

REAL ESTATE | INVESTMENT | ECONOMIC DEVELOPMENT | TOWN PLANNING

Calais Promotion presents its projects at MIPIM 2012

For the third year running, Calais Promotion, the economic development agency for Calais and its region, will be taking part in the 2012 MIPIM, the International Real Estate Show for Professionals, held at the Congress Centre in Cannes from 6 to 9 March.

Calais Promotion will be presenting its key urban and economic development projects designed to improve the region's attractiveness and its environment (stand No. 03.16/5.13, level 01, pavilion France).

"The aim is to pursue our efforts to promote our region and highlight its assets, encourage companies to set up here and create jobs. We also want to further contacts made in recent years with French and international investors", explains Natacha Bouchart, Chairman of Calais Promotion and Senator-Mayor of Calais.

With its strategic position at a crossroads in Northern Europe, Calais benefits from unique assets which make it a promising destination for investors: a border with Britain and Belgium, a unique combination of road, sea and rail transport infrastructure, a European catchment area of 72 million people within a radius of 300 km and, finally, a strong regional dynamic which aims to rejuvenate the local economic fabric.



(Photo: Natacha Bouchart presents the large-scale model of the region at MIPIM 2011)

Logistics: start of sales for Calais Premier

Already DCB International, a private group specialising in top-of-the-range tertiary real-estate and corporate logistics, from the Rhône-Alpes region, has chosen Calais as the site for Calais Premier, a 220,000 m² multimodal logistics park, the largest project of its kind north of Paris.

DCB International, with the support of Calais Promotion, will start selling Calais Premier at the MIPIM. The Calais Premier project will be presented at the pavilion devoted to logistics, located near the Business Club (level 01) of the Congress Centre.

Leisure activities: the Spyland project still being studied

The developers of the Spyland project have placed Calais at the top of their list of potential sites for the creation of an entertainment and educational leisure park on the theme of secret agents.

This major project is subject to the conclusions of the feasibility studies currently in progress which will soon confirm whether Calais has been selected. Calais Promotion is supporting the Spyland project team, which will be present at the Calais stand, in its search for investors, especially in the hotel and commercial sectors.

A new urban dynamic

The economic development agency will also present major projects concerning urban renovation, the creation of eco-neighbourhoods, the construction of tertiary and tourism facilities, and the development of business parks.

“Calais is changing. Calais is on the move. We expect much from all these projects, which are going to contribute to making deep and lasting changes to the image of the city and its region and to bringing Calais into a new era of economic, urban and residential renewal”, explains Natacha Bouchart.

Today, eight major projects symbolise this new urban dynamic and will also be presented at MIPIM 2012:

- ***Calais Port 2015***: extension of the seaport’s capacities in order to cater for new generation ferries and ro-ro ships and the rise in cross-Channel traffic;
- ***Congress Centre***: realisation of a congress centre and entertainment venue and a collection of tourism and leisure facilities in order to promote the seafront and port area;
- ***Descartes-Blériot/Coubertin eco-neighbourhoods***: creation of housing, public facilities, shops and offices which comply with sustainable development principles;
- ***Development of the Saint-Pierre/Fontinettes neighbourhood***: urban development project on an old neighbourhood;
- ***Renovation of North Calais***: renovation of the public spaces in North Calais in order to update the neighbourhood’s image and give it a new lease of life;
- ***Development of the canals***: renovation of the public spaces and surroundings of the city’s canals in order to include them in the river bus project;
- ***Porte des Deux Caps Seaside Ecovillage***: realisation of a leisure park comprising an 18-hole international standard golf course and a residential complex.

About Calais Promotion

Calais Promotion is the promotion and economic development agency for Calais and its region. A contact point and references for economic installation projects, it includes among its main missions canvassing of external investment and support and facilitation for business installation projects in the region. Bringing together councillors and economic stakeholders, the agency is supported by the Municipality of Calais, the Cap Calais Association of Metropolitan Areas, the Grouping of Local Authorities of the Audruicq region, the Chamber of Commerce and Industry of the Côte d’Opale and 70 member companies.

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