

invest
Martinique

INVEST IN A DYNAMIC MARTINIQUE!

Alexandre VENTADOUR

**Territorial Councillor – Territorial Collectivity of
Martinique**

Chairman of the ADNUT Commission
*(Attractiveness, Economic Development, Digital and
Tourism)*

Chairman of the TEEPMC Commission
*(Ecological and Energy Transition, Pollution and Climate
Change)*

President of Martinique Développement



CHOOSE MARTINIQUE!

A geostrategic gateway for Europe at the heart of the Caribbean



Strategic French Territory in the Caribbean

- **French Overseas Territorial Authority (CTOM), EU Outermost Region**
- **Area:** 1,128 km²
- **Population:** ~350,000 (2023)
- **Capital:** Fort-de-France | 34 municipalities
- **Tropical climate:** Year-round temperatures: 25–30°C
- **Languages:** French (official), Creole (regional)
- **High-quality education** system and healthcare infrastructure

Biodiversité
unique



Martinique Réserve
mondiale de Biosphère
depuis 2021

CHOOSE MARTINIQUE!

A geostrategic gateway for Europe at the heart of the Caribbean

Infrastructure and Connectivity

- **Aimé Césaire International Airport:** 1.8M passengers/year
Direct connections to Europe, the Americas, and the Caribbean
- **Number of cruise passengers welcomed:** 451,000 for the 2024–2025 season
- **Fort-de-France Port:** ISO 9001 certified, handles 98% of freight
- **Popular cruise destination**
- **Road network** with urban highways and dedicated bus lanes (TCSP)
- **Ferry services** connect coastal towns and nearby islands
- **Advanced digital infrastructure** | French Tech-labeled

Biodiversity
unique
ecosystem

Aéroport International Aimé Césaire



Le Grand Port Maritime de Fort-de-France



CHOOSE MARTINIQUE!

A geostrategic gateway for Europe at the heart of the Caribbean

Economic and Investment Highlights

- **GDP:** €9.1 billion | GDP per capita: €25,604
- **Dominant sectors:** Services (80%), Tourism, Agro-industry
- **Strategic access** to Caribbean and American markets
- **Attractive tax regime:** 30% income tax reduction, reduced VAT
- **Skilled, multilingual workforce :** Literacy rate: 98%
- **Growth sectors:** Silver Economy, Creative & Digital Industries, Renewable Energy

MARTINIQUE'S ECONOMY



invest
Martinique

Investment opportunities!!!

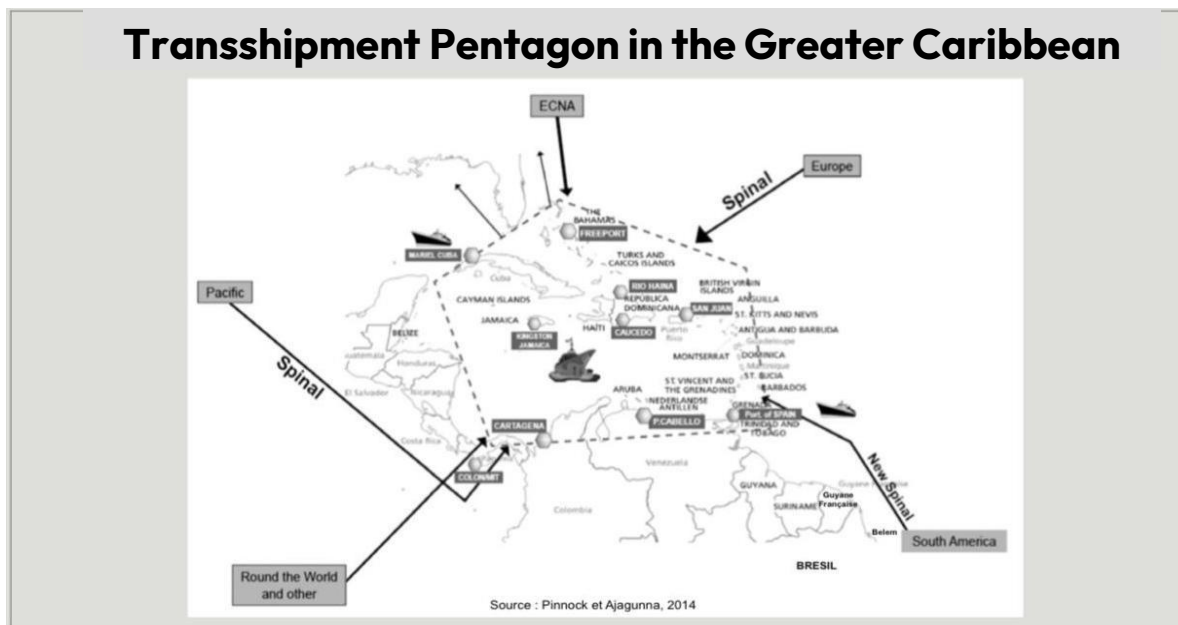
Martinique Free Customs Trade Zone Opportunities

- A European Gateway to the Greater Caribbean Economy

Vision of the integrated martinican Logistics

To position Martinique as a strategic logistics and transformation hub between Europe, Latin America, and the Caribbean. Based on a multi-site international free zone, focused on value-added production, green logistics, and regional trade.

In this respect, it benefits from a geostrategic position that enables it to serve as a gateway between the Greater Caribbean and the European Union, provided it offers logistical solutions (regulatory, technical, technological, fiscal, and customs-related...) that facilitate trade and integration into global supply chains.



Why considering Martinique into the Caribbean Transshipment Network ?

A Bridge Between Continents

Martinique's geographic location places it at the **intersection of North-South and East-West trade routes**, offering a natural link between **Europe, West Africa, the Guianas, and the Americas**.

EU Territory with Caribbean Access

As an **ultraperipheral region of the European Union**, Martinique offers a unique regulatory and customs framework for operators looking to:

- Access EU markets from the Caribbean,
- Re-export under favorable trade agreements,
- Benefit from **EU standards and legal predictability**.

Underutilized Deep-Sea Potential:

Port de Fort-de-France has the capacity to accommodate Post-Panamax vessels and offers available space for expansion, container storage, and intermodal logistics development.

Gateway to Francophone and Lesser Antilles Markets:

- Martinique can act as a feeder and redistribution hub for:
 - > Guadeloupe, Saint Lucia, Dominica, and the French Guiana corridor,
 - > Niche markets with stable demand and high-value goods.

Stable Political and Legal Environment

As part of France and the EU, Martinique ensures **currency stability (Euro)**, a **robust legal framework**, and access to **public co-financing and infrastructure investment support**.

Development Opportunities

Creation of **special economic zones**, bonded warehouses, or **green freeports** adapted to European and Caribbean standards. Synergies with air cargo from **Aimé Césaire International Airport**, located minutes from the port.

Investment Opportunity: Free Customs Zones « Pays Noyé » : Project 1



Creation of a Logistics Hotel in a Customs Free Zone – Project 1



Project Overview

Objective: Develop and operate a **multi-tenant logistics hotel** within a **customs free zone** in Martinique to serve as a regional hub for import/export, transformation, and re-exportation.

Concept:

A **modular logistics platform** offering warehousing, cold storage, processing spaces, and administrative offices to companies in transit, e-commerce, agro-industry, and manufacturing. Tenants benefit from the fiscal and regulatory advantages of the free customs zones.

Strategic Advantages

Location

At the crossroads of the **Greater Caribbean, South America,** and **European Union**

Direct maritime connections to Europe and the Americas

Close proximity to key raw material and consumer markets

Customs Free Zone Status

Exemption from import duties and VAT on goods entering the zone

Simplified **customs and administrative procedures**

Ideal for **storage, transformation, and re-export** activities

Logistics Demand

Rising demand for **regional warehousing and consolidation hubs**

Need for **last-mile delivery infrastructure** for growing e-commerce and inter-island trade

Lack of flexible logistics infrastructure in the Eastern Caribbean

Creation of a Logistics Hotel in a Customs Free Zone – Project 1



Component

Storage Modules

Transformation Units

Office Spaces

Shared Facilities

Digital Platform

Description

Dry, cold, and secure storage units (multi-size)

Food and light industrial processing areas

Administrative and customs support offices

Loading docks, meeting rooms, fiber-optic internet

Online inventory tracking and customs pre-clearance

Investment Proposal

Element	Details	Business Model
Total CAPEX	€8–12 million (phased over 3–5 years)	Rental income from storage and transformation units
Funding Structure	Private equity + development grants + loans	Service fees for logistics, customs, and IT solutions
Expected ROI	10–14% IRR over 10 years	Optional equity participation in tenant ventures or joint ventures
Investment Horizon	7–12 years	
Exit Strategy	REIT conversion, asset sale, or investor buyout	

Investment Incentives in Martinique



Tax Incentives

- => Corporate income tax exemptions or reductions in priority zones
- => VAT and customs duty exemptions in free zones
- => Property and local tax relief (CFE, CVAE)².
- => Financial Support
- => Access to EU funds (FEDER, FEADER, FSE+)
- => National funding programs (France 2030, Bpifrance)
- => Territorial co-investment from CTM and public agencies

Key Institutional Partners

- CTM (Territorial Collectivity of Martinique)
- Martinique Développement (Martinique Economic Development Agency)
- Bpifrance, Business France, French Tech Outre-mer
- European Union (Operational Programs)

Operational Advantages

- Stable French and EU legal framework
 - Use of the euro € (no currency risk)
 - Access to both EU and Caribbean markets
 - Skilled multilingual workforce
 - Modern infrastructure (airport, port, free zones)⁴.
-
- ➔ Sector-Specific Incentives
 - ➔ Sector Incentives Tourism
 - ➔ Tax credits, public-private partnerships, Industry, Investment subsidies, customs facilitation, Agri-food
 - ➔ FEADER grants, land access, R&D support
 - ➔ Renewable Energies Green subsidies, feed-in tariffs,
 - ➔ EU co-funding Digital & Tech Startup grants, incubators, digital transformation support

invest
Martinique

Investment opportunities!!!

**Hospitality Infrastructure Investment
Opportunities**

Ex-Marouba Hotel, Le Carbet

Prime Location

- Located in Le Carbet, Caribbean coast of Martinique
- 40 km from Aimé Césaire International Airport
- Exceptional surroundings: beaches, tropical forest, cultural sites

Hotel Infrastructure

- Land area: 3 hectares (2 plots)
- Hotel capacity: 134 rooms across 14 buildings
- Facilities: 1,448 m² restaurant, 678 m² bar, swimming pool, diving center

Investment Conditions

- Acquisition starting at €3.69 million (excl. taxes)
- Alternative: long-term emphyteutic lease (up to 40 years)
- Structured transfer from EPFL Martinique with CTM support

Estimated Total Investment

- €12M – €18M, including acquisition, renovation works, and launch costs

Market Momentum

- 600,000+ stay-over tourists annually
- Demand driven by leisure (85%), nature, and cultural tourism
- Underserved mid-to-upper hotel segment (3–4 stars)

Tourism Attractiveness

- Ideal for beach, eco, and heritage tourism
- High-potential target segments: U.S., Europe, Caribbean
- Synergies with diving centers, hiking trails, and cultural landmarks

High Redevelopment Potential

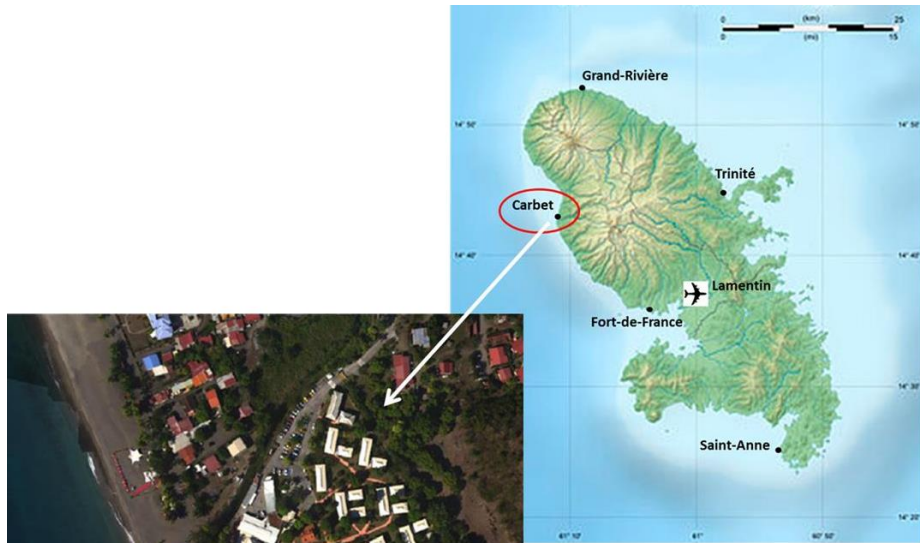
- Full-scale repositioning as 3 or 4-star destination resort
- Potential add-ons: wellness spa, MICE facilities, themed dining, excursions
- Mixed financing models possible (equity, debt, public support)

Performance Benchmarks

- Avg. hotel occupancy in Martinique: 62.5%
- Average Room Rate: €116–€157
- RevPAR and F&B margins aligned with Caribbean benchmarks

Sustainability Focus

- Inside a protected Natural Park



Martinique



Ensemble hôtelier (Commune du Carbet)



Photos non contractuelles

Ex-Hotel CLub, Les Trois Îlets



Prime Location

- Located in Trois-Îlets, top tourist commune in Martinique
- 20 km from Aimé Césaire International Airport, direct ferry to capital
- Surroundings: beaches, marina, golf, casino, cultural heritage

Hotel Infrastructure

- 1 hectare site, 77 rooms across 5 buildings
- Administrative + dining building (653 m²), total hotel surface: 2,734 m²

Investment Conditions

- Starting price: €3.8 million (excl. taxes)
- Option: long-term emphyteutic lease (max. 40 years)
- Structured with EPFL Martinique + CTM support

Estimated Total Investment

- €10M–€15M including acquisition, renovations, and relaunch

Market Momentum

- 600,000+ annual stay-over tourists
- 85% of visitors: leisure, nature, and cultural focus
- Demand underserved in 3–4 star hotel segment

Tourism Attractiveness

- Ideal for beach, eco, and heritage tourism
- Key markets: U.S., Europe, Caribbean
- Strong synergies with diving, hiking, and cultural landmarks

High Redevelopment Potential

- Repositioning as boutique resort (3 or 4 stars)
- Add-ons: spa, MICE, themed dining, excursions
- Flexible financing: equity, debt, public support

Performance Benchmarks

- Avg. occupancy: 62.5%
- ADR: €116–€157
- RevPAR aligned with Caribbean standards

Sustainability Focus

- Located in a protected Natural Park



Ensemble hôtelier (Commune des Trois-Ilets)



Photos non contractuelles

invest
Martinique

Investment opportunities!!!

Case Study opportunity

Importation of Caribbean Cocoa Beans for Processing and Re-export from Martinique's Customs Free Zone

1. Raw Material Source

Cocoa beans sourced from countries in the Greater Caribbean such as the Dominican Republic, Saint Lucia, or Grenada, known for high-quality cocoa production.

2. Import into Martinique's Customs Free Zone

Cocoa beans are imported duty-free into Martinique's free customs zone. This allows storage and processing without immediate customs duties or VAT.

3. Transformation Activities

Processing raw cocoa beans into cocoa liquor, cocoa butter, and cocoa powder in specialized facilities located within the customs free zone.

Use of modern equipment to add value through refining, blending, and packaging.

Potential for producing premium chocolate products or cocoa derivatives for the European and international markets.

4. Advantages for Re-export

Finished or semi-finished cocoa products can be re-exported to the European Union and other international markets without additional customs duties.

Martinique's preferential trade agreements and logistical connectivity facilitate access to key markets.

Value addition in Martinique increases the competitiveness and profitability of the cocoa supply chain.

5. Economic and Strategic Benefits

Creation of local jobs in processing and logistics sectors.

Development of the agro-industrial sector aligned with regional resources.

Strengthening Martinique's position as a strategic processing hub in the Caribbean.

Potential Case Study



Advantages for Investors in the Customs Free Zone

1. Fiscal and Customs Incentives

Exemption from import duties and VAT on goods brought into the zone, reducing upfront costs.

Reduced corporate taxes and social contributions in many cases, improving profitability.

Simplified customs procedures accelerate business operations and reduce delays.

2. Operational Flexibility

Ability to **store, process, and re-export goods** without paying customs duties unless products enter the local market.

Supports value-added manufacturing and assembly activities tailored to international demand.

Flexibility to adapt quickly to changing market needs and supply chains.

3. Strategic Geographic Location

Gateway between the Caribbean, Americas, and the European Union.

Access to established maritime and air freight networks, enabling efficient global distribution.

Ideal hub for businesses targeting transatlantic and regional markets.

4. Infrastructure and Logistics Support

Access to modern industrial parks and facilities equipped for manufacturing, processing, and warehousing.

Advanced logistics services including cold storage, packaging, and distribution centers.

Availability of skilled labor and technical expertise.

5. Market Access and Trade Benefits

Preferential trade agreements between Martinique (as part of the EU overseas territories) and various countries, facilitating duty-free access to large markets.

Opportunities to integrate into global supply chains with reduced barriers.

6. Business Support and Stability

Strong legal framework ensuring investor protection.

Support from regional economic development agencies providing assistance and incentives.

Political and economic stability as part of the French Republic and EU jurisdiction.

Invest In Martinique
contact@martiniquedev.fr

invest
Martinique

INVEST IN A DYNAMIC MARTINIQUE!

Thanks for your attention