



FINANCIAL GRANTS AND AIDS IN NORMANDY.

AD Normandie has the delegation for attributing certain regional grants and aids. A highly competent team of business developers assists companies to apply for these grants and aids at each stage of the company life cycle.



Grant for companies to define their development strategy with the help of external experts or consultants. The intervention rate is set at a maximum of 50% of the eligible expenses (before tax). The maximum permissible amount is 1,000€ per consulting day, within a limit of € 15,000 per aid. It can not exceed 25 000€ per beneficiary company over a period of 3 years.



Designed to support innovation projects of local companies resulting in job creation or significant improvement of competitiveness of industry sectors. It may take the form of a repayable advance or grant. European Community legislation caps intervention rates, whatever the nature of the intervention, with the following rates:

	Size of the company		
	Very Small	Medium	Large
Fundamental research	100%	100%	100%
Applied industrial research	70%	60%	50%
Experimental development	45%	35%	25%
Feasibility study	70%	60%	50%

Eligible expenditures:

- Personnel costs: R & D engineers, technicians and other support staff if they are employed for the project
- Amortization of instruments and equipment used over the life of the project and not already financed by other public funds
- The costs of contract research, knowledge and patents purchased or licensed from outside sources as well as the costs of consulting services (general strategy, marketing / sales,



management / organization, internationalization intellectual property, technology (modeling, feasibility ...) and equivalent services used exclusively for the project.

- Consumables directly supported by the project.



To promote and support investment in tangible and intangible assets of the Norman companies for creation, development, diversification and the resumption of business. The treasury component aims to meet the working capital needs of companies.

Eligible expenditures:

- 1) For creation and development of operations (**excluding tourism projects**) of at least **€ 150,000** over **three years**:-
 - Tangible investments of the company **excluding land and real estate**
 - Intangible investments (in particular software) when they supplement, on a secondary basis, the material investment
- 2) For service companies (tertiary) or in the implementation phase in Normandy: salary costs of new jobs created [permanent full or part time work (50%) contracts], over a period of two years for a minimum of 5 new jobs created.
- 3) For companies facing temporary cash flow problems (temporary slowdown in activity, etc.) or a business development project (excluding debt restructuring operations): financing of working capital requirement to supplement banking intervention and / or contributions in equity or quasi-equity.
- 4) For creation or development operations in the tourism sector of **at least 300 K € over three years**: feasibility study costs, real estate construction and finishing works, interior and exterior (subject to eligible expenditure).

The intervention rate used to calculate the amount of the aid will be flexible depending on the structuring impact of the project for the territory and **up to a maximum of 25% of eligible expenditure**, in compliance with the current Regulations and aid schemes, particularly with regard to the size of the enterprise (VSE, SME, ETI, Group) and its location (Special economic zones (AFR) area or not).

This intervention rate may reach 35% to support the creation at least 30 net new half time jobs with permanent contracts or the increase in the number of permanent employees by at least 50%.

In addition, depending on the interest of the project and its level of risk, part of the aid, limited to a maximum of 10% of the amount of the aid, **may be paid in the form of a grant**.



The purpose of this scheme is to promote and support the tangible and intangible investment programs of the Norman companies involved in the control of environmental impacts, energy efficiency and in particular the ecodesign approaches.

The allocation of the aid is conditioned by the realization of a diagnosis of the environmental externalities of the envisaged investment whose conclusions must be validated by a monthly committee comprising the ADEME, the Regional Council and AD Normandie.

The aid takes the form of a **zero-interest unsecured loan**. The intervention rate used to calculate the amount of the aid will be – between 35% and 50% depending on the nature of the project. The minimum eligible base is 50 000 € (before tax).

In addition, depending on the strategic nature of the operation and the environmental gains related to the project, **a bonus of 0 to 10% may be paid in the form of a subsidy** calculated on the basis of the eligible expenditure base selected and capped at 100 000 €.



This regional aid offers a response adapted to the strategy of VSEs, SMEs and Midcaps in conquering new international markets. It aims to encourage and facilitate international business initiatives and support their long-term strategy.

This grant is dedicated solely to the internationalization of the company. Eligible expenses include

- Preparation of the project upstream (studies, consulting, regulation, product adaptation ...),
- International travel (maximum 2 people) and participation in fairs (accommodation, plane tickets at eco rates, registration fees, stands, ...), including collective international missions
- International marketing and communication costs adapted to the targeted countries (tools, web, translation, ...)
- Reinforcement of internal competences (recruitment of collaborators for international markets, CDI or CDD minimum duration of 6 months).

Grant capped at **75 000€ over two consecutive years** with a maximum intervention rate of **50%**



To encourage foreign companies to set up their businesses in Normandy, by supporting job creation and tangible and intangible investment programs over a three-year program.

For creation and development operations of at least €150,000 over three years:

- Tangible investments of the company excluding land and real estate;
- Intangible investments (in particular software) when its supplement, on a secondary basis, the material investment.

Job creation:

- The salary costs of new jobs on permanent contracts (at least part-time job) over a period of two years for a minimum of 5 new jobs created.



The purpose of this scheme is to finance, in partnership with the local authority (and the Departments authorities where applicable), property and land investment programs by Normandy-based companies.

For property and land transactions of at least €600,000 before taxes over three years:

- Land
- Buildings

