

# NEW CALEDONIA

# SECTORS OF THE FUTURE



GOVERNMENT OF  
**NEW  
CALEDONIA**



# R&D

World-renowned, effective R&D



**9 research organisations with international influence**, grouped together within the CRESICA – the CNRS (Centre National de la Recherche Scientifique), the BRGM (Bureau de Recherches Géologiques et Minières), the Institut Pasteur, the Ifremer (Institut Français de Recherche pour l'Exploitation de la Mer), the Institut de recherche pour le développement and the Institut Archéologique de la Nouvelle-Calédonie et du Pacifique...



**A wide range of scientific and technological heavy and semi-heavy equipment** Analytical and technological platforms, Calculation clusters, Oceanographic vessels, Laboratories...



**Several programs of international scientific co-operation** Programs with the European Union:

- BEST 2.0+ (LIFE)
- ENRTP (BirdLife Pacifique)
- PROTEGE
- Pacific Islands Universities Research Network.



**"Innovation Territory"** New Caledonia is recognized as an Innovation Territory and has received in this respect €14.7 M for the funding of 15 projects dedicated to the preservation and enhancement of biodiversity.



**Dedicated support for innovative companies** around the ADECAL New Caledonia Technopole and the innovative companies' incubator. The Technopole co-ordinates the creation of pilot projects and prototypes, the search for funding and an incubator.



**Microalgae Technology Centre (ADECAL)**

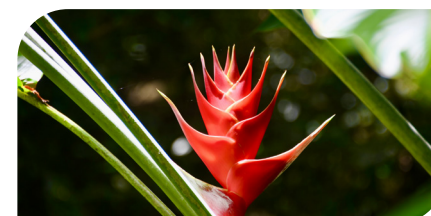
- an applied research laboratory for the isolation and characterisation of microalgae
- a pilot production laboratory in an outside tank

# ENHANCEMENT OF NATURAL RESOURCES

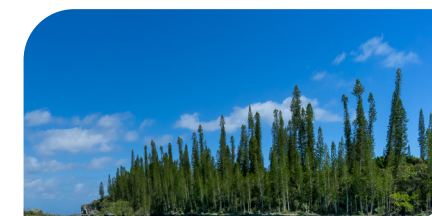
A natural capital that drives growth and innovation



New Caledonia has exceptional natural resources. 6 New Caledonian sites, covering an area of 15,700 km<sup>2</sup>, have been inscribed on UNESCO World Heritage List.



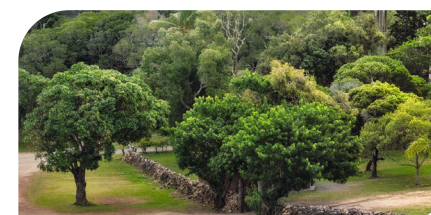
**A remarkable wealth of flora**  
3<sup>rd</sup> highest rate of endemism of terrestrial vegetation – 76%



**3,270 vascular plants inventoried**  
Medicinal plants  
Aromatic plants  
Dye plants  
Ornamental plants



**4<sup>th</sup> largest marine protected area (1.3 M km<sup>2</sup>)**  
World's most diverse concentration of reef structures with 146 types, home to over 20,000 marine species



**Dense forestry resources** with 2,200 ha of plantations and nurseries (New Caledonian pine, kauri, sandalwood, Caribbean pine...)



**Sustainable use of sandalwood**  
Integrated management of the sandalwood forest – manufacture of essential oils and incense

## INVESTMENT OPPORTUNITIES



- Medicinal and agri-food sectors – exploitation of molecules contained in algae, marine micro-organisms and plants
- Pharmacopoeia – essential oils (niaouli, neroli, gomenol, sandalwood, tamanu oil...)
- Phytoremediation & phytoextraction projects of metals from the soil
- Forestry – forestry companies, nurseries, sawmills, production of materials
- Horticultural sector – ornamental plants
- Production of natural dyes from dye plants

# OCEAN ECONOMY

## South Pacific Maritime Hub

- o Exclusive Economic Zone (EEZ): 1.39 million km<sup>2</sup>
- o Regional market: A population of 40 million (Australia, New Zealand and Pacific Small Island States)
- o 1,500 km from the coast of Australia and 1,700 km from the north of New Zealand

## Key Figures

### o Dense and strategic maritime traffic

Flow of goods: 5 million tonnes (ores, hydrocarbons, 1 million tonnes of containerized tradables)

The proximity to Australia and New Zealand places Nouméa on a large number of very active maritime lines

Direct links<sup>1</sup> to Europe (28 days), Australia and New Zealand

### o The autonomous port of Nouméa – a full and optimised service offering

- Productivity gains and reduced damage to goods by the dematerialization of port passage (Port Community System and Cargo Community System)
- A quality training program – École des Métiers de la Mer
- Business networks – the Maritime Cluster is at the heart of synergies and innovation
- Numbo Project – regional platform dedicated to naval maintenance (refit, dismantling, lifting etc)
- Innovative projects under the guidance of the Technopole and the startups – demonstrator dedicated to fish farming, instrumented buoys, artificial intelligence platform
- Draught at the quay: 11.50 m (12.50 m in 2022)
- Availability of land and distribution of water and electricity

<sup>1</sup>No transshipment

### Companies

Swire Shipping Agencies SAS (sea and coastal freight water transport)  
DL Scorpio (building of ships and floating structures)  
CMA-CGM: logistics, maritime transport



## A French territory at the crossroads of South-East Asia and the South Pacific



### INVESTMENT OPPORTUNITIES

- Regional transshipment platform
- Aquaculture (sea cucumbers, shrimps, etc.)
- Development of energy technologies related to the sea
- Seabed exploration campaigns in collaboration with research organizations (Ifremer)





# TOURISM

## Tourism in a few figures

Tourists from France, Australia, Japan, New Zealand, Vanuatu and Fiji

Average length of stay: 16.8 days

Average annual temperature: 25°C

Pleasure tourism (54.6% of visitors), followed by VFR tourism (21.6%) and business tourism (10.4%)

Revenue (2019): \$276.2 M



## Sports tourism

Over 500 km of marked trails

Multiple nautical bases that allow surfing, kitesurfing, bodyboarding, windsurfing, wakeboarding, skimboarding, sailing, sport fishing...

International sporting events – Windsurfing World Cup, marathon, triathlon...



## Ecological and scientific tourism

Exceptional biodiversity:

- The land reserves cover a protected area of 68,659 ha.
- The marine reserves represent 37,614 ha.

24,000 km² lagoon and coral reefs inscribed on UNESCO World Heritage List

Red earth deserts

A rich cultural offer – traditional knowledge and Melanesian culture, deep-sea canoeing (planned)



## Cruises

Two world leaders: Carnival and Royal Caribbean Celebrity

Project – increase the capacity of the cruise terminal in the port of Nouméa to accommodate ships over 350 m

## INVESTMENT OPPORTUNITIES

- Creation of ecolodges
- Development of sailing and luxury cruise tourism
- Loyalty Islands - development of the coastline (creation of infrastructures to welcome private boat owners) and provision of support services (accounting and financial management etc.)



The local authorities have genuine requirements with regard to the environment - support the development of sustainable and responsible tourism. The territory is looking for projects that are in line with this approach

# DIGITAL ECONOMY

## A technological leader in the South Pacific



## Infrastructures

10 Datacentres

Submarine optical cable linking Sydney to Nouméa securing international and domestic connections, and providing low latency

Project: 2<sup>nd</sup> submarine optical cable linking Fiji to guarantee availability at all times



## Skills

Strong digital skills – degree courses provided by the University of New Caledonia.

An efficient business community thanks to:

- The ADECAL Technopole
- Digital Cluster
- GIP Innovation: pooling of resources and optimization of processes for startups



## Performance

Optical fibre

3G cover over the whole of the territory

4G cover over 80% of the territory

New Caledonia, certified French Tech Territory



## Access to European funding

- COSME Programme (Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises)
- 6<sup>th</sup> and 7<sup>th</sup> PCRD (Framework Programme for Research and Technological Development)

## INVESTMENT OPPORTUNITIES

- IoT: development of autonomous vehicles to meet the needs of miners and metallurgical manufacturers
- Knowledge economy – development of mobile applications and platforms for learning French
- Regional market development – expanding the digital capacity of Small Island States (Fiji, Vanuatu, Papua New Guinea)





# RESPONSIBLE AGRICULTURE & AGRI-FOODSTUFFS



The quality of animal and plant genetics is guaranteed by strict biosecurity controls

New Caledonia is a territory free of many diseases and pests that affect animals and plants in other parts of the world.

## Responsible Agriculture & Agri-foodstuffs

A significant production potential for exclusive and high-end products

Usable agricultural area:  
185,000 ha (13% operated today)

Blue prawns (Obsiblu).  
Production: 2,000 tonnes per annum.

Beekeeping industry:

- Production: 162 tonnes per annum
- 700 hive owners  
1,200 apiaries  
12,000 colonies
- Mixed flower honey, forest honey, niaouli honey
- International recognition – Salon de l'Agriculture 2019 award

Vanilla:

- 300 producers
- An extraordinary vanillin content (2.2%-5%) much higher than in Madagascar or the Pacific Ocean (0.4%-1.5%)
- Award for frosted vanilla at the Salon de l'Agriculture



## INVESTMENT OPPORTUNITIES

- Development of the export potential of the Vanilla sector in response to the global production shortage
- Export of high-end products (blue prawn, tuna, fish) to Japan and American Samoa
- Agrotransformation



## Companies

Goodman Fielder (dry produce)  
Fresh Farm SARL (cultivation and packaging of fruits and vegetables)

# CIRCULAR ECONOMY



## Renewable Energies

### Photovoltaics

Very high sunshine –  
about 2,000 kWh/m<sup>2</sup>/year

TotalEnergies Project –  
Heliboulouparis 2 plant

- Largest solar power plant with storage in France
- Power: 16 MWc
- Covers the needs of over 21,000 New Caledonians
- Lithium-ion energy storage system (ESS) with a capacity of nearly 10 MW

### Wind

115 folding wind turbines capable of withstanding extreme conditions (hurricanes, cyclones)

10 wind farms across the archipelago

## Companies

TotalEnergies Pacifique  
Vergnet Pacific (renewable energy solutions)



## Waste management and recycling

101 companies in the waste management sector (2015)

Ecopole Project – activity zone dedicated to initiatives promoting the emergence of recycling solutions



## Companies

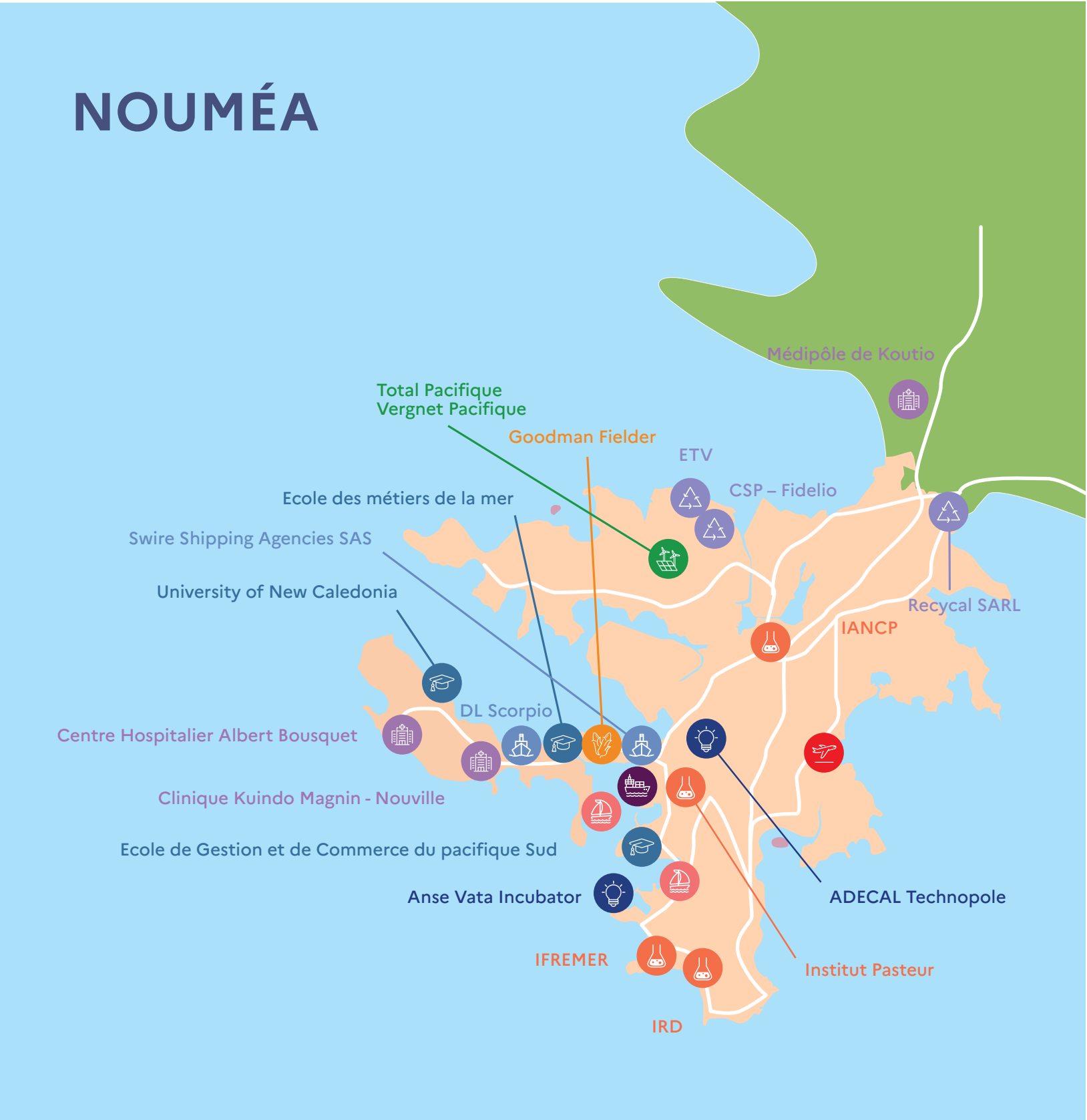
CSP – Fidelio (waste treatment, enhancement and management)  
ETV (waste treatment)  
Recycal SARL (metals and used batteries recycling)



## INVESTMENT OPPORTUNITIES

- Development of structures for waste storage, pre-treatment and treatment
- Development of management solutions for diffuse hazardous waste
- Biotechnology (production of clean energy from recyclable waste)

# ECONOMIC MAP OF NEW CALEDONIA



# CHOOSE NEW CALEDONIA

Government's willingness to welcome foreign investors: New Caledonia has experienced a period of significant growth over the past three decades, which has led, with the support of the French government, to the significant development of its health and education systems, as well as its facilities, particularly in the transport and telecommunications sectors.

Nevertheless, many challenges remain to be met in the coming years in order to improve the quality of life of its citizens, reduce the ecological footprint of its activities and boost its economy. This is why the New Caledonian government is in favour of welcoming foreign investors with projects that will enhance and diversify the local economy by creating activities that generate jobs and added value.



Government of New Caledonia  
8 route des Artifices  
BP M2 Nouméa CEDEX



**Choose New Caledonia!** is the single point of contact between investors and institutional entities in New Caledonia.

Choose New Caledonia ! is a unit created by the government of New Caledonia, with the following missions: provide fast, reliable and accurate information on the various public and private aid schemes currently enforced. Provide information on the networks of actors, regulations, tax advantages and the specificities of New Caledonia. Accompany investors throughout their projects by mobilizing our network of partners, to ensure that they are implemented. Encourage economic initiatives in New Caledonia. Promote New Caledonia's economic attractiveness.

[choosenuewcaledonia.nc](http://choosenuewcaledonia.nc)

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