

6 FEBRUARY 2020

**Bpifrance joins LACROIX Group's Symbiose project.**

**The SPI fund, administered by Bpifrance, and LACROIX Group are jointly investing 25 million euros in the establishment of a 4.0 industrial joint venture**

LACROIX Group, an international technological device maker which designs and produces high-added value electronics systems for industry, via its subsidiary LACROIX Electronics, and the Sociétés de Projets Industriels (SPI) fund, administered by Bpifrance and financed by the Future Investments Programme (PIA) and the European Investment Bank, are jointly investing in the establishment of LACROIX Electronics BEAUPREAU, an industrial joint venture. This new entity, benefiting from an entirely 4.0 production site constructed in Beaupréau-en-Mauges (Maine-et-Loire), will allow the Group to increase its competitiveness in its traditional electronics systems markets, and to develop its presence in new growth markets, particularly in industrial IoT and large automated production runs.



Banque  
européenne  
d'investissement

La banque de l'UE

**Saint-Herblain (Loire-Atlantique), 6 February 2020** – With the establishment of this joint-venture company, LACROIX Group (through its subsidiary LACROIX Electronics), and Bpifrance (through the SPI fund), intend to accelerate the future-industry transition of the current LACROIX Electronics industrial site. The new site, built in Beaupréau-en-Mauges, close to the current factory, will enable LACROIX Group to rise to the challenges of the electronics sector, thanks to availability of all the technological building bricks inherent to industry 4.0, involvement of the entire value chain (clients, suppliers, partners and employees) and extensive renewal of the production processes.

LACROIX Group, engaged in an ambitious process of conversion of its production model, will thus be able to meet the requirements of promising new markets in an industry undergoing transformation, such as mobility and industrial IoT, while preserving employee expertise. The new site will cover 16,000m<sup>2</sup> and have six production lines, including one exclusively dedicated to large automated production runs. The digitised, connected, automated and environmentally friendly factory will be fully operational by the end of 2021.

This project copper-fastens LACROIX Group's presence in France and in Pays de la Loire in particular, and affirms the industrial ambition already shown by the Group at Saint-Pierre-Montlimart, the first French electronics site to obtain "Future industry showcase" certification.

*"I am extremely pleased and grateful for Bpifrance's support, through the SPI fund, for our 4.0 electronics factory project. We have conceived this project as the standard-bearer of industrial renewal in the French electronics assembly sector. With this entirely digitised factory, integrating the most advanced technological standards, we are equipping ourselves with a powerful industrial tool, capable of meeting the challenges of an electronics market*

*which is complex, competitive, international, and rapidly changing. I want to thank the teams at Bpifrance, with whom far-reaching collaboration and cooperation has been achieved. Much more than a simple funding operation, this is a real industrial partnership which has been created between our two organisations,” explains Vincent Bedouin, CEO of LACROIX Group.*

**Eric Lecomte, Senior Investment Director at Bpifrance**, adds, “We are very happy to support the deployment of a 4.0 production site in Maine-et-Loire, with LACROIX Group. This investment will make it possible to meet the strong growth in activity, and to maintain our skills and know-how in complex electronic equipment with a strong technological component. It is only by transforming our industries towards this model that we can make them more competitive and allow them to regain their central place in our economy.”

#### Press contacts:

##### LACROIX Group

Construction press:

**Laure de Salins**

Mob: +33 6 50 54 17 15

l.desalins@giotto-cr.com

Financial press:

**Jennifer Jullia**

Tel.: +33 1 56 88 11 19

jullia@actifin.fr

##### Bpifrance

**Nathalie Police**

Tel.: +33 1 41 79 95 26

nathalie.police@bpifrance.fr

**Sarah Madani**

Tel.: +33 1 42 47 96 89

sarah.madani@bpifrance.fr

##### General Investment

**Office (SGPI)**

**Lucas Tourny**

Tel.: +33 6 30 84 32 73

lucas.tourny@pm.gouv.fr

##### EIB

**Cyrille Lachèvre,**

Tel.: +352 4379 73984

c.lachevre@ext.eib.org

#### ABOUT LACROIX Group

LACROIX Group is an international technological equipment manufacturer, aiming to serve a connected and responsible world with its technical and industrial excellence.

As a listed family-run mid-cap, LACROIX Group combines the essential agility required to innovate in an ever-changing technological sector with the industrial capacity to produce robust, secure equipment and the long-term vision to invest and build for the future. LACROIX Group provides safe, connected equipment for the management of intelligent road infrastructure (traffic signs, traffic management, street lighting, V2X) and for the management of water and energy facilities.

LACROIX Group also designs and produces electronics equipment for its clients, particularly in the automotive, home-automation, aeronautical, industrial and healthcare fields, through its LACROIX Electronics activity.

Drawing on its extensive experience and expertise, the Group works with its clients and partners to create bridges to tomorrow's world. We help them to build the industry of the future and to make the most of the opportunities for innovation that are all around us, supplying them with the equipment for a smarter world.

More information: [www.lacroix-group.com](http://www.lacroix-group.com) – follow us on LinkedIn @Lacroix group

---

#### About Bpifrance and the Sociétés de Projets Industriels (SPI) fund

Bpifrance funds businesses – at every stage of their development – in the form of credit, guarantees and equity. Bpifrance supports them in their innovation projects and international outreach. Bpifrance also insures their export activities through a wide range of products. Advice, courses, networking and acceleration programmes designed for start-ups, SMEs and mid-caps are also offered to entrepreneurs. Thanks to Bpifrance and its 48 regional branches, entrepreneurs can benefit from a single, local and effective contact to help them meet the many challenges they face.

The SPI fund, administered by Bpifrance on behalf of the state within the framework of the Future Investments Programme, is intended to enable industrial projects most likely to create business and jobs in industrial sectors to find support for their development. It intervenes as a prudent investor in the equity of companies pursuing industrial projects chosen in line with their growth potential, current industry positioning, and their contribution to environmental and energy transition. It therefore constitutes one of the key financial levers of New French Industry.

More information: [www.bpifrance.fr](http://www.bpifrance.fr) – Follow us on Twitter: @Bpifrance - @BpifrancePresse

---

**About the Future Investment Programme (PIA)**

Endowed with 57 billion euros, the Future Investments Programme (PIA), overseen by the General Investment Office (SGPI), was set up by the state to fund innovative and promising regional investments, enabling France to increase its growth and employment potential. Since the PIA was launched, the state has used it to co-fund 6000 future-focussed projects. Part of this Future Investments Programme, endowed with 10 billion euros, falls within the 57-billion-euro Major Investment Plan (GPI) newly committed by the government in 2017 and running through the administration's five-year term, in order to support structural reforms and meet four major challenges for France: carbon neutrality, access to employment, competitiveness through innovation, and the digital state. More information on the SGPI website– Follow us on Twitter: @SGPI\_avenir

---

**About the EIB:**

The European Investment Bank (EIB), whose shareholders are the member states of the European Union, is the EU's long-term funding institution. The EIB provides long-term funding intended to support high-quality investments, thereby contributing to the achievement of the EU's key objectives.

Press contact: [www.eib.org](http://www.eib.org)