



Paris Val-de-Marne at MIPIIM 2009

Press Release
MIPIIM, 10th to 13th March 2009

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The Paris Val-de-Marne Programme

▪ Tuesday 10th to Friday 13th March

Meet the team from the Val-de-Marne Development Agency and the economic operators from the Orly business cluster on board the *Miléna*. Numerous national and international investors are expected in this unusual setting.

> The *Miléna* sailboat

Extension to the pier Albert Edouard, quai d'Honneur, Cannes

Wednesday 11th March

- 9 a.m.: Breakfast with the Val-de-Marne Development Agency:
group of marketers and developers
- 5.30 - 7 p.m.: Cocktails with the Orly-Rungis-Seine-Amont Development Authority

Thursday 12th March

- 9.30 - 10 a.m.: Breakfast with the ADI (*Association des directeurs immobiliers*, Association of real estate directors)
- 12 - 2.30 p.m.: Lunch with SILIC (business park owner)

▪ Wednesday 11th March

Noches de España, from 8.45 p.m.

The Spanish evening at MIPIM, organised jointly with the Spanish Chamber of Commerce in France (COCEF) and celebrating its fifth birthday this year.

Every year, the evening attracts some 200 investors, entrepreneurs and developers, most of them Spanish.

> L'Écrin Restaurant

Port Canto, Cannes

▪ Thursday 12th March

Cœur d'Orly, from 4.30 p.m.

Presentation of the major Cœur d'Orly project by Aéroports de Paris, in partnership with the Val-de-Marne Development Agency.

> Plage du Rado

La Croisette, Cannes

Paris Val-de-Marne will also be present on the Paris Region stand, with SILIC, the *Établissement public d'aménagement Orly-Rungis* (Orly-Rungis Public Development Authority) and SADEV 94 (public limited company).

1. Paris Val-de-Marne for economic vitality

1.1. Paris Val-de-Marne is a success story

Even in the current climate, Paris Val-de-Marne displays **undeniable dynamism** and offers national and international investors some **promising future prospects**. At present, more than 70,000 companies operate from Paris Val-de-Marne including Air France, AXA, BNP-Paribas, Coca-Cola, Danone, Leclerc, the French Ministry of Finance, Pernod, Sanofi Aventis, Vinci etc., to mention but a few.

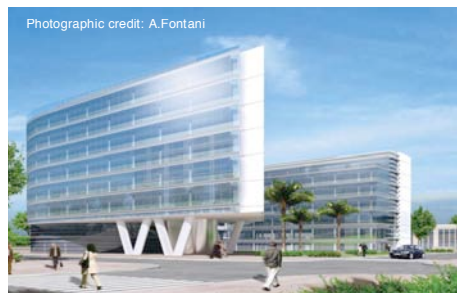
This vitality was further strengthened in 2008 with the arrival of leading names such as Docapost, LCL, FNAC and Ricoh.

> **Docapost**, a subsidiary of the French post office group (La Poste), rents 10,000 m² of offices in Charenton-le-Pont. The company is bringing together in one place 500 staff who previously worked all across the inner suburbs of Paris.

> **LCL** has set up its headquarters in Villejuif, bringing its central departments together in 60,000 m² of offices instead of being scattered across a dozen different locations.

> **FNAC** has located a 17,500 m² building in the Port district in Ivry-sur-Seine.

> **Ricoh**, a world leader in corporate photocopiers and digital office equipment, has set up its headquarters in a 20,000 m² building in the SILIC business park in Rungis.



The Miami building in Rungis, the Ricoh headquarters

Stakeholder testimonials

Sylvain Vene, Deputy Managing Director, SILIC/SOCOMIE

“The location had several advantages that attracted Ricoh – the closeness to Orly Airport, the quality of the road and highway network (A86, A106 and A6), the public transport system, a brand new building with a layout to Ricoh’s specifications and rental costs that met its expectations.”

Clem Garvey, Chairman, Ricoh France

“Paris Val-de-Marne is a booming area with strong growth. The actions it is taking also show that it has a long-term development policy.”

1.2. Paris Val-de-Marne, countless advantages

Very competitive rents on the outskirts of Paris

Paris Val-de-Marne has **the lowest rents on the outskirts of Paris**, at 270 euros per sq. metre per annum for brand new offices.

Paris Val-de-Marne currently has more than 3.4 million square metres of corporate premises and 286,500 m² of available office space, of which 134,500 m² are under construction and 21,500 m² are brand new and ready for occupancy. A total of **521,000 m² will become available for the business sector over the next two years**, with individual premises covering areas of more than 5,000 m².

A strategic geographical location

Paris Val-de-Marne is the ideal solution for the companies working there. It lies at the heart of **Europe's premier economic region**. In fact, the Paris Region has countless opportunities for companies, with a national and European market of 495 million consumers. It is also France's leading employment basin and the second most popular location for the world's 500 largest corporations.

An easily-accessible area

With four highways (A4, A86, La Francilienne and A6), five suburban train lines (A, B, C, D and E), three underground lines (1, 7 and 8), a well-structured bus network and the Trans Val-de-Marne, the area is **particularly well-served in the transport sector**.

It also has excellent links to other national and international destinations thanks to:

- the port in Bonneuil-sur-Marne, the second largest harbour in the Paris Region,
- **Valenton, France's first multimodal platform**. It offers full rail links with France and Europe (350 freight wagons despatched daily, the equivalent of a line of HGVs stretching over a distance of 30 kms),
- **the international Orly Airport, France's second largest airport** and Europe's tenth largest.

Future transport projects:

A number of transport projects will increase services in Paris Val-de-Marne in the short term and improve the efficiency of the public transport system :

- Extension of Métro Line 8 to Créteil-Parc des Sports station. This additional service is scheduled to be introduced early in 2011, providing better coverage for the business parks to the south of Créteil and north of Valenton.
- Construction of a tramway along the RN7 road. By 2013, it will link Villejuif and Athis-Mons, providing a service for the business and retail parks in the Orly-Rungis cluster and Orly Airport.
- Construction of a site for the future bus service between Thiais and the RER A suburban train station in Sucy-Bonneuil (introduction scheduled for 2010).
- Building of the Orbival Métro project, designed to link the suburbs. The Métro would run through Paris Val-de-Marne, serving the RER B suburban train station in Arcueil-Cachan and the RER A and E station in Val de Fontenay.

1.3. Paris Val-de-Marne, cutting-edge industries

Paris Val-de-Marne has cutting-edge industries in five sectors – health, food-processing, imaging, eco-business and finance.

Health

Paris Val-de-Marne has an **international dimension** in the health sector. It has five teaching hospitals, Europe's first cancer research centre, Europe's first gerontology centre, leading drugs companies (Sanofi-Aventis, L'Oréal), **a diversified fabric** of 500 SMEs and 200 laboratories. It also has an extensive pool of expertise and resources thanks to high-level educational establishments such as the Universities of Paris XI and Paris XII and the *École nationale vétérinaire* (national veterinary college) in Alfort.

Food-processing

With its 4,000 sites and 41,000 jobs, Paris Val-de-Marne is one of **Europe's leading regions in this sector**. Well-known companies such as Pernod, Lavazza France and the Danone Group have all chosen Paris Val-de-Marne. The area also has an outstanding business cluster thanks to the "market of national interest" in Rungis, the world's largest market for fresh produce, and it boasts all the main strategic functions i.e. head offices, private research centres, public research laboratories (in particular, the French food safety agency, *Agence française de sécurité des aliments*), services for professionals and training facilities.

Imaging

More than 1,000 companies in the imaging sector have already set up business in Paris Val-de-Marne. Whether they are leading names (INA, IGN, SFP-Euromedia), SMEs or young innovative companies, they can all achieve expansion through the area's many advantages such as training and research centres, and support for innovation. As a player in the Cap Digital global competitiveness cluster, **this sector is enjoying rapid development**.

Eco-business

Paris Val-de-Marne **leads the way in this sector** thanks to the presence of international names such as Veolia and Air Liquide, and national institutions such as the *Association pour la prévention de la pollution atmosphérique* (Association for the prevention of atmospheric pollution) and the *Institut français de l'environnement et des traitements de surface* (French institute for the environment and surface treatment).

Finance

In just a few years, Paris Val-de-Marne has become **one of the leading regions for finance companies** and, today, it has more than **16,200 jobs** in this sector, representing 6.2% of jobs in the Paris Region as a whole. Numerous stakeholders in the finance industry already operate from Paris Val-de-Marne e.g. BNP-Paribas, Crédit Foncier de France, LCL, Natixis, OSEO, Société Générale, etc.

2. Projects of international importance

Not only does Paris Val-de-Marne have a wealth of advantages; it can also count on major real estate projects to attract businesses.

2.1. Orly-Rungis-Seine-Amont, a major development programme

This development is an “Operation of national interest” (OIN), covering an area of **71 km²**, one-third of Paris Val-de-Marne, i.e. 335,000 people and **160,000 jobs**.

It involves 15 partners – 12 towns (Ablon-sur-Seine, Alfortville, Chevilly-Larue, Choisy-le-Roi, Ivry-sur-Seine, Orly, Rungis, Thiais, Valenton, Villeneuve-le-Roi, Villeneuve-Saint-Georges and Vitry-sur-Seine), Val-de-Marne “County Council”, Ile-de-France Regional Council and central Government.

The Orly-Rungis-Seine-Amont area has **strategic importance** because of its geographical position to the south of Paris, the presence of major infrastructures (airports, road and rail networks), its location at the confluence of the Seine and Marne rivers, and a plethora of national and international amenities. Together, they create a dynamic economic fabric and expertise in cutting-edge sectors.

The “Operation of national interest” aims to enhance these advantages and federate various objectives e.g. strengthening economic activity (1,000 new jobs every year), developing a diversified offer of land and buildings, increasing the availability of housing (3,000 new homes per year), structuring the public areas in the urban framework and improving mobility.

The Orly–Rungis–Seine-Amont development authority (*Établissement public d'aménagement, EAP*) is chaired by Christian Favier, Chairman of the Val-de-Marne “County Council”, and managed by Jacques Touchefeu.



Les Ardoines
in Vitry-sur-Seine

2.2. Cœur d'Orly, an international business district south of Paris

Within the “Operation of National Interest” and backing onto the Paris-Orly international airport is “**Cœur d'Orly**”. This vast project, launched by Aéroports de Paris, involves the construction of a veritable urban hub that will be both an **international business centre** and a residential area.

The aim is to develop an **initial 160,000 m² stage** in partnership with Altarea and Foncière des Régions, including:

- 108,000 m² of offices with “high environmental quality” (HQE) certification and the aim of achieving energy-saving construction (BBC) accreditation
- an 18,000 m² 4-star hotel complex with an integrated business centre
- a 34,000 m² village with brand names, shops, neighbourhood services and leisure areas

Cœur d'Orly will be **very easily accessible**. Located alongside the A106 motorway close to Paris, it will benefit from high-quality transport links e.g. express bus service to and from the centre of Paris, Orlyval-RER B suburban train service, Trans Val-de-Marne, Villejuif/Athis-Mons tramway (2013) and a future high-speed train (TGV) station.

As far as sustainable development is concerned, the future business centre will benefit from the production of **renewable energy** (geothermal and solar power). The buildings will be designed to meet a twofold objective – to reduce energy consumption and to provide future users with greater comfort in a setting that is environmentally-friendly.

The vast programme has been designed by Jean-Michel Wilmotte, the Coordinating Architect, and by landscape gardener Philippe Thébaud, based on the layout plan drawn up by Christian Devillers and Brochet Lajus Pueyo.

In the long term, Aéroports de Paris will complete the project with 130 hectares of development land.



Photographic credit: Wilmotte & Associés

An artist's impression of Cœur d'Orly

2.3. Ivry Confluences, a new development cluster

Located to the south of the Ivry Port district, Ivry Confluences has been designed to become a major **centre for urban, economic, social, environmental and cultural development** within the town of Ivry-sur-Seine and, more widely, in the south of the capital city and Paris Val-de-Marne. Included within the boundaries of the Orly-Rungis-Seine-Amont operation of national interest, the project stretches over **145 hectares** at the confluence of the Seine and Marne rivers, forming an extension of the Paris Left Bank project. The district has numerous brownfield sites for redevelopment, providing potential for enhancement and some outstanding architectural and urban heritage.

At the beginning of 2007, after consultation, Ivry-sur-Seine Town Council appointed SADEV 94 as the developer for Ivry Confluences, a **project which will undoubtedly be one of the largest in the central belt of Greater Paris** and one of the region's main development challenges over the next twenty years.

2.4. Two exceptional products - Le 8/12 sur Parc and Okabé

Le 8/12 sur Parc

In 2009, a 12,000 m² building with outstanding environmental characteristics will be completed in Maisons-Alfort.

Called Le 8/12 sur Parc, it is located 8 minutes from the Gare de Lyon railway station in Paris and 12 minutes from the Châtelet métro station.

The building is the work of independent developer, SERCIB, and it integrates perfectly into the urban fabric. There is a natural connection with the RER D suburban railway station. The materials and dimensions reflect those in Square Dufourmontelle, a building included in the Additional Inventory drafted by the French Historic Monuments department. An entertaining, upmarket, plant-filled atrium will be located in the heart of the offices.

The building has HQE accreditation (high environmental quality) and, more importantly, THPE accreditation (very high energy-saving design), making it ready for future energy-saving regulations.

Okabé

Located at the gateway to Paris, in Kremlin-Bicêtre, Altarea is undertaking the Okabé project consisting of 35,000 m² of retail units and 25,000 m² of offices.

The advantage of this development is its accessibility by public transport. It stands at the foot of Métro Line 7 and is only 20 minutes from the Opéra station. It also stands alongside the RN7 road, in an area currently undergoing extensive modification (separate bus lane, wider pavements, cycle tracks etc.).

The aim of the development is to **revitalise the economic and commercial fabric** of the town, increasing the range of services available to the population and contributing to the urban redefinition of the area.

2.5. SILIC Orly-Rungis park, a further 70,000 m² by 2011

Silic's Orly-Rungis Park currently consists of **375,400 m²** of office and mixed-use blocks, **75 buildings**, 350 tenant companies and **16,000 jobs**. It is home to such well-known names as Abbott France, the Danone Group, the M6 Group, Ricoh, Thalès etc.

A further 70,000 m² will be added by 2011, including the following buildings:

- Montréal: 15,000 m²
- Vancouver: 6,000 m²
- Vauban-Lisbon: 35,000 m²
- Rome: 14,000 m²



SILIC business park

3. The Development Agency

3.1. The top contact for companies

The Val-de-Marne Development Agency brings together and mobilises public and private stakeholders with a view to:

- Promoting the area's economic image
- Consolidating and strengthening the corporate fabric
- Supporting innovation

It **assists businesses** during the set-up and development phases by providing customised assistance through a wide range of services e.g. economic intelligence and expertise, assistance with locating partners, funding or premises, and support for innovation.

In 2008, the Development Agency assisted 42 companies, including:

Aqualife, Biophytis, Car Repair System, Eye Brain, Fruidor, HM Concept, I-Care RSI, Leekar, Presse Hispanophone, Ricoh, SOS Urgences Infirmières, Vigiword and Zen.

Over the past few years, **140 companies have placed their trust in the agency.**

Stakeholder testimonials

Biophytis

Stanislas Veillet, CEO

“Our company was mainly funded by our own equity and a few grants (from the regional council and Oséo). However, the commercial launch required additional funding, which was obtained thanks to the support of the Development Agency and its network of contacts. The agency has also helped with the training of the company’s researchers (intellectual property) and this has enabled us to register a new patent for an innovative company.”

I-CARE RSI

Jean-Pierre Roy, CEO

“I was looking for premises in Paris Val-de-Marne following my company’s expansion. I had a number of constraints. I had to be in Kremlin-Bicêtre close to the Métro, in premises that were not too big and at a reasonable rent. I contacted the Development Agency and they put me in contact with an owner whose property turned out to be just what I wanted.”

3.2. The Development Agency at MIPIM

Paris Val-de-Marne is attending MIPIM 2009 **on board a yacht** moored in the marina in Cannes.

It is in these unusual surroundings that the Development Agency will meet property developers e.g. *Association des directeurs immobiliers (ADI)*, SILIC, *Établissement public d'aménagement Orly-Rungis-Seine-Amont (EPA ORSA)* etc.



The *Miléna* alongside in Cannes

Thanks to the many actions undertaken every year to target Spanish, Italian or even Chinese investors, Paris Val-de-Marne will be playing host to numerous foreign investors.

The Development Agency is organising a unique evening event - Noches de España

The Spanish evening at MIPIM will be celebrating its fifth birthday this year. Organised in partnership with the Spanish Chamber of Commerce in France (COCEF), the evening attracts 200 professionals every year (investors, entrepreneurs, developers) to an ambiance that is convivial and festive.

This year, Belen Lopez, the new star of Spanish flamenco, will give a very special performance.



L'Ecrin restaurant, Cannes

The event, which is privately-funded, is a confirmation of the links between Paris Val-de-Marne and Spanish investors. In fact, Spain is seen as a priority for the area. In 2007, the agency opened the first French business centre (1,000m²) for Spanish companies, the **Centro de negocios**. Since it opened, it has played host to **10 Spanish companies** including Aqualife, Gas Natural, Car Repair System Global Trade Garlic, Virginia Gonzalez Blanco, Polaris WorldFrance and the Spanish-speaking media.

Stakeholder testimonial

Car Repair System France S.A.S

“The staff at the Development Agency took the time to meet us and this gave us an opportunity to describe our development project in more concrete terms. We know that the agency will closely monitor our subsidiary’s development.”

Destination Paris Val-de-Marne

Following its success in 2008, the Development Agency will be distributing flyers at Orly Airport for the second consecutive year. When travellers heading for MIPIM in Cannes arrive at the check-in desk, they will be given a boarding pass in Paris Val-de-Marne colours, inviting them to attend the events organised by the Val-de-Marne Development Agency. The distribution of the flyer is the result of partnership with Aéroports de Paris.