

Press release
March 2013

REAL ESTATE | INVESTMENT | DEVELOPMENT | SMART CITIES | URBAN PLANNING

MIPIM 2013 “Grand Paris Region” — spotlight on smart cities!

*MIPIM, save the date:
more than 50 conferences in the Grand Paris Region pavilion*

Once again this year, the Paris Region will play a major part at MIPIM 2013, showcasing world-class real estate and urban planning projects, with transport and services designed for tomorrow's smart cities.

Paris Region is MIPIM's biggest exhibitor in terms of stand area, and for the second year running will bring together 30 key Paris Region partners under the “Grand Paris Region” banner in the 2,000-sqm (21,527-sq.ft) **Marina Hall** pavilion.

They will be promoting an exceptional real estate offer for international investors: 50 million sqm (538 million sq.ft) of offices, 30 million sqm (323 million sq.ft) of commercial premises and 29 million sqm (312 million sq.ft) of warehouses, **Europe's most extensive offer** of available sites and real estate, price, with excellent transport services and a quality environment.

“Tomorrow's cities will be more interactive and organized around collaborative projects, innovation and services,” emphasizes Sabine Enjalbert, CEO of the Paris Region Economic Development Agency.

“In its own way, Paris Region is also working to become a ‘smart’ region. This is why we are developing and implementing world-class projects incorporating smart sites, buildings and transport, optimized energy grids and management systems, and interactive user services that are delivered in real time,” continues Sabine Enjalbert, who took over as head of the Paris Region Economic Development Agency in autumn 2012.

Among the projects presented by Paris Region are the Seguin Island project, Greater Paris's flagship cultural development, the Seine Arche project in La Défense with its 20 terraces, the four Rive Gauche projects, including the Austerlitz Gare urban island (featuring architect Jean Nouvel's twin towers), the iconic new Bruneseau district, the regeneration of the Front de Seine, and the new Boucicaut ecovillage.

Ambitious projects across the rest of the region will also be presented, and in particular the future **French rugby stadium** in Evry, the **urban renewal project for the areas surrounding the 72 Grand Paris Express stations**, the **Genopôle Campus biocluster** at Grand Paris's southern gateway, the new **Ivry Confluences** district (Ivry-sur-Seine), the Bourget and **Grand Roissy** metropolitan hubs, the **Velopolis** velodrome in Saint-Quentin-en-Yvelines, the **Science Park** near Caen, and the **Paris – Rouen – Le Havre ports logistical hub**.

Once again this year, the **Normandy Avenue** project, symbol of the redevelopment of the Seine Axis region (Caen, Rouen, Le Havre), will be part of the Paris Region exhibitors' offer.

The “Grand Paris Region” pavilion will be hosting a program of more than 50 events (conferences, information sessions, presentations of scale models, etc.) during the four-day show, all highlighting the rich diversity of Paris Region’s real estate offer, specifically targeted to the needs of investors and businesses looking to set up and grow their business within the region.

The numerous talks will illustrate how housing, buildings, urban transport and user services are interconnected. Key events include:

NEW PROJECTS

Wednesday 13 March

- **3.15pm** (*Agora - MAR.PR29*): Marne-la-Vallée Cité Descartes: a new sustainable business district for the future (*in English*)
- **3.45pm** (*Agora - MAR.PR29*): Le Grand Roissy, an airport village located at an international hub (*in English*).
- **5.00pm** (*Evry Centre Essonne - MAR.PR08*): presentation of the architectural project for the French Rugby Federation’s new stadium on the site of the former Ris-Orangis racecourse.
- **5.30pm** (*Agora - MAR.PR29*): Société du Grand Paris: how to integrate greater Paris’s stations into their respective districts? (*in English*)

SITES AND GROWTH

Tuesday 12 March

- **4.00pm** (*Agora - MAR.PR29*): presentation on sites, projects and challenges with a focus on the La Défense Seine Arche model (*simultaneous interpreting into English*); repeated on Wednesday 13 March at 10.30am and Thursday 14 March at 10.30am.
- **5.00pm** (*Agora - MAR.PR29*): Paris-Saclay, a site responding to growth (notably through the establishment of a mobility centre in Versailles-Satory and Saint-Quentin-en-Yvelines) (*in English*).

Thursday 14 March

- **4.00pm** (*Hauts-de-Seine - MAR.PR25*): commercial real estate in Hauts-de-Seine: analysis, large property developments and forecast, presented by CBRE

ECO-DISTRICT DEVELOPMENTS

Wednesday 13 March

- **11.00am** (*Agora - MAR.PR29*): Marne-la-Vallée: 2 major eco-districts: 7,000 new housing units for Paris Region residents (*in English*)
- **15.00pm** (*Plaine Commune - MAR.PR03*) – Les Docks de Saint-Ouen: a large-scale metropolitan development

SITES: COMMUNITY AND CULTURAL CENTRES

Wednesday 13 March

- **9.30am** (*Espace Restaurant / MAR.PR21*): Grand Paris southern gateway: an inter-campus community development in the golden rectangle
- **3.30pm** (*Ile Seguin-Rives-de-Seine - Boulogne-Billancourt MAR.PR23*): Seguin Island, Grand Paris’s cultural eco-community - Focus: R4, an international platform for contemporary art

Thursday 14 March

- **11.30am** (*Plaine Commune / MAR.PR03*): Plaine Commune, from big business to arts and culture
- **12.00pm** (*Saint-Quentin-en-Yvelines / MAR.PR22*): Le Pas-du-Lac or how to regenerate a business district

MAJOR PRIVATE DEVELOPERS

Wednesday 13 March

- **12.00pm** (*SILIC - MAR.PR01*): Silic, campus-style developments in Grand Paris

Thursday 14 March

- **9.30am** (*Paris – MAR.PR15*): Vinci Immobilier: lots A11 and A9A2: the dynamic Paris Rive Gauche Milano.13
- **11.30am** (*Paris – MAR.PR15*): Kaufman and Broad: lot A9B: a blueprint for a landmark building on Paris's Left Bank
- **3.15pm** (*Agora - MAR.PR29*): Icade - Eqho: why choose a vertical campus? (*in English*)
- **4.00pm** (*Agora - MAR.PR29*): Aviva and Bouygues: Carpe Diem tower, a new landmark building for La Défense (*in English*)
- **4.45pm** (*Agora - MAR.PR29*): Vinci: the renovation of Les Halles in Paris in full swing (*in English*)
- **5.45pm** (*Agora - MAR.PR29*): Unibail-Rodamco: Majunga, the tower reinvented at La Défense (*in English*)

Paris Region's key figures:

Europe's largest business park

- 50 million sqm (538 million sq. ft) of office space
- 30 million sqm (323 million sq. ft) of commercial premises
- 29 million sqm (312 million sq. ft) of warehouses

In 2012

- €11 billion invested in Paris Region (offices, retail, commercial premises and warehouses)
- Take-up of office space: 2.4 million sqm (26 million sq. ft) in Paris Region of which 2 million sqm (21.5 million sq. ft) is in the city of Paris
- 3.6 million sqm (39 million sq. ft) of available offices

Logistics: Paris Region, Europe's logistical hub

- 29 million sqm (312 million sq. ft) of warehouses
- Extremely competitive rental prices: "prime" rental prices in 2011:
 - Paris Region, €53/m²/yr/excl. tax and service charges
 - Frankfurt €74, Hamburg €67, Madrid €78, Amsterdam €90, London €159

Targeted solutions

- More than 100 business incubators, 13 of them are specifically tailored to international businesses
- 1,350 commercial premises in 2011 spread over 27,000 hectares

- 27 coworking spaces in 2011

About the Paris Region Economic Development Agency

For more than 10 years the Paris Region Economic Development Agency (PREDA) has coordinated and promoted Paris Region exhibitors at MIPIM.

The Agency works at boosting the Region's worldwide influence by supporting the growth of businesses in the Paris Region.

The agency does this through the following initiatives:

- Attracting foreign businesses and helping them to set up in the Paris Region.
- Fostering international economic and technological partnerships between businesses and/or academic institutions.
- Supporting international growth and the social and environmental transition of Paris Region businesses.

For further information, please visit: <http://www.paris-region.com/index.jsp?LANGUE=1F>

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News from Grand Paris Region at the Mipim: <http://www.paris-region.com/ard/paris-region-economic-developpement-agency/live/mipim-2012/paris-region-mipim-2012-6-9-march-21235.kjsp?RH=1329142621424>

Follow us on Twitter: <https://twitter.com/ParisRegion>

Where to find us at Mipim: <http://www.paris-region.com/ard/paris-region-economic-developpement-agency/live/mipim-2013/marina-hall-map-21240.kjsp?RH=1329908295874&RF=1329909146998>

A complete guide to our events at Mipim: <http://www.paris-region.com/ard/paris-region-economic-developpement-agency/live/mipim-2013/events-21278.kjsp?RH=1329909146998&RF=1329909093094>