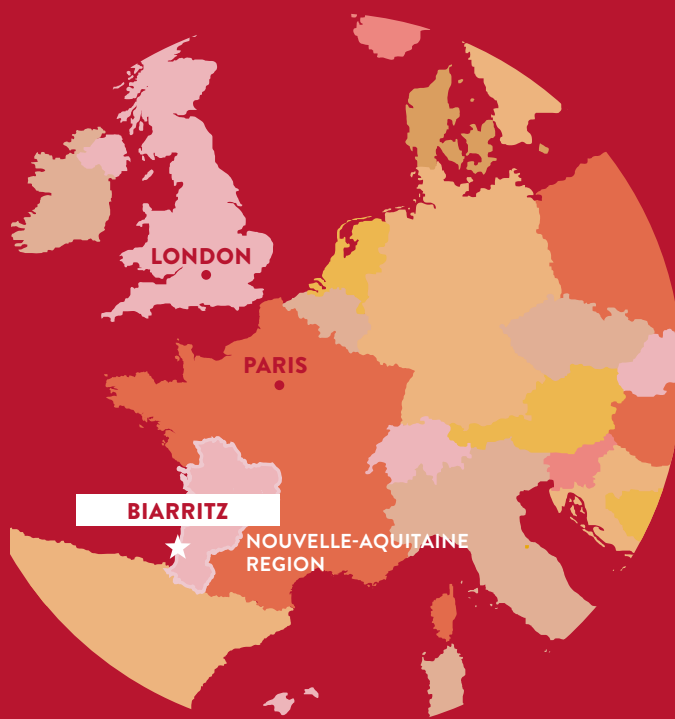


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« I grew up on a farm so I know what work is involved and this is reflected in my approach. »



A region 2 hours from Paris by train and 1 hour from London by air.



## CONTACTS

### BIARRITZ

**Nicole Martin**, Communications Director

+33 6 32 21 83 38

**Sophie Vive**, Press Officer

+33 7 85 84 37 15

[presse@biarritz.fr](mailto:presse@biarritz.fr)

### NOUVELLE-AQUITAINE REGION

**Rachid Belhadj**, Director of Media Relations

+33 6 18 48 01 79

[rachid.belhadj@nouvelle-aquitaine.fr](mailto:rachid.belhadj@nouvelle-aquitaine.fr)

### PPPOOL MEDIA - COMMUNICATIONS

International journalist enquiries

& press contacts:

**Pascal Jentsch**

+ 33 6 63 28 38 79

**Adriana Szczesna**

+ 33 6 77 45 52 73

[hello@ppool.eu](mailto:hello@ppool.eu)



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