

Choose NC interviews M. Luc Bataillé, Project Manager of the North Province

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__What are the growth sectors in the North Province that should be highlighted in the eyes of investors?

The North Province aims for development allowing the creation of wealth on its territory, while promoting the reduction of its dependence towards the outside world, particularly in the agricultural field, and allowing the emergence of new sources of growth, specifically through innovative activities.

This ambition is particularly aimed at the following sectors:

- Nickel, both with regard to the development of structuring projects, inside and outside the country, and any resulting activity.
- The exploitation and development of renewable natural resources such as biodiversity, in order to benefit from the use of the corresponding genetic resources to move towards green growth.
- The traditional sectors of agriculture, livestock, aquaculture, forestry, fishing and the processing activities that accompany them.
- The sectors of new energies, waste recovery, water management, with a view to sustainable development.
- Activities related to logistics, R&D, mobility, digital and the support services needed for the development of specific sectors.

__What actions are you implementing to make the North Province more attractive to investors?

The North Province leads a proactive action in terms of rebalancing and territorial attractiveness, which aims to find a sustainable balance between planning, development of the territory, preservation of the environment, improvement of the living conditions and lifestyle of the population and the strengthening of social cohesion. Customary lands have their place in this dynamic.

These actions relate to the realization and support of structuring investments, particularly in favor of the reception of companies and their subcontractors, the development of their activities, as well as the living standards of business leaders, employees and their families.

Aid reinforces the private initiative for economic diversification and the mixed economy accompanies its support, financing and development.

Funding supports research and higher education programs, including courses outside the territory, to promote the development of skills among the youth and transfer-innovation.

Provincial regulations reinforce the value given to natural capital, in addition to industrial, human and social capital.

__Can you give us examples of foreign companies established in the North Province?

Foreign companies have been operating in Province Nord for many years, particularly in the nickel sector, both for mining and metallurgy. These are mostly Australian, New Zealand, European and Asian. A joint venture has also been established between SEM Nord Avenir, the Australian company Far West Scallops Ltd and the 16 clans of Bélep concerning experimental scallop fishing.

__After a year 2021 affected by the Covid pandemic, what are your objectives for the year 2022 and 2023?

The pandemic has slowed the dynamics of development locally, as well as globally. However, it also highlighted the strong capacity for resilience of the private sector and adaptation of public authorities.

The North Province has maintained significant investment efforts in 2021. It intends to proactively pursue, in the years to come, its policy in favor of support for traditional activities and diversification.



__How do you work in partnership with Choose New Caledonia?

The North Province is a stakeholder in Choose NC! which is both a recent and ambitious initiative.

Sharing information, pooling resources and operations, networking, supporting the government unit in charge of this dynamic, are all useful and enriching working methods.



__What is your final message for potential investors interested in New Caledonia and the North Province?

The North Province welcomes with interest investors wishing to engage in a partnership approach with the existing economic fabric and the communities in place, in order to bring their business expertise, capital, a technological breakthrough, an opening to new markets.



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