

# INVEST IN MARTINIQUE

2025

---





## Entrepreneurs, Choose Martinique!

This guide presents the many advantages Martinique offers for launching a business, finding partners, and turning your projects into success stories in a region firmly focused on the future.

Inside, you will find useful information on key growth sectors, employee recruitment, and the formalities for registering your business.

Martinique offers an ideal environment to test, launch, and scale your innovative ideas. It also serves as a strategic gateway to international markets.

Martinique Développement is the organization that can support and guide you through every stage of your project.

# Summary

## 01 Martinique

- 6 Good Reasons to Invest in Martinique
- General Overview of Martinique
- Services Offered by Martinique Développement

## 02 Key Growth Sectors

- Industry
- Services
- Tourism
- Agriculture and Fishing
- Blue Economy
- Health & Biotech

## 03 Set Up in Martinique

- Setting Up a Business in Martinique
- Funding and Support Programs
- Recruiting Talent
- Commercial Real Estate and Incubation Facilities

## 04 Accessing the Market

- Partners and Distribution Channels
- Import and Export of Goods
- Intellectual Property

# 6 GOOD REASONS TO INVEST IN MARTINIQUE



## A HUB FOR REGIONAL INFLUENCE AT THE HEART OF THE CARIBBEAN

Seamless access to EU, Caribbean, and American markets.



## A STRONG COMMITMENT TO GREEN AND DIGITAL TRANSFORMATION

Promoting biodiversity conservation, healthy and sustainable nutrition, and energy transition



## SKILLED TALENT TO DRIVE YOUR PROJECTS TO SUCCESS

Lorem



## A THRIVING SERVICES AND INDUSTRIAL ECOSYSTEM

Lorem



## HIGH-QUALITY INFRASTRUCTURE

International Airport, Major Seaport  
Electric Infrastructure



## ATTRACTIVE INVESTMENT CONDITIONS

Banking network, support for productive investment, R&D and innovation grants, tax exemptions

## KEY FIGURES

10,6

€ BILLION  
GDP 2023

161 272

WORKING  
POPULATION  
2022, Insee

38 969

ENTREPRISES

1st

Human Development  
Index of the Antilles  
(0.850)

28 600 €

GDP PER CAPITA

5 946

STUDENTS

8 956

Business Creations  
2023, Insee

351 700

POPULATION

99 %

Literacy Rate

+ de 20

BUSINESS CENTERS

# GENERAL OVERVIEW

## STATUS OF MARTINIQUE

Martinique is a French Overseas Territorial Collectivity (C.T.O.M.) and an Outermost Region (OR) of the European Union.

As such, ...

It is an associate member of CARICOM (Caribbean Community), the Organisation of Eastern Caribbean States (OECS), the Association of Caribbean States (ACS), and the Economic Commission for Latin America and the Caribbean (ECLAC).

## LOCAL GOVERNANCE

Martinique's governance is based on a specific model that combines the roles of local government and the Prefect, the representative of the French State.

The main local authority is the Territorial Collectivity of Martinique (CTM), which is responsible for economic development, vocational training, social and cultural policies.

The CTM is composed of two bodies:

- The Executive Council, chaired by the President of the Executive Council, elected for a six-year term. This council is in charge of managing local responsibilities such as finance, economic development, training, spatial planning, culture, and more.
- The Assembly of Martinique, composed of 51 members, also elected for a six-year term. The Assembly votes on budgets, adopts local laws (known as "deliberations"), and oversees the actions of the Executive Council.

The Prefect is the representative of the French State in Martinique. He is responsible for implementing national policies and ensuring compliance with republican laws. He also coordinates the decentralized State services (such as the police, national education, and social services) and oversees civil security.



## MARTINICAN CULTURE

Martinican culture is the result of a blend of diverse cultural influences: African, Indian, South American, Syro-Lebanese, and Caribbean (including Haiti, Saint Lucia, Dominica, the Dominican Republic, etc.).

These influences have merged with European culture over time.

Ethnic Composition (INSEE):

- Afro-descendants: 90%
- Europeans: 5%
- Indians, Syro-Lebanese, and Chinese: 5%

Religion (INSEE):

- Christianity: 95%
- Hinduism, Islam, and Judaism are also present.

Official language: French

Regional language: Creole









## OUR SERVICES

01

### Informing and guiding you to ensure the success of your project

Martinique Développement is **the regional economic development agency of Martinique.**

Its mission is to support businesses by providing guidance on the local economic ecosystem and facilitating connections with the right partners — including companies (suppliers, distributors, etc.), professionals, and public institutions.

02

### Finding suitable setup solutions

**Business Real Estate** :Offices, land, business parks, technology hubs, and workshops.

Expanding your activities if you are already established in Martinique

Business acquisition opportunities

Seeking partnerships with local companies

**Looking for grants or financing solutions**

03

### Promoting the entrepreneurial mindset

**Inform project leaders and business owners** about available programs, enhance entrepreneurial skills, and design a tailored pathway to meet their needs (training, advisory services, development).

04

### Accounting and management support

Support businesses with their **administrative and accounting procedures**, assist in business management, and organize educational workshops.

#### CONTACT MARTINIQUE DEVELOPPEMENT

Email: [contact@martiniquedev.fr](mailto:contact@martiniquedev.fr)

Phone: +596 (0)596 73 45 81

Montegrald Office

1 Avenue Louis Domergue, 97200 Fort-de-France

Downtown Office

Foyal 2000 Building / Place Lafcadio Hearn

Rue du Gouverneur Ponton, 97200 Fort-de-France





# **Key Growth Sectors Martinique's 2030 Roadmap**



# KEY GROWTH SECTORS

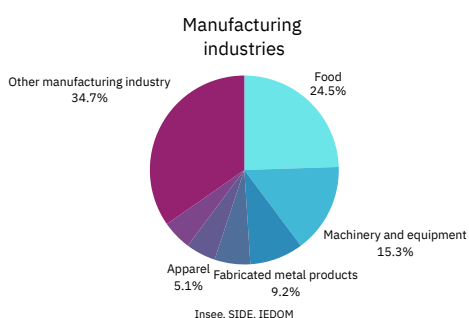
## INDUSTRY

### THE CHALLENGE OF RESOURCE VALORIZATION

There are **5,248 companies** in the industrial sector in Martinique (including manufacturing, extractive industries, energy production/distribution, and construction), of which 1,817 are manufacturing industries (24% in the food sector).

The challenges related to economic **diversification, reducing imports, and sovereignty** (notably in food) lead to seeking industrial projects focused on the processing and valorization of resources (agri-food, cosmetics, green chemistry, sustainable construction, etc.) that meet the needs of the Martinican population.

Projects related to **industry decarbonization, energy transition,** or the initial industrialization of an innovative product receive particular attention.



Two Martinican territories have been labeled under the national program Territoires d'industrie, which aims to strengthen the industrial fabric in France: Nord Industries Martinique and Martinique Centre.

This recognition of Martinique's industrial know-how allows companies to benefit from enhanced territorial public policies in the sector (industrial land, raising public awareness about the attractiveness of industrial jobs, training, housing, transportation, etc.).



## AGRI-FOOD INDUSTRY

### PROCESSING UNITS AND AGTECH

#### Achieving Food Autonomy

The Territorial Collectivity of Martinique has launched an ambitious strategy to achieve food autonomy by reducing dependence on imports, which currently cover 80% of the island's food needs.

**Strengthening local production,** diversifying crops, and promoting short supply chains are therefore strategic priorities for Martinique's economic development.

#### Agtech: Welcome to Start-ups!

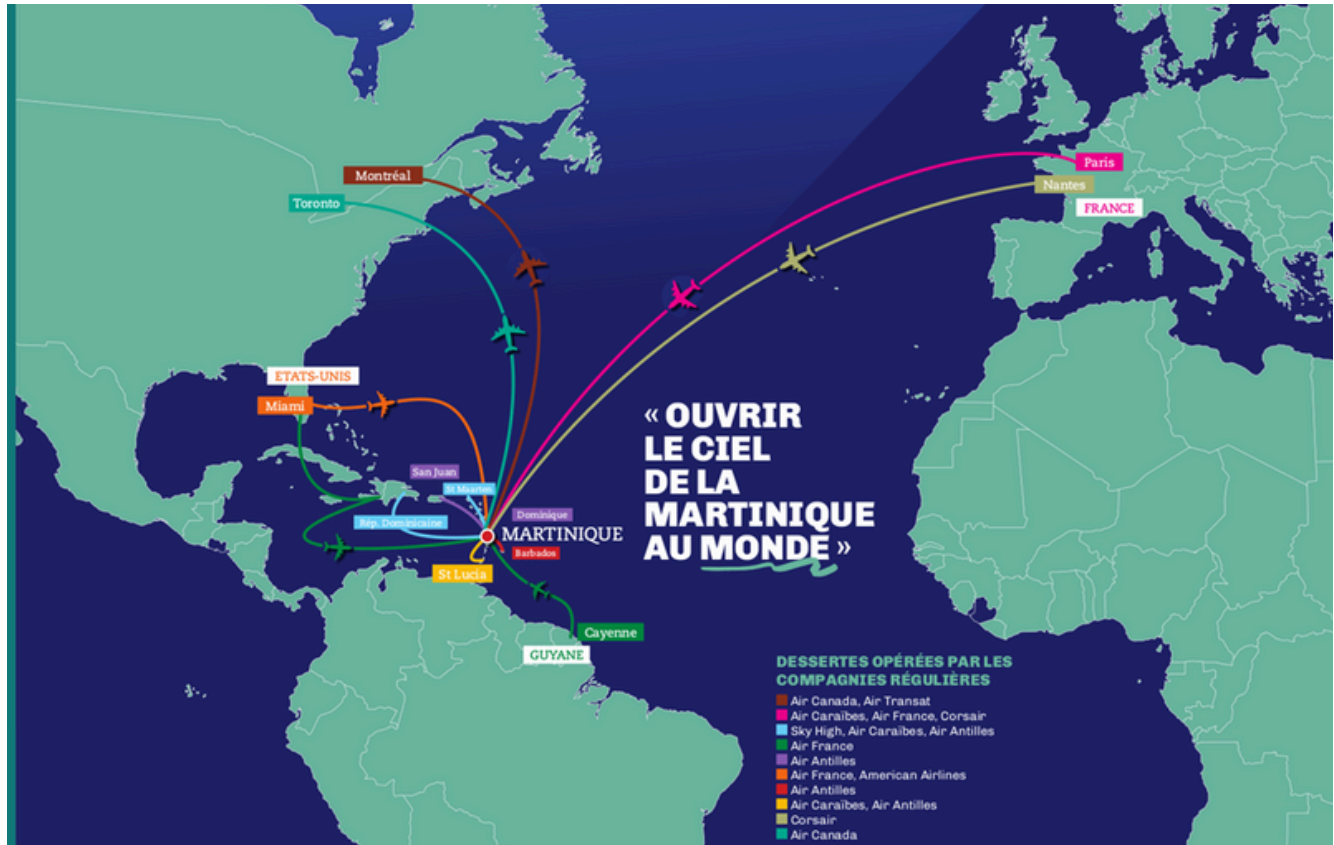
The modernization of agricultural infrastructures and the introduction of innovative technologies represent promising sectors in Martinique. The digital transformation of businesses is one of the territory's priorities. Agri-food start-ups can benefit from dedicated support, the presence of Martinique Digital (the digital cluster), and various assistance programs for innovative companies.



## A TERRITORY AT THE CROSSROADS OF MAJOR GLOBAL MARKETS

Located in the Caribbean, between Dominica to the north and Saint Lucia to the south, Martinique is about an 8-hour flight from Paris and just a few hours from major North American cities.

Martinique offers businesses a strategic location with easy access to the markets of the European Union, North America, the Caribbean, and South America.



Documentary source : Martinique Airport - [www.martinique.aeroport.fr](http://www.martinique.aeroport.fr)



### Aimé Césaire International Airport

- 1,875,066 passengers in 2024 (+1.2%)
- 8,583 tonnes of cargo in 2023

Direct flights to and from:

Canada: Montréal, Toronto

United States: Miami

Caribbean:

- San Juan
- Saint Martin
- Dominican Republic
- Saint Lucia
- Barbados

South America: French Guiana

France: Paris, Lyon, Marseille, Bordeaux



### Ports

12 ports distributed across the island, including the Grand Port Maritime of Martinique, the island's main commercial port.

- 2.99 million tonnes of cargo handled
- 1.339 million tonnes of bulk goods
- 192,133 TEUs in container traffic (+12%)
- 272,662 passengers

Regular ferry connections are available with Guadeloupe, Dominica, and Saint Lucia.





## THE RUM INDUSTRY

Martinique stands out for its unique rum industry, rooted in centuries-old tradition and renowned expertise. It is the only French overseas region to benefit from an Appellation d'Origine Contrôlée (AOC) for its agricultural rum since 1996. This rum is made exclusively from fresh sugarcane juice, giving it exceptional quality and character.

The sector includes around ten active distilleries and makes a significant contribution to the local economy through agriculture, processing, exports, and tourism.

**1 500**

Jobs

**17 millions**

Liters produced in  
2024

**Plus de 40**

Export Countries

**73 %**

Beverages  
exported



# OPPORTUNITIES IN THE BIOECONOMY

Martinique is committed to an industrial strategy to enhance the value of its natural resources, in line with the goals of ecological transition, industrial sovereignty, and local economic development.

This approach creates tangible opportunities in innovative sectors such as green chemistry, bio-based materials, cosmetics, and sustainable construction:

- **Extraction of natural active** ingredients for the cosmetics, health, and agri-food sectors
- **Development of bio-based construction materials** (plant fibers, lightweight concrete, natural insulation)
- **Fermentation chemistry using microorganisms** or agricultural by-products
- **Circular economy:** recovery and reuse of organic, plastic, or textile waste



The BIO-R Project: A Cooperation Network for Bioresources

Led by the PARM (Agroresources and Research Hub of Martinique), the BIO-R project aims to create a cooperation network for the industrial valorization of local bioresources (aromatic plants, tropical fruits, agricultural residues).

This initiative is part of the France 2030 program and benefits from strong public support.



## MARTINIQUE COSMETIC VALLEY: Join a Cosmetic Industry Cluster

Launched in 2023 by the Territorial Collectivity of Martinique (CTM) in partnership with the French competitiveness cluster Cosmetic Valley—the world's leading network in perfumery and cosmetics—Martinique Cosmetic Valley aims to structure a local industry around the cosmetic valorization of tropical biodiversity.

This strategic project leverages the island's natural wealth (medicinal plants, aromatic herbs, tropical fruits) to develop innovative, sustainable, and high value-added products.

The cluster enables businesses to access industrial and scientific partnerships within the Cosmetic Valley network, which includes 660 members and generates €25 billion in revenue.



## SERVICES

# MAJOR SECTOR IN MARTINIQUE

The Tertiary Sector: Pillar of Martinique's Economy

The tertiary sector is the cornerstone of Martinique's economy, accounting for over **80% of the Gross Domestic Product** (GDP) and salaried employment. It encompasses a wide range of activities, from commerce and healthcare to tourism, personal services, education, financial services, and digital technologies. As of 2024, Martinique had approximately **26,000 active businesses**, with nearly 85% operating in the service sector. The sector employs over **110,000 salaried workers**.

## EMERGING TECHNOLOGIES

# GROWTH DRIVER



Martinique is gradually positioning itself as **a hub of digital innovation in the heart of the Caribbean**.

The sectors of e-commerce, cybersecurity, digital health, and agritech are developing, supported by support programs such as French Tech Martinique, local incubators like Martinique Digitale and the Martinique Technopole, as well as public innovation grants.

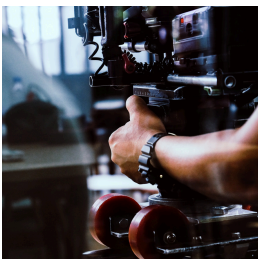


## Over 2,000 Companies Belong to the Digital Sector in Martinique

The territory boasts high-quality digital infrastructure, including fiber-optic networks as well as 4G and 5G connectivity.

## CULTURAL AND CREATIVE INDUSTRIES

# CULTURE, FILMING AND VIDEO GAMES



Martinique's ambition is to become a specialized hub for animated imagery, video games, immersive creation, cinema, audiovisual media, and 4.0 technologies, forming an interdisciplinary platform that brings together key players and companies.

This hub will promote creativity and innovation, the sharing of skills and resources in a collaborative environment.

Film and video game productions in France benefit from a tax credit of up to 40% (cinema) or 30% (video games) of eligible expenses, under certain conditions.



### NETFLIX chooses Martinique

€10 million investment, 114 days of filming.

The series "Bandi", consisting of 8 episodes and scheduled for release in 2026, portrays Martinique through its social, economic, and cultural realities.

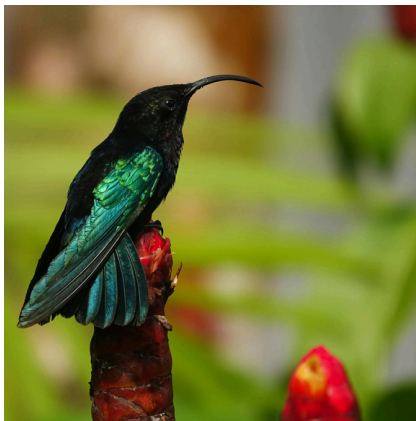
The filming of this series involved about one hundred local talents: actors, technicians, makeup artists, and 1,500 Martinican extras.



## TOURISME

# 1,001,854 VISITORS

Tourism represents a significant share of the GDP and local employment. After a gradual post-COVID recovery, Martinique reached a milestone in 2023, welcoming **1,001,854 visitors**—an increase of 39.1% compared to 2022 and 3.9% compared to 2019.



## KEY FIGURES

- Tourist stays: 627,951 visitors, including 556,093 for leisure purposes (91.5%)
- Average length of stay: 15 days
- Cruise passengers: 361,282, up 6.1% compared to 2019
- Yacht visitors: 71,858, an increase of 59.4% compared to 2019
- Direct tourism revenue: €500.3 million

Hotel occupancy rate (early 2024): between 75% and 81%

The majority of visitors come from mainland France (nearly 65%), but diversification towards North American and European markets is underway.

Cruise and yachting tourism are experiencing particularly strong growth, supported by modernized port infrastructures.

## OPPORTUNITES D'INVESTISSEMENT

- Alternative and upscale accommodation
- Boating and nautical tourism
- Sustainable tourism and ecotourism
- Cultural and heritage tourism (Mount Pelée listed as a UNESCO World Heritage Site)
- Digitalization of the tourism offer (booking, promotion, customer experience)

Opportunities may exist for **acquiring hotels or hotel complexes**. Contact Martinique Développement to learn more about these opportunities.



## AGRICULTURE AND FISHERIES

# MODERNIZING BASED ON RECOGNIZED KNOW-HOW

Agriculture and fishing hold a strategic place in Martinique's economy, both for food security and the valorization of local resources. In 2024, despite adverse climatic conditions (drought, Hurricane Beryl), overall agricultural production remained largely stable.

**The agricultural area covers 30% of Martinique's territory,** approximately 30,000 hectares. The main activities include banana and sugarcane cultivation, as well as livestock farming.

In the fishing sector, there are approximately 526 active fishermen. Fishery resources face environmental and regulatory pressures, but **opportunities exist in local processing, product valorization, boat maintenance and modernization, as well as sustainable fishing practices.**



## INFRASTRUCTURE FOR PARTNERSHIPS



- **CIRAD**

**The International Cooperation Centre for Agronomic Research** for Development conducts cooperative activities with over one hundred countries. These activities are carried out notably through a portfolio of more than 900 annual projects, including in the countries of the Caribbean arc.

**More information is available on CIRAD Martinique.**

- **The Research Institute for Development (IRD)**

IRD is a French multidisciplinary public research organization that has been committed for nearly 80 years to equitable partnerships for a sustainable future. It has three research units in Martinique working on various topics, including soil physics, hydrology, and microbiology.

- **IFREMER**

Thanks to its scientific expertise and regional partnerships, IFREMER is a strategic partner for companies involved in marine environment management, sustainable fishing, aquaculture, and blue biotechnology.

- **The Caribbean Agro-Environmental Campus of Petit-Morne**

Located in Lamentin, the CAEC covers an area of 7 hectares, including 2,500 m<sup>2</sup> of laboratories and offices, 3,000 m<sup>2</sup> of greenhouses, and approximately 4 hectares of land dedicated to experimentation. This facility is complemented by an experimental station covering 15 hectares in Rivière-Lézarde (Saint Joseph).





## The Cocoa Industry

Martinique is actively developing a high-potential cocoa sector, aligned with a regional momentum to enhance quality agricultural production.

With approximately 150 hectares under cultivation and an annual production of 30 to 40 tons of beans, Martinican cocoa stands out for its distinctive aromatic qualities.

The sector benefits from institutional support (CTM, European funds) and attracts investments in local processing, particularly in premium chocolate.

Cooperatives and innovative young companies strengthen the value chain from plantation to export.

For Caribbean stakeholders, Martinique represents a strategic partner: offering easy access to the European market, high-quality standards, and complementarity with other regional production areas.

Opportunities exist in processing, logistics, varietal research, and marketing at both Caribbean and international levels.



## TARGETS FOR 2030

In 2025, this sector represents approximately 12,000 full-time equivalent jobs, accounting for nearly 12% of total employment in Martinique.

The related industries include:

- Fishing and aquaculture
- Maritime transport
- Port activities
- Nautical and cruise tourism
- Water sports, notably yole racing
- Marine biotechnology
- Management and protection of marine environments

The roadmap for the ultramarine blue economy toward 2030, published by the Ministry of the Sea, identifies specific priorities for Martinique: sustainable aquaculture development, valorization of seafood products, innovation in marine biotechnology, and strengthening coastal resilience to climate change.



## INVESTMENT OPPORTUNITIES

### Opportunities for Businesses:

- Investments in tropical aquaculture and processing of fishery products
- Technological solutions for environmental monitoring and coastal risk management
- Development of port and logistics services
- Rapidly growing nautical tourism and boating sector

Martinique benefits from access to European funding (ERDF, EMFF), a structured regulatory framework, and a research ecosystem (Ifremer, University of the French West Indies) conducive to maritime innovation.

**These strengths make the blue economy a strategic sector for companies looking to establish themselves in a region focused on the future and sustainability.**



## HEALTH & BIOTECH.

# MEETING THE NEEDS OF THE POPULATION



**Martinique is gradually positioning itself as a hub for health innovation in the Caribbean**, in response to major public health challenges such as diabetes, chronic diseases, and cancer.

The launch of the **CariBioparc project in 2025**, a biotechnology research and production platform based in Lamentin, marks a strategic milestone. This center aims to develop medical solutions tailored to Caribbean realities, relying on regional partnerships (Cuba, Jamaica, Barbados, Trinidad) and European collaborations.

The territory benefits from leading healthcare infrastructure (including the **University Hospital of Martinique**), access to **European funding**, and a **supportive innovation ecosystem**.

### Business opportunities notably include:

- Biotechnology and clinical research
- Telemedicine and connected health technologies
- Training for healthcare professionals
- Valorization of natural resources and Caribbean pharmacopoeia
- Elderly care and assistance

In a context of strengthened cooperation within CARICOM, Martinique positions itself as a strategic partner for companies aiming to innovate, produce, or test health solutions at the regional level.

## SILVER ECONOMY

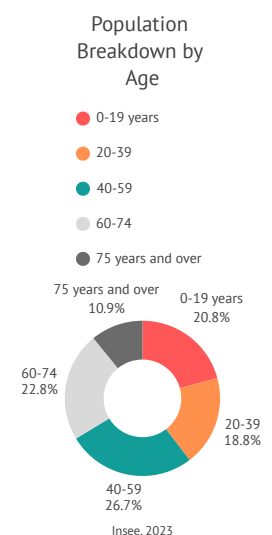
# SUPPORTING SENIOR QUALITY OF LIFE



With over 25% of its population aged over 60, Martinique is one of the territories most affected by demographic aging in both the Caribbean and France.

This trend is creating a dynamic market for the silver economy, encompassing services, technologies and products for seniors.

The territory aims to promote initiatives in the fields of **preventive healthcare**, adapted housing, **sustainable mobility**, home automation, and personal care services.





A man with short dark hair and a beard, wearing a dark green short-sleeved polo shirt and light blue trousers, is sitting and holding a tablet. He is looking towards the camera with a slight smile. On his left wrist, he wears a gold-colored braided bracelet and a red beaded bracelet. The background is a warm, out-of-focus interior. The text "SETTING UP IN MARTINIQUE" is overlaid in white, bold, sans-serif font.

# SETTING UP IN MARTINIQUE



# REGISTRATION PROCESS

## LEGAL STRUCTURES

French law offers a range of options to find the most suitable legal structure for your business project: limited liability company (SARL), joint-stock company (SAS or SA), real estate investment company (SCI) for holding commercial property, sole proprietorship, or, for regulated liberal professions, the professional practice company (SEL).

The most common legal form is the limited liability company (SARL).

For existing companies wishing to expand their activities in Martinique by establishing a local presence, it is possible to create either a branch or a subsidiary of their business.

A branch is a stable and permanent establishment of a company. It is managed by a person authorized to bind the company in dealings with third parties and may carry out economic activities, including commercial ones. The creation of a branch requires registration with the Trade and Companies Register and results in corporate tax obligations in France on the economic activity conducted.

A subsidiary is a newly created company established on the territory with its own legal personality. French law offers a range of limited liability commercial companies that allow for selecting the most appropriate structure for the activity (SARL, SAS, SA).

For foreign companies without an establishment in France, a representative office is the most flexible structure, as it does not require registration in the Trade and Companies Register (only a declaration of existence with the Chamber of Commerce and Industry). Easy to set up, it allows a first approach to the Martinican market. The company can hire employees for its liaison office and is subject to the same social obligations as other French companies regarding contributions, declarations, etc. However, this structure does not permit the company to conduct commercial activities through its representative office on the territory. For this, it will be necessary to create a branch or a subsidiary.

### SIMPLIFIED PROCEDURES: A ONE-STOP SHOP FOR BUSINESSES

Support from the Chamber of Commerce and Industry or the Chamber of Trades and Crafts of Martinique

The CCIM (Chamber of Commerce and Industry of Martinique) and the CMAM (Chamber of Trades and Crafts of Martinique) manage the Trade and Companies Register and the Trades Directory in Martinique. They assist entrepreneurs in choosing their legal structure and in completing the administrative registration procedures.

#### Online Procedures

You can complete all your declaration, registration, modification, and deregistration formalities online via the e-procedures portal.

## Comparative table of legal structures

Legal Structure	Liability	Number of Partners/ Shareholders	Minimum Share Capital	Taxation	Creation Formalities	Advantages	Disadvantages
<b>Sole Proprietors hip (EI)</b>	Unlimited liability (personal assets at risk)	1	None	Income Tax (IR)	Simple registration with business center	Simplicity, low costs	High personal financial risk
<b>EIRL (Limited Liability Sole Proprietors hip)</b>	Liability limited to assigned assets	1	None	Income Tax or Corporate Tax	Declaration of assigned assets	Protection of personal assets	Additional formalities compared to EI
<b>Limited Liability Company (SARL)</b>	Liability limited to contributions	2 to 100	€ 1	Corporate Tax or Income Tax	Drafting of statutes, registration	Limited liability, regulated management	Formalities, less flexible governance
<b>Simplified Joint-Stock Company (SAS)</b>	Liability limited to contributions	1 or more	€ 1	Corporate Tax or Income Tax	Drafting of statutes, registration	Great flexibility in management, good for fundraising	Legal complexity, heavier formalities
<b>Public Limited Company (SA)</b>	Liability limited to contributions	Minimum 2 (7 if listed)	€ 37,00	Corporate Tax	Drafting of statutes, registration	Suitable for large companies, access to financial markets	High capital requirement, significant formalities
<b>Civil Real Estate Company (SCI)</b>	Unlimited and joint liability	Minimum 2	None	Income Tax or Corporate Tax	Drafting of statutes, registration	Real estate asset management, flexibility	Partners liable with their personal assets





1 Av. Louis Domergue  
Quartier Montgerald  
Fort-de-France 97200

Tél. : 0596 73 45 81  
[www.martiniquedev.fr](http://www.martiniquedev.fr)

