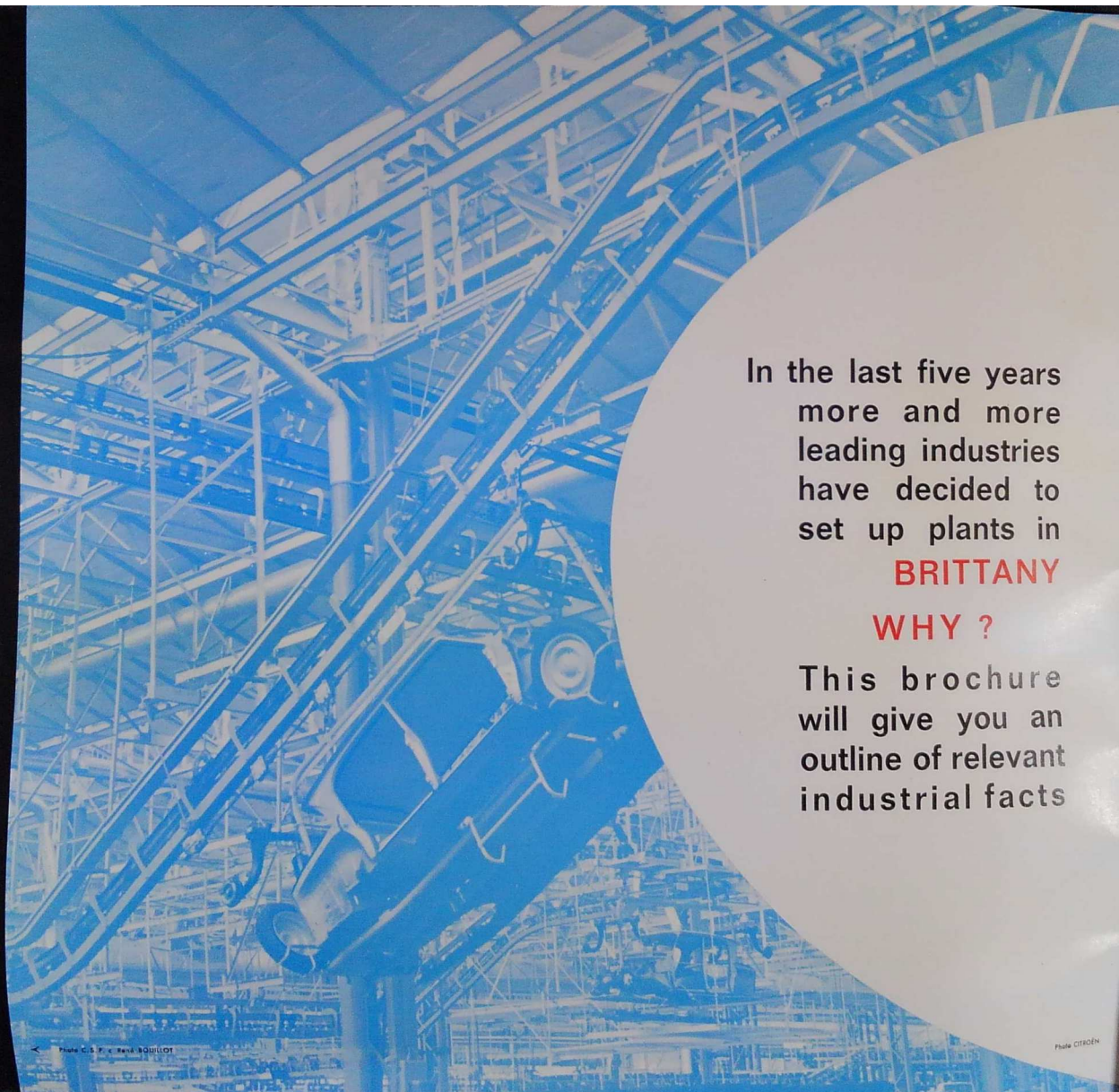


C.S.F.'s new factory overlooks the Ocean at Brest
(Photo: C.S.F. - Georges BRU)

On the
threshold
of Europe

Industries
of the future
have chosen
...Brittany



In the last five years
more and more
leading industries
have decided to
set up plants in
BRITTANY

WHY ?

This brochure
will give you an
outline of relevant
industrial facts

Photo C.S.P. - René BOULLOT


Photo CITROËN

BRITTANY IN THE SPACE AGE

This picture illustrates the
Pleumeur-Bodou space
relay receiving station



Photo: J.-L. DOARE, Châteauneuf

A black and white photograph of an industrial cityscape. In the foreground, there is a large, dark, semi-circular shape on the left side. Overlaid on the entire image is a red sine wave that oscillates across the frame. In the background, a crane is visible on the left, and several industrial buildings and smokestacks are scattered across the horizon under a cloudy sky.

Industry today is
compelled to leave
its claustrophobic
surroundings...

« Twentieth-Century man is turning away from the unhealthy suburbs and congested towns towards green spaces, water, snow and sunshine ; he is leaving the mines for tourist resorts ; after long years of sad disorder, he dreams of order and harmony. »

Jean-François GRAVIER.

Brittany holds the trump cards of the future...

men



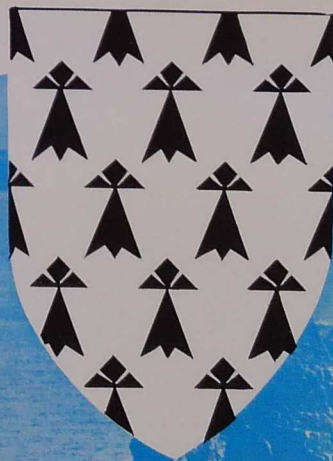
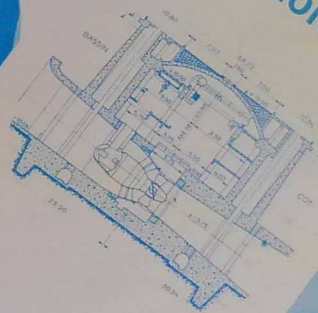
space



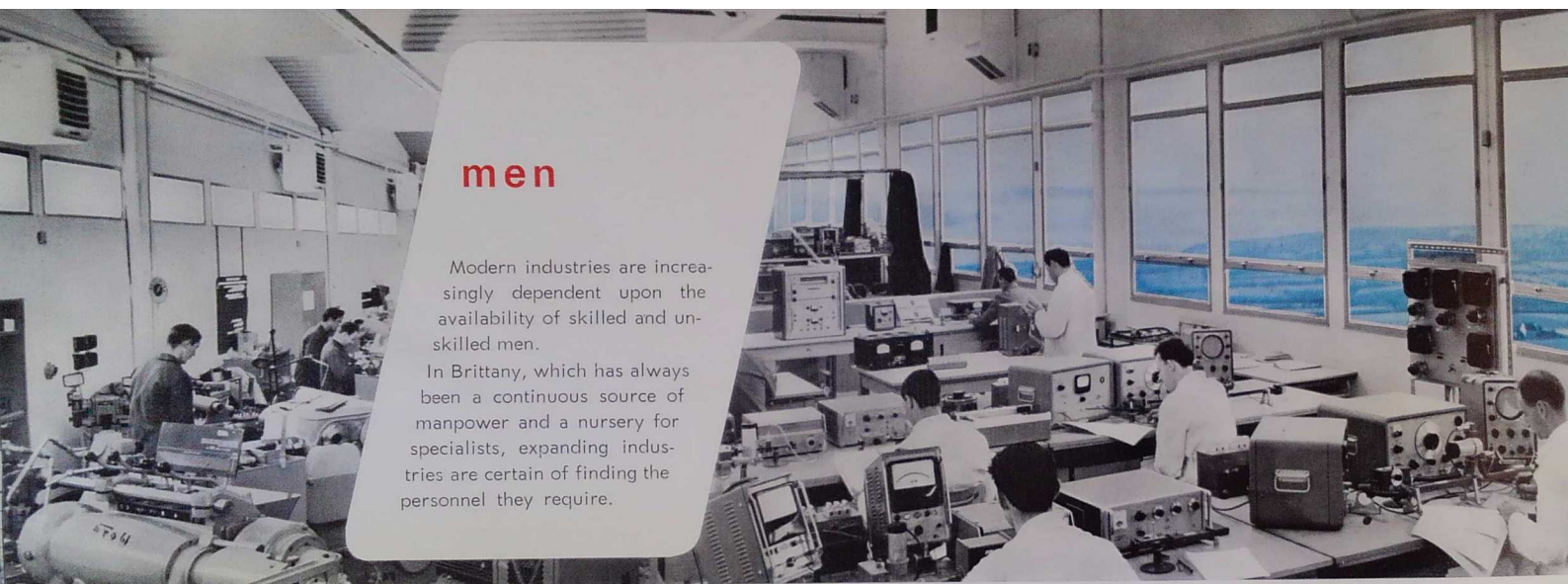
water



technology



Cape of the Fort-de-la-Latte
Photo: RAPHO

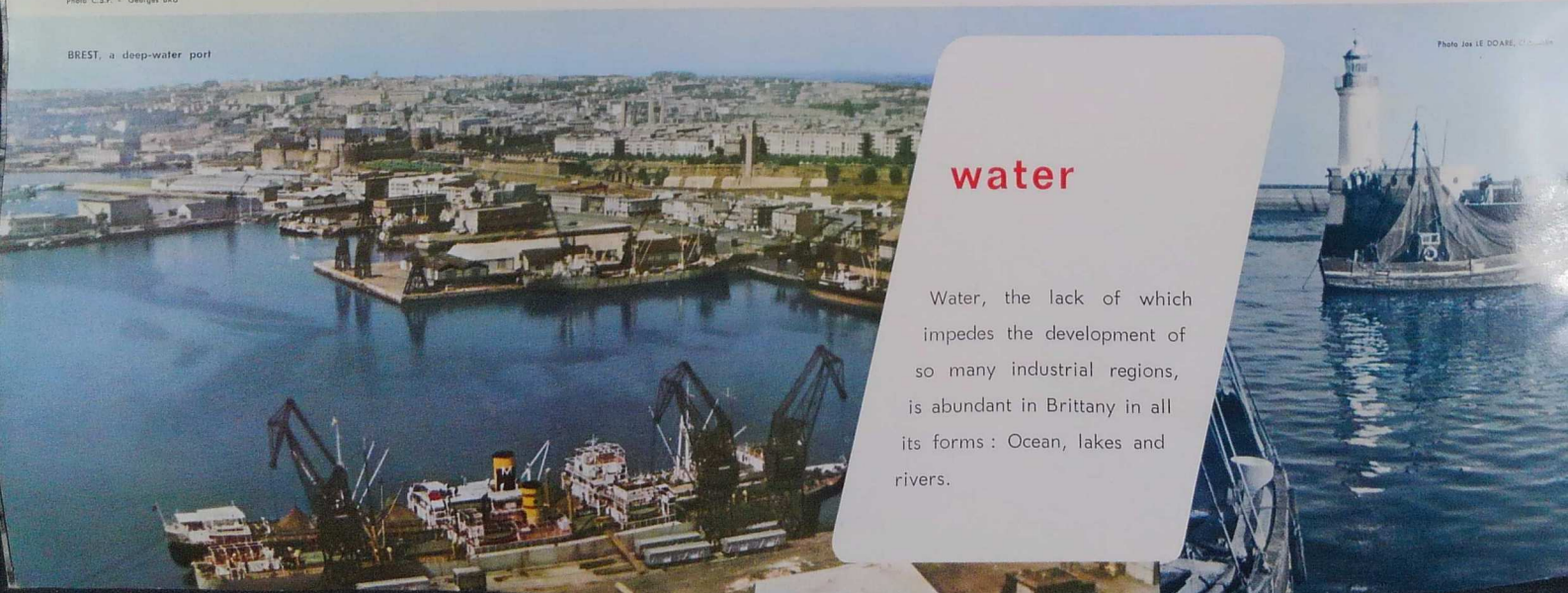


men

Modern industries are increasingly dependent upon the availability of skilled and unskilled men.

In Brittany, which has always been a continuous source of manpower and a nursery for specialists, expanding industries are certain of finding the personnel they require.

Photo C.S.P. - Georges BAU



BREST, a deep-water port

Photo Jos LE DOARE, CI 000000

water

Water, the lack of which impedes the development of so many industrial regions, is abundant in Brittany in all its forms : Ocean, lakes and rivers.



Photo de J. LACHAUD, Architecte

As proved by the example of the United States of America, progress releases industry from its former geographical bondage but makes it more dependent upon the « technician » and upon people's social aspirations.

In our present civilisation, the problem of finding sites for houses is becoming greater than that of finding sites for factories.

Brittany can offer space, entertainment and good health.

The industry of today demands residential



Photo RAPHO

This...

and leisure amenities

During the last few years, industries such as Electronics, Space Telecommunications, the Nuclear Industry, Electromechanics, Precision Mechanics, Chemicals and Cars have come to Brittany.

The new Citroën factory at Rennes.

Photo HEUSTIER, Rennes

explains this...

An aerial photograph of the Citroën factory at Rennes, showing a large industrial complex with multiple long buildings and parking lots. The factory is situated in a flat area with some surrounding greenery and roads. The image is in black and white, with a red text box overlaid in the bottom left corner.



Communications

The Breton town is the meeting-point of rail, road and water; thus, concerns whose activities are complementary can be grouped together, within a reasonable distance of the great universities at Rennes, Brest, Nantes — and soon Lorient as well.

The Breton town is the centre of life in a particular district — be it large or small — which has its own unique characteristics.

The Breton town is also the place to which the people of the surrounding district naturally come in search of work.

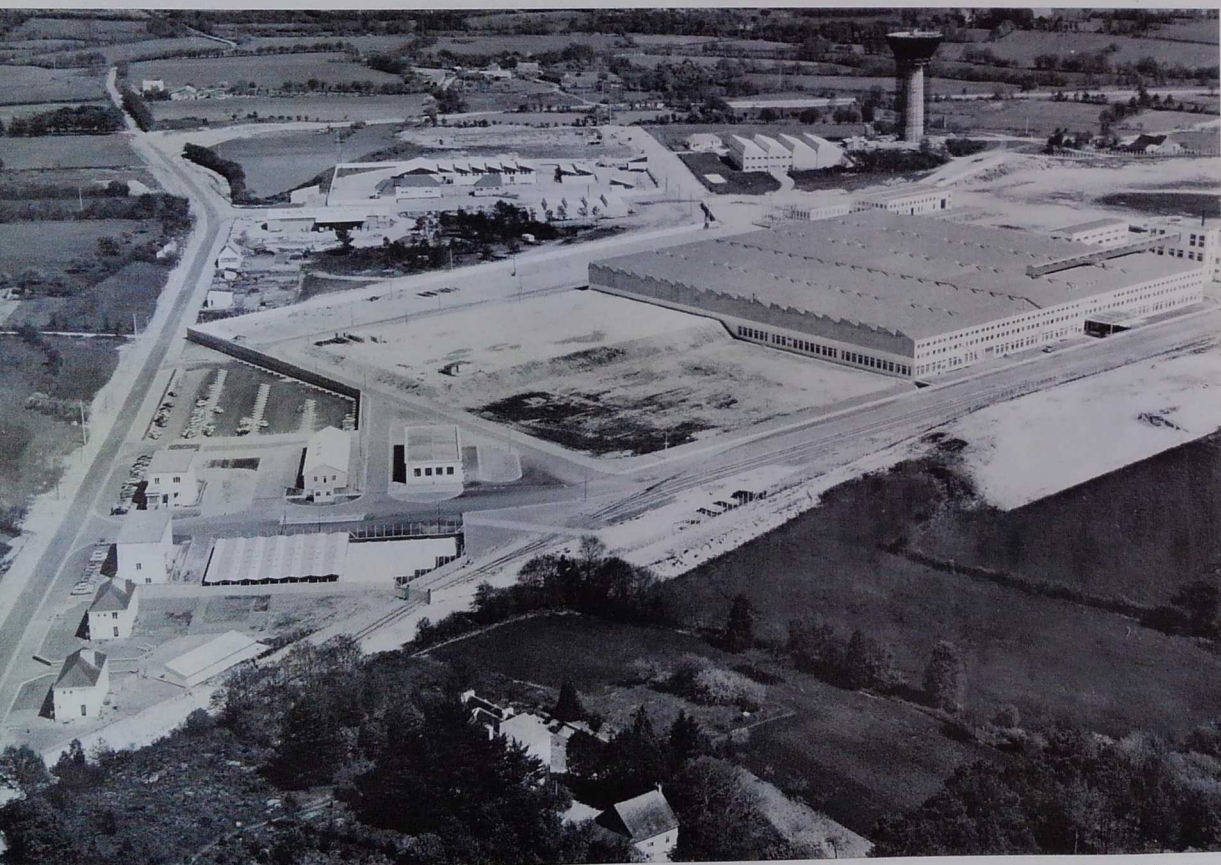
The Breton town is therefore an ideal platform on which to develop an industry in new surroundings.

View of part of Lorient and the bay beyond.

Photo DECOSNE, Lorient



Brittany has a wide range of facilities ready for new industries :



Local groups and regional Equipment Associations have equipped 53 main industrial zones.

Pre-financed factories are now being constructed.

Special bonuses have been organized by regional and local groups.

The greatest help available from the Breton organizations lies in their unparalleled co-operation with industrialists in the solving of their day-to-day problems. This is in effect the key to success.

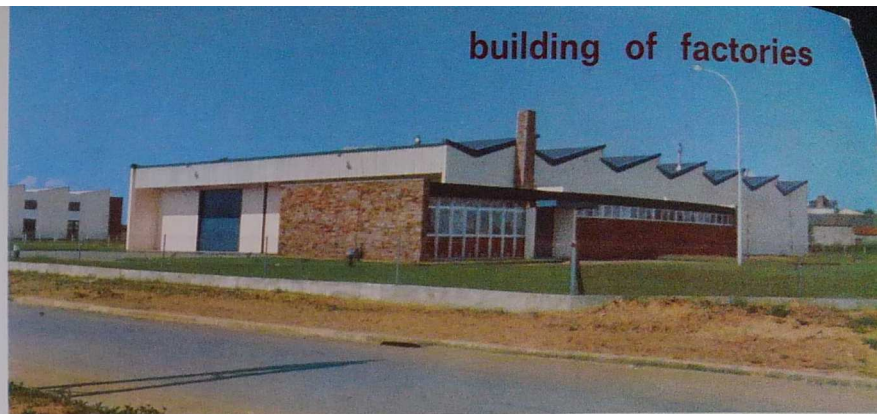
The industrial district of Vannes and the new Michelin factory.
Photo HEURTIER, Rennes

planning of sites



building of living accommodation

Photo: LE QUINNEC, Lorient



building of factories

Photo: S.C.E.T.

The industrialist arriving in Brittany finds his factory ready built

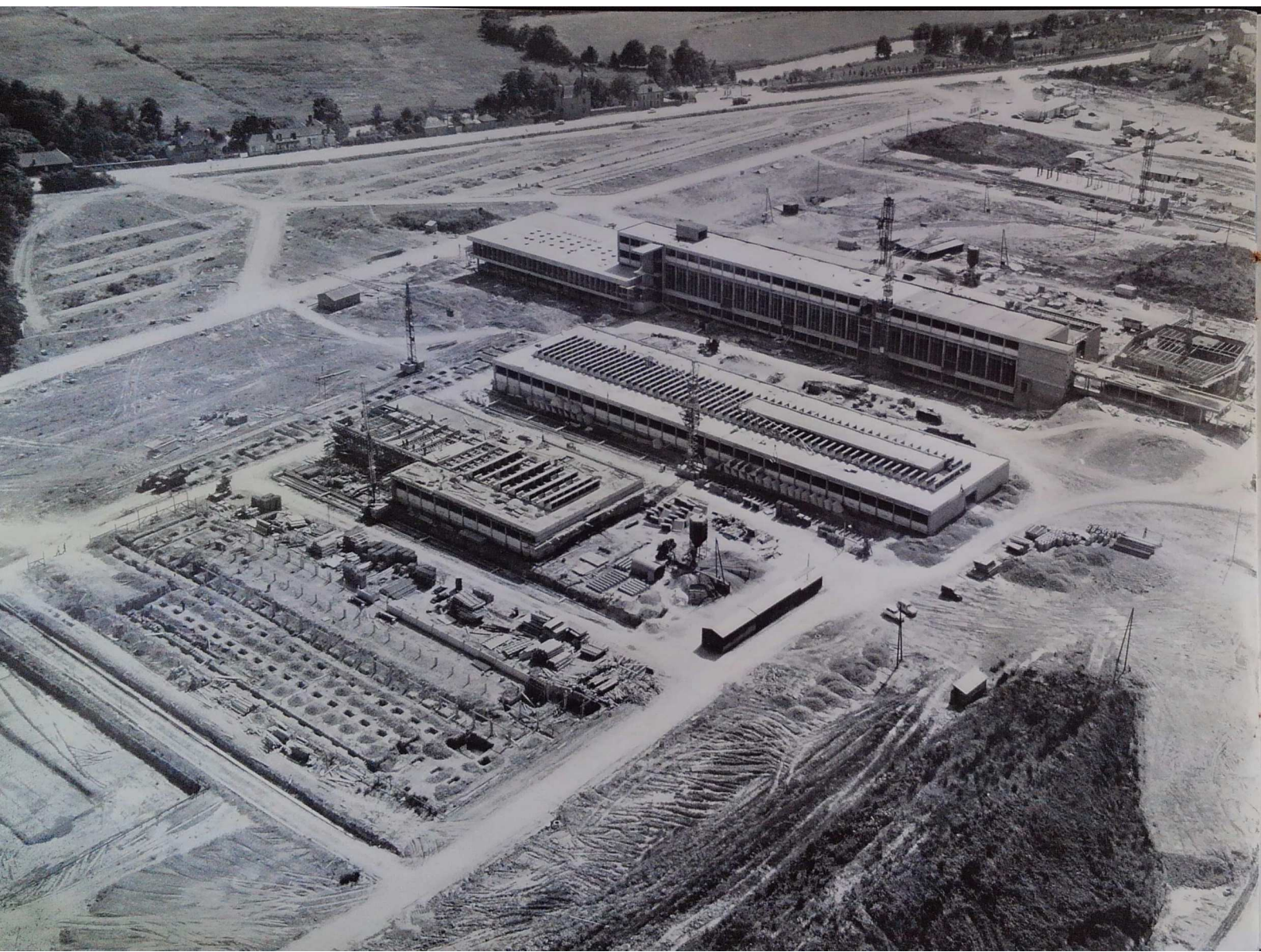
A pre-fabricated factory, sold on deferred payment terms by a civic construction company set up by the Société Centrale pour l'Équipement du Territoire (S. C. E. T.) in conjunction with the local groups.

This type of factory is being built at Saint-Brieuc, Dinan, Lorient, Morlaix, Quimper, etc...

organising of entertainment and leisure facilities

Photo: DOUILLOT-ENHANNI, Ploëmel/Abbe





Training programmes will soon place Brittany at the forefront of scientific progress

Rennes University leads in educational decentralization and is being equipped to accommodate 25,000 students in 1970.

Teaching is, however, not the sole function of the University.

It is intended that the new faculties now being established will play an essential rôle in placing Brittany at the heart of economic research and development.

Their scope is being extended by the creation of important study and research institutes, amongst which are :

L'Institut National des Sciences appliquées.

Le Centre de Recherche des Télécommunications militaires inter-armes.

Le Centre National d'Etudes des Télécommunications (Lannion).

L'Ecole Nationale Supérieure de Chimie.

L'Institut de Physique Moléculaire.

Les Instituts ou Laboratoires de Recherche Spatiale, d'Electronique quantitative, etc.

L'Institut de la Mer.



Photo DECOSNE, Lorient

One of the new technical colleges in Brittany

The University Scientific College (below) at Brest and soon one at Lorient will bring about the decentralization of Higher Education in Brittany.

Photo HEURTIER, Rennes



The new Science Faculty being built at Rennes-Beaulieu

Photo HEURTIER, Rennes

Brittany receives more State aid for industry than any other region of France

Subsidies

- Reduction of the standard prices for land ;
- Industrial development subsidy of between 12 % and 20 % ;
- Decentralization grant (60 % of the cost of changing premises) ;
- Aid in the training of personnel (up to the amount of 6 months' salary) ;
- Reduction of the price of electric power (application of special tariffs).

Tax exemptions

- Initial depreciation of 25 % ;
- Free licence for 5 years ;
- Reduction of registration charge (1.4 % instead of 13.2 %) ;
- Re-utilization of land tax values.

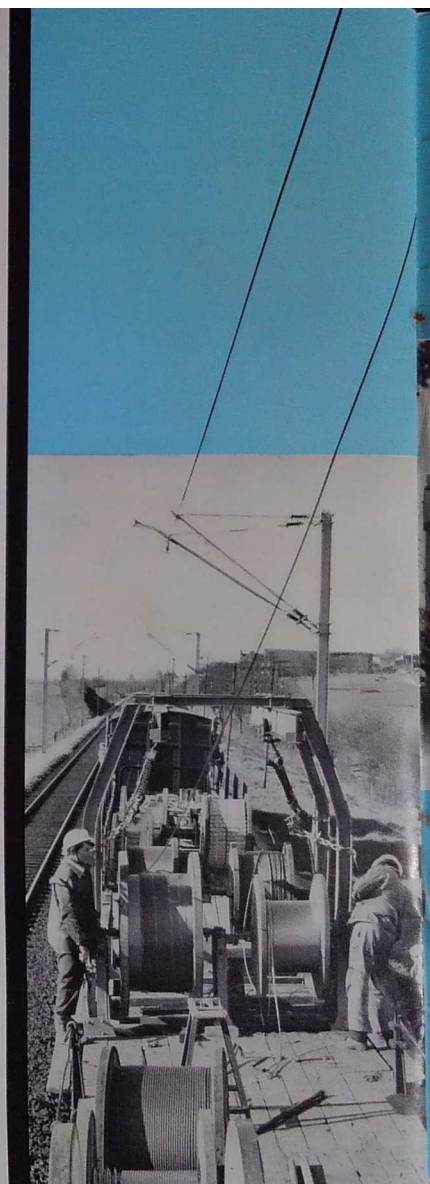
Long-term credit

- Granting of loans by the Breton regional Société de Développement ;
- Exceptional long-term hire-purchase facilities for the acquisition of factories.

Priority for public works and housing

A new system, « conventions d'implantations industrielles », means that priority can be obtained for the laying-on of public facilities such as telecommunications, etc... and that special credit facilities are available for the construction of housing.

Work on the electrification of the Le Mans-Rennes railway line.
Photo S.N.C.F. - n° 7566-9.



The continual improvement of railways, roads and air services makes Brittany speedily accessible to all



ROAD-BUILDING

Photo: Ponts-et-Chaussées (Cité du Nord)



Photo: LARRIVE (RAPHO)

The electrification of this railway, which is near completion, will mean that Paris and Rennes are only 3 hours apart.

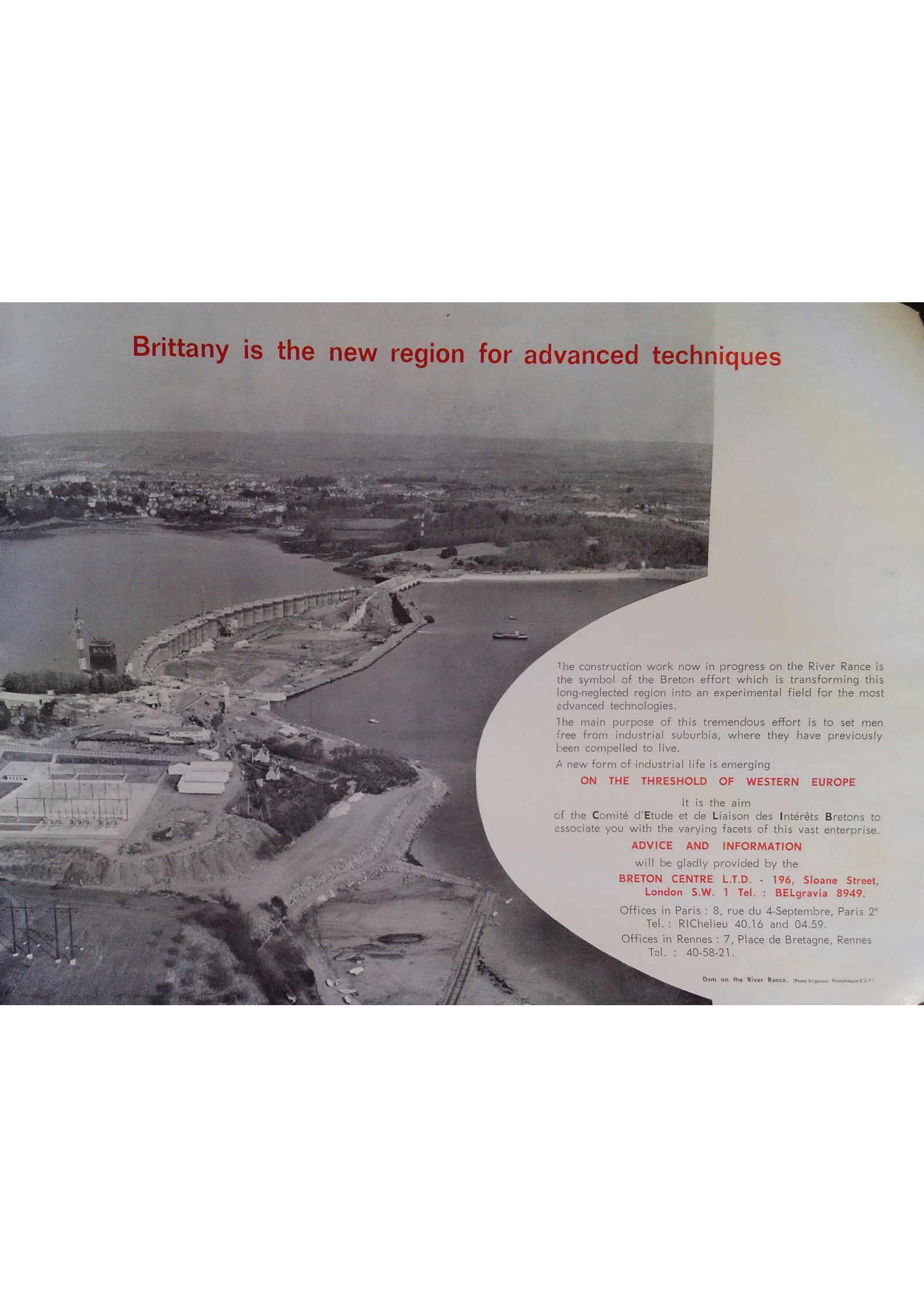


Daily airline connections serving the main towns make them only an hour from Paris.

Photo: DECOSNE, Lorient



Brittany, a region which is already
being exploited by the food industry,
is today becoming one of the centres
of technical progress
in Western Europe.



Brittany is the new region for advanced techniques

The construction work now in progress on the River Rance is the symbol of the Breton effort which is transforming this long-neglected region into an experimental field for the most advanced technologies.

The main purpose of this tremendous effort is to set men free from industrial suburbia, where they have previously been compelled to live.

A new form of industrial life is emerging

ON THE THRESHOLD OF WESTERN EUROPE

It is the aim of the **Comité d'Etude et de Liaison des Intérêts Bretons** to associate you with the varying facets of this vast enterprise.

ADVICE AND INFORMATION

will be gladly provided by the

**BRETON CENTRE L.T.D. - 196, Sloane Street,
London S.W. 1 Tel. : BELgravia 8949.**

Offices in Paris : 8, rue du 4-Septembre, Paris 2^e
Tel. : RIChelieu 40.16 and 04.59.

Offices in Rennes : 7, Place de Bretagne, Rennes
Tel. : 40-58-21.

Dam on the River Rance. (Photo Brignoud / Photothèque E.D.F.)

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