



Agence d'attractivité Hello Lille  
87 boulevard de la Liberté  
59000 Lille

contact@hellolille.eu  
www.hellolille.eu

## MULTI-SECTOR PROSPECTING IN THE UNITED KINGDOM AND IN CANADA

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### Background and definition of the project

Created on the initiative of the European Metropolis of Lille, the Hauts de France Regional Chamber of Commerce and Industry and Entreprises et Cités, the Hello Lille Attractiveness Agency aims to **develop the regional, tourist and economic appeal of Lille Metropole through its Hello Lille brand.**

Its remit is to promote the region, increase tourist numbers, support bids for major events and attract new investment to the region.

On the economic front, the Invest team at the agency is tasked with **identifying, convincing and helping to set up all types of companies and investors who are** not yet present in the Lille European Metropolis and wish to develop their activities here. Over the past 40 years, we have helped more than 1,600 companies to set up in Lille.

Our services, which are free and confidential, cover the various stages in setting up a business: real estate, talent, employee mobility, networking, etc.

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### Project objective(s)

Work with a prospecting partner, who identifies companies with an investment project in the next 12 months.

The service provider's role is then to get in touch with the decision-makers, qualify the company's needs and determine with the prospect whether the European Metropolis of Lille could be a suitable location for the project identified. Once Hello Lille has validated the specifications issued by the company and ensured that the prospecting criteria have been met (business sector, number of jobs created, technical feasibility of setting up in the area), it then takes over to process the project.



**Priority sectors****INDUSTRY**

- Textiles
- Innovative materials
- Food industry
- Health
- Cultural and creative industries
- Mobility
- Eco-business

**BUSINESS SERVICES**

- Tertiary sector: financial organisations, consultancy, marketing/communication, business services
- Business Process Outsourcers
- Cybersecurity
- Digital service companies, AI, Robotics, IOT, Data

**RETAIL**

- E-commerce
- New Retail
- Tech and service providers

**The following activities are excluded from the scope of the mission:** chemicals, recycling, large-scale logistics, data centres, energy production and distribution, hotels, restaurants, retail outlets and tourism.

**Types of operation**

- Head offices
- Subsidiaries
- Production units, industrial relocation
- Shared service centres
- R&D centres

**Companies to target**

Companies based in the United Kingdom and in Canada

Companies with plans for growth in France within a maximum of 12 months

**Company size**

SME / ETI / Scale up: minimum 40 employees.

Start-ups are accepted but must not represent more than ¼ of the total number of projects detected over the 12 months.

**Contact**

Decision-makers. Ideally, HRD, Operations Director, Finance Director, Property Development Director...

**Types of projects**

Mature projects

Creation of a minimum of 5 jobs in N+1 and a minimum of 10 jobs in N+3

**Objective**

15 projects approved by Hello Lille

### **Organisation of meetings**

If videoconference is preferred: coordination according to availability of Hello Lille project manager

For physical appointments: Plan on 3 to 5 appointments per day, over 1 to 2 days.

### **Conditions**

Exclusivity on identified projects

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## **Completion times**

Deadline for receipt of bids (in French or English): Wednesday September 24. 2025

Contract start date: October 1. 2025 for a period of 12 months

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## **Tender evaluation criteria**

Price (50%); Proposed methodology (25%); Knowledge of the area (25%)

## **Contact**

**Hello Lille Attractiveness Agency**  
**87 Boulevard de la Liberté 59800**  
**LILLE**

Thomas HAYAM, Implementation  
Projects Manager  
s.dupont@hellolille.eu  
06 12 85 31 93