



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

contact@hellolille.eu
www.hellolille.eu

MULTI-SECTOR PROSPECTING IN GERMANY

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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 Germany

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.

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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.

In-person meetings may take place either at trade shows or as part of roadshows/company visits. Three business trips are planned during the contract period

Conditions

Exclusivity on identified projects

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Completion times

Deadline for receipt of bids (in French or English): Friday August 28. 2026

Contract start date: September 7. 2026 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

Othman SASSI, Implementation
Projects Manager
o.sassi@hellolille.eu
07 71 43 76 13