

# 2015 HANDBOOK

## THE MICE INDUSTRY IN FRANCE

Meetings, Incentives, Congress  
and Exhibitions



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# EDITORIAL

Throughout this document, Atout France shines a new light on industry meetings and business events. It is designed for organisers of international conferences and events, however French professionals can also benefit.

With the number of meetings and business events continually increasing, Atout France has created an overall summary of the business sector. With €7.5 billion being generated by trade, exhibitions and conferences in France (almost one sixth of the total revenue generated from tourism), the industry represents real economic leverage for the country and boasts a market of high added value.

This unique document gives an overview of the sector, including its weight, new trends... Major recent events and those to come, investment levels and new infrastructures, competitive clusters and advanced French economic sectors are all attractive features for hosting professional meetings and business events.

It is based on France's strengths and illustrates its ability to innovate in a competitive market.

We hope you enjoy your read.



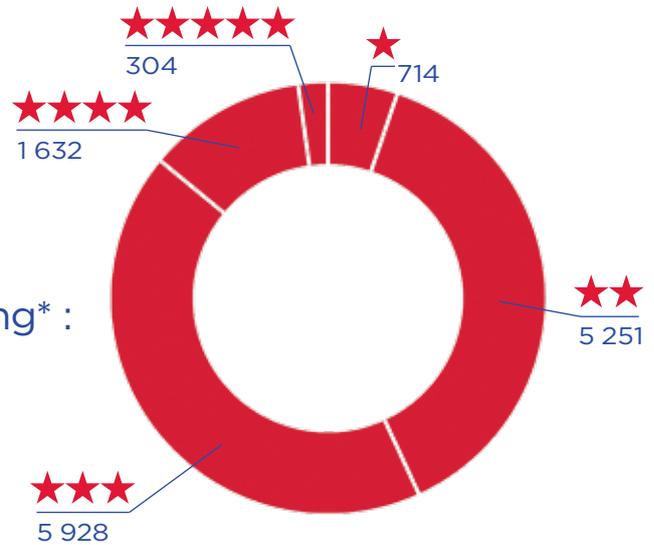
Christian Mantei  
CEO of Atout France

# THE MICE INDUSTRY IN FRANCE

13 829

registered hotels, including\* :

\* source : Atout France



16

officially recognised  
“palace” hotels



The total area of event space available  
in France covers around **2.5** million m<sup>2</sup> divided  
between **175** venues as follows\*:

**73** convention centres

**72** exhibition centres

**30** multi-purpose venues (sports, shows,  
conferences, etc.)

\*Source: UNIMEV – 2013 figures for the event sector

## THE MICE INDUSTRY IN FRANCE

**214**

million euros of investment in event facilities  
in 2013\*

**1,100** fairs and trade shows per year\*  
**225,000** exhibitors\*  
**23.6** million visitor entries\*  
**698,000** foreign visitor entries to  
international trade shows\*

\* Source: UNIMEV - 2013 figures for the event sector

**2 800**

conventions per year

**1.6** million conference participants, including  
**352,000** foreign delegates

\* source: UNIMEV 2013

**7,5** billion euros of economic benefit generated per year  
by the fair, trade show and conference sector  
and **120,000** jobs

\* source: UNIMEV 2013

Around **1,075** companies are involved in the trade  
shows, fairs and conventions sector

\* source: FAFIEC 2012/ BVA 2014

### ICCA 2014 rankings

France, the world's **5<sup>th</sup>** biggest convention destination

Paris, the world's **n°1** convention capital

**55%**

of European event organisers predict an increase in MICE activity in 2015\*

\* source: MPI Outlook 2014

**71** competitiveness clusters

**14** French destinations awarded the “Métropoles French Tech”\* label: Bordeaux, Lyon, Lille, Toulouse, Montpellier, Nantes, Rennes, Aix-Marseille, Grenoble, Brest, Normandy, Côte-d’Azur and Paris

**4** ecosystem awarded the “French Tech”\* label : Alsace, Avignon-Provence, Angers, Saint-Etienne

\* A label awarded to French cities with a dynamic digital eco-system in place

**156** airports, including

**11**

offering international flights\*

\* source: DGAC / Union des aéroports français

**28**

TGV high-speed train stations in France

Direct rail services with **9** European countries (Belgium, Switzerland, Germany, Luxembourg, Netherlands, UK, Spain, Italy, Monaco)



France - an easily accessible destination  
© Fotolia



Culture, heritage  
and events  
© Fotolia / istock  
/ Philharmonie de  
Paris

New **museums and cultural centres:**

Centre Pompidou (Metz), Louvre Lens, MuCEM (Marseille),  
Musée Soulages (Rodez), Fondation Louis Vuitton (Paris),  
Musée des Confluences (Lyon), Maison de l'Économie  
Créative (Bordeaux), Aeroscopia (Toulouse), Philharmonie de Paris.



Brand-new **stadia** for Euro 2016:

Stade Vélodrome (Marseille), Stade Pierre Mauroy (Lille),  
Stade Jean Bouin (Paris), Stade Geoffroy Guichard (Saint-Etienne),  
Allianz Arena Stadium (Nice), Grand Stade de Lyon,  
Grand Stade de Bordeaux (completion scheduled in 2015)



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# KEY FIGURES AND MARKET TRENDS





# THE VALUE OF THE MICE INDUSTRY TO THE FRENCH ECONOMY

## Leisure and MICE industry: a vital and powerful image of France as a destination

**With its status as the world's number one tourist destination attracting 84.7 million visitors every year, the attractiveness of France is beyond doubt. Whether visitors are drawn to the country for work or for pleasure, their continued desire to visit the country is satisfied by the energy and creativity of professionals working within the tourism eco-system.**

Ranked third worldwide in terms of revenue (42.2 billion euros in 2013), the key tourism sector boasts a workforce of 900,000 salaried employees (many of whom have jobs that cannot be relocated) and over 240,000 companies and self-employed workers, representing 7.42% of GDP, according to the latest data from the Ministry for Foreign Affairs – figures to which the MICE industry (Meetings, Incentives, Congress and Exhibitions) makes a significant contribution.

In 2013, 7.5 billion euros were generated by the fairs, trade shows and conventions sector in France, a figure representing one sixth of the country's revenue from tourism. This turnover continues to grow, even if disparities exist between different market segments.

## A multi-faceted market

Whether we refer to the sector by the acronym MICE, or the meetings industry, or the conventions, meetings, fairs, shows and events industry, as is commonly the case in France, this market can be sub-divided into several segments or sub-segments with different patterns of behaviour. To illustrate this, the convention sector (with or without an exhibition running in parallel) has a long-term development process (several years before the event) to enable service providers the benefit of maximum exposure in the medium term. In 2013, congress participants were greater in number, up 9% compared with 2012, yet delegates attending international conferences declined. While medical conferences still lead the way, representing close to half of all events (43.5%), indicating that France remains a reference point in terms of medicine and health, many other sectors are registering growth in the conference sector, such as scientific research, food processing, energy, transport and even new technologies.

Professional shows are also a benchmark in terms of market vitality in the medium term, with major bi-annual shows contributing significantly to this phenomenon. The number of exhibitors in 2013 was on the increase (+2.1%)

7.5 billion euros of revenue, 900,000 salaried employees, over 240,000 companies and self-employed workers in France



Shows and trade fairs in France  
© Cédric Helsly

as was the number of visitors (+1.7%). However, exhibition venues registered a drop (-1.4%), a sign, perhaps, of continued budgetary tensions. Meanwhile, exhibitions and fairs open to the public saw their numbers of exhibitors remain stable, yet their visitor numbers increased.

Medium-sized shows and fairs remain a strong sounding board and a showcase for the economic sector, with their capacity for innovation very popular with professionals and the public alike.

Corporate events, whether they are business conventions, general meetings, seminars/study days, incentives, public relations initiatives, or even product launches, suffer as a result of the economic climate. As a result of an overall decrease in marketing budgets (in September IREP and France Pub projected a drop of 1.9% by the end of the year), spending by companies on events will not be immune from the fallout. How-

ever, within an ever more challenging media mix in terms of advertising, economically focused events and meetings are showing themselves to be as effective and necessary as ever in the eyes of companies, in particular with regard to the maintaining of their client relationships and internal communications. Within this context, incentives, whether they have a cultural, sports, food and wine or nature-based theme, are gaining renewed popularity. Companies hoping to reconnect with their internal or external audiences are finding that France is an incredible playground in which to express their values and messages. However, the fact remains that the global economic context and stagnant growth are weakening a market that operates on a just-in-time basis, in which decisions are made in ever-decreasing time frames.

It is within this context that professionals within the MICE sector have continually been able to adapt through a flexible and reactive approach.

The number of exhibitors at shows in 2013 increased by +2.1%, along with a 1.7% rise in visitors

## MICE market data

The events sector in France lacks overall data, mainly as a result of its diversity. However, a plethora of results, economic indicators, market studies and long-term analyses do exist, with institutions, associations and federations, as well as professionals within the private sector all providing regularly updated figures which the sector can draw on.

The DGE (formerly the DGCIS) or Direction Générale des Entreprises, is involved, alongside Atout France, in the creation of statistical data for the tourism sector as a whole, including the MICE industry. In particular, it has introduced a tool which is able to measure the economic impact of cultural and sporting events in France. The initial results from this measuring tool, released in November 2014, highlighted the primary and secondary economic impact within a given area. 70 agreements to use this tool were subsequently signed, opening the way to the statistical assessment of around 100 events in the short term.



**Atout France** has been at the forefront of a number of initiatives relating to the marketing of France as a destination, most notably through its cluster – France Meeting and Convention Board. The sector’s main strategic development policies are the improvement and modernisation of its services and facilities, international marketing, training, the renovation of hotels, the creation of a statistical tool, the strengthening of partnerships with local authorities, the implementation of investment projects, the showcasing of the country’s historical and cultural heritage, the steering and running of events, as well as the dissemination of the “France brand”. A number of these actions have already reached their conclusion or are well on the road to completion, all carried out through a spirit of partnership both with other institutions (see appendices) as well as the private sector.

Within the MICE industry, this strategy has already borne fruit, enabling the emphasis to be placed on a clear and structured offer in synergy with industry professionals, which is then disseminated through numerous promotional tools used by Atout France (promotional films, publications, studies etc.). Centred on 11 priority foreign destinations (Germany, Belgium, Brazil, China, Spain, USA , UK, India, Italy, Switzerland and Russia), the cluster’s marketing plan incorporates a range of actions such as the organisation of workshops, roadshows, evening events, fam and press trips, and public relations events at which international prescribers and French trade professionals can come together and meet. Not forgetting major communications campaigns and a digital marketing strategy.

In 2014, close to 200 actions were successfully implemented by the cluster. These included the France Meeting Hub, the inaugural event of which was held in 2013. This show resulted in around 1,400 meetings between hosted buyers from 28 countries and French trade professionals at the 2014 event in Nantes. The event will be staged in Strasbourg in 2015.

## The France Meeting and Convention Board at major MICE events

**IMEX Europe:** 19-21 May 2015 (Frankfurt)

**IBTM America:** 9-11 June 2015 (Chicago)

**France Meeting Hub:** 5-7 October 2015 (Strasbourg)

**IMEX America:** 13-15 October 2015 (Las Vegas)

**IBTM World:** 17-19 November 2015 (Barcelona)



## LATEST TRENDS: WHERE THE MARKET IS HEADING

### ROI optimisation: lower budgets / less time / more impact

A recurring theme throughout every market study was an increased focus on expenditure and better, more efficient control in terms of its effectiveness. American Express Meetings & Events has gone even further with its concept of “Doing more with less” in its 2015 Global Meetings Forecast, published in November 2014 and based on its client portfolio. If an obligation for results becomes the rule from now on, it should also be accompanied by an obligation of transparency. Event organisers want to know who is doing what within the service provider chain, who is producing what and where, as well as what is included in the price. More and more is spoken nowadays about compliance and CSR policy. The response of French business professionals to these continual expectations resides in an offer that is much clearer, both in terms of content and pricing. In particular, the creation of “packages” is one of the ways to ensure that budgets are adhered to. It is also by adopting a strategy that is more partnership rather than commercially orientated vis-à-vis their customers that French professionals are able to make the difference. Listening, working side-by-side, offering advice and a quest for optimised solutions are all levers that are part and parcel of client relationships developed by our French industry professionals.

A change in formats is also a new industry trend. While congresses/exhibitions have become commonplace, new technologies that are symptomatic of the times have also started to appear in the corporate tourism sector. Meetcentives (meeting + a social programme), for example, are a very popular concept with Belgian and American clients, providing an obligation to meet, obtain information and en-

joy oneself during a short space of time. The decrease in budgets, a shorter meeting format and an increase in the number of meetings have given rise to a more personalised format which guarantees better ROI. Here, also, French trade professionals have been able to adapt and personalise the services they offer.

As a result, event venues work jointly with incoming and incentive agencies to enable recreational activities to be incorporated into new, adapted formats outside of working sessions.

Lastly, doing more with less could also involve adapting the MICE eco-system to the practices of a more participatory economic structure. The “do it yourself” approach, for example, can translate into the better management of costs, the interaction of participants, and the sharing of expertise and traditions. Examples of this are cooking, wine, painting and even perfume workshops which are thriving thanks to the efforts of specialist French experts who share some of their secrets with corporate groups.

The Tour de France,  
A major international event  
© Istock



## Lasting memories and a desire for experiential events

Experiencing something unusual, different and authentic has become a unique selling point irrespective of the source market. While event organisers speak of ROI (return on investment), participants will be looking at their ROE (return on emotion). France boasts numerous assets in this respect thanks to its authenticity and way of life that are held in such high esteem across the globe. Within a context of over-solicitation, racing against the clock and the frenetic nature of immediacy, events need to offer moments that come across as an opportunity to relax and unwind even within a business context. This is the reason behind trends such as Feel Good and Unplugged. Not forgetting Green Events – incentive seminars based around the themes of nature, wellbeing and golf which have blossomed as a result of France’s great natural diversity.

Creativity and a desire for new activities proliferate in almost every request received from international clients. Mature German-speaking markets steer clear of ostentation and an absence of content,

while the Spanish, in keeping with all other mature markets, are very keen on unique and exclusive locations. For their part, the British speak reverently of “poshtels” when focusing on special private venues with a sport- or nature-based theme.

Gastronomy, shopping and culture are, of course, musts for clientele from emerging foreign markets, although the latter are looking for services that are increasingly personalised. This expectation has been taken on board by major department stores such as Galeries Lafayette and even the Vallée Village, which have adapted their services and sales space (creation of lounge areas, tasting zones, exhibitions etc) to this specific client base.

Lastly, the promotion of major international events attracting huge audiences such as sports competitions (Tour de France, UEFA Champions League, Ryder Cup etc) will act as levers for clients looking for unique events and activities, in particular those from the USA and India.

## Green Events: a developing supply that is currently ahead of demand

Although it is a source of innovation for companies, sustainable development has yet to make its mark within the MICE industry. The negative reasoning behind this (too expensive, lacking in quality, difficult to implement etc) remains entrenched in the thinking of organisers, however French service providers are on a roll and getting organised! Every major French MICE destination (see Section 2 - Leading business destinations in France) has taken responsibility for the delivery of certification for host venues, the monitoring of procedures, and in some cases the classification of service providers.

As a result, Green Event packages have been introduced and should gradually become part of clients' thinking in the future. In fact, it is the entire industry value chain that is now working to adapt its offer and to commit to a new future strategy. France is showing itself to be a leader and trailblazer in this area, in particular vis-à-vis its European competitors through its commitment to ISO 20121 certification, the only industry standard truly adapted to the events sector. Vikiparis, Aube-en-Champagne, Nice, Lille, Strasbourg, La Baule and a number of other service providers in the technical field have all committed to this new and demanding certification. Destinations such as Nantes and Cannes have also signed up to Agenda 21 and are successfully running sustainable development projects in their areas. A reduction in energy and water consumption and carbon emissions, along with better cost management, positive local impact and innovation and creativity are the cornerstones of a sustainable policy which will have a positive impact on the events sector. Dedicated tools have also been developed such as the [www.eco-evenement.org](http://www.eco-evenement.org) website, created in 2011 by 7 associations within the industry, which acts as a portal to inform and educate service providers as well as their clients in terms of good sustainable development practices and the organisation of eco-friendly events.

French industry professionals are the best spokespeople with regard to a strategy which they are keen to bring to the attention of international decision-makers. It is safe to say that the International Climate Change Conference to be held at Le Bourget at the end of 2015 will set an example and promote good environmental behaviour by every sector of society. It is worth noting that the level of awareness of clients with regard to sustainable development differs widely depending on nationality, with major English-speaking countries and those from Northern Europe showing greater sensitivity on the subject.



## Digital events, mobility, connected objects, social networks... welcome to the world of “virtual reality”!

The exponential potential of the Internet needs no further proof, and this is certainly true in the Meetings & Events industry. Technology which is adapted to effective marketing is considered an ally which increases both efficiency and profitability. Online bookings, interaction between different audiences, video conferences and BYOD (Bring Your Own Device) are just some of the many examples in which mobility issues can be managed – in fact we are just at the very beginning of an era that is seeing technology integrated into meetings and business trips. In the future, it will be the development of applications and connected objects that will modify the contours of the MICE eco-system, a sector in which France is particularly involved.

Combined and substitution technology for events where a physical presence is not absolutely necessary will become a real possibility. For organisers, however, including major international groups, the position is almost unequivocal: virtual events will not replace “live” events which are vital for delive-

ring important messages, meeting colleagues and maintaining social ties. According to the study carried out by American Express Meetings & Events, the virtual event concept would not receive the full backing of European companies, 15% of whom believe that “virtual or hybrid events are not a viable alternative to live events”.

As a consequence of the development of new technologies, the use of social media has become a pre-requisite. American Express Meetings & Events also found that the use of social networks at events was viewed as fundamental for 43% of organisers, and that specifically designed applications were welcomed by 67% of those canvassed. The expectations of overseas markets in terms of social media are real, as demonstrated by the specific needs and desires expressed by clients in the German, UK, Belgian and US markets. LinkedIn, Twitter and Facebook all figure at the top of social network lists, albeit in a different order depending on nationality, will Weibo understandably popular in the Chinese market.

## **SUCCESS STORIES “MADE IN FRANCE”**

### **The basics of success**

Through an innovative and dynamic approach, France is focusing on the diversity of its assets in order to incorporate a creative dimension into a wide number of sectors within its market economy – a sort of artistic capitalism where industry combines with art, which can be found in a taste for embellishment and creativity in everyday objects, in the layout and design of our museums and exhibitions and, of course, in tourism. France as a source of inspiration and innovation which responds to the creative needs of its visitors is the vision behind the new “Be Inspired, Be in France” marketing campaign launched by Atout France – a claim that can be adapted to every tourism sector (culture, gastronomy, shopping, incentives etc) and which offers an effective response to the expectations of clients in search of exciting experiences and for whom a return on investment also means quality of content.

Quality and diversity are without doubt the keys to the success of France’s incoming MICE industry. Tradition “à la française” and its way of life, art and culture, wine and gastronomy, fashion and shopping are the main levers attracting foreign clientele. However new aspects of France’s wealth of options are now also coming into play, such as sport and even new technologies, as promoted by the FrenchTech label.

France can also be justifiably proud of its undisputed standing in the field of technical expertise and its scientific reputation which, although under challenge from elsewhere, remains highly respected around the world. Organisers of scientific and medical conferences remain highly aware of the attractions of France as a destination thanks to the myriad social options that the country offers, but also because the reputation of its scientific community is a guarantee of success for its events. Nevertheless, other sectors also contribute to France's success, a country also renowned for its aeronautical, transport, energy, environmental and digital sectors.

In addition to Atout France and its cluster - France Meeting and Convention Board, it is also the role of our Conventions Bureaux to make this influence count. Consequently, the work carried out by tourist offices is the secret weapon within an effective marketing policy aimed at French and international clients. It is these offices which bring together and centralise what is on offer locally, promote it and work with industry professionals in the design of their events, as well as with federations and other specialist companies in the putting together of applications when bidding to host conferences.

## Events with a long track record

The Paris Motor Show, SIAL, Air Show, Interfilière, Mipim, Maison & Objet, Sihra and Pollutec are just a few examples of international events that act as shop windows for the country's industrial expertise as well as a marketplace where companies need to maintain a presence. In addition to the sectors hosting these shows, the entire events industry has a major involvement, manifesting itself through a real and measurable impact on the activity of many service providers. The Paris Motor Show, for example, sees the city's hotels operate at maximum capacity every two years. In 2014, a year in which the record for visitor numbers was once again broken (1.25 million visitors), the show boosted hotel occupancy in the Porte de Versailles area to 89.8% during the two weeks of the show, representing a estimated turnover of 163.3 million euros (source: MKG Hospitality).

Major international and diplomatic conferences, such as the G8 in Evian in 2003 and Deauville in 2011 and the G20 in Cannes in 2011, which must meet numerous and very strict criteria (security, single venue, international access, high-quality accommodation etc), demonstrate to the world

the destination's ability to handle such events and its potential as an incoming destination. During the G20 in 2011, the year in which France assumed the presidency, Cannes welcomed 33 official delegations and 15,000 people, including 6,000 delegates and 3,000 accredited journalists!

Lastly, 2014 was a highly significant year for France in terms of events commemorating the centenary of the First World War and those linked to the D-Day landings of 1944, bringing back painful memories yet at the same time highlighting reconciliation between peoples, given that Europe has lived in peace for the past 70 years. For these events, the challenges were logistical - such as the capacity to welcome thousands of people (8,000 to the beaches of Normandy on 6 June alone), including heads of state - but also creative, in order to demonstrate an appropriate sense of remembrance.

## A VIP Tour de France event in London

When the Tour de France made its way to the British capital in 2014, it was cause for major celebration!

Atout France's office in the UK also decided to capitalise on the Tour de France peloton hurtling through London streets on 7 July 2014 by organising a day of networking with selected guests. At this event, prestigious VIP hosted buyers (the CEOs and Managing Directors of MICE and British corporate businesses) were able to take advantage of an impressive tailor-made programme of events with a special French touch. The day began with a working breakfast at the 5-star Sofitel St James hotel, followed by a "Cheese Tour de France" organised by the Sofitel's head cheesemonger, providing guests with an opportunity to familiarise themselves with and enjoy a unique tasting of cheeses from the regions of France represented. At midday, it was time to head for the VIP area on the Mall before the group made its way to a double-decker bus positioned less than 100m from the finish line. With a scheduled arrival time of around 4pm, preceded by the famous Tour caravan, there was time for some networking in a relaxed sporting atmosphere. After the race, the group of guests were officially welcomed at an official reception held at the residence of the French ambassador. Here, they were welcomed in speeches of thanks given by the French ambassador, Bernard Emié, the Secretary of State for Sport, Thierry Braillard, the Secretary of State for Digital Media, Axelle Lemaire; the Director of the Tour de France, Christian Prudhomme, and the President of the Amaury Sport Organisation, Jean-Etienne Amaury, and were able to chat with the five-time winner of the Tour de France, Bernard Hinault, and Stéphane Caron, silver medallist in the 100m freestyle event at the 1986 World Swimming Championships, providing a fitting end to this memorable day-long event!



Relais  
& Châteaux event  
© Karine  
Noujaim

## Le Public Système showcases the "10<sup>th</sup> Art"

For its annual conference, the Relais & Châteaux association was keen to celebrate France's "fine arts of living" with the emphasis on transforming this international meeting into an unforgettable event in its own right. By entrusting its design and delivery to the Le Public Système agency, the hotel network placed its trust in the latter's ability to showcase its values and brand strategy in a highly innovative way. "This project inspired us and carried us along for six months, from the creation of initial branding messages to their final delivery", commented Haygan Oger, Associate Director of Le Public Système. To a backdrop of a multi-faceted Paris, Le Public Système invited Relais & Châteaux's 530 members, 300 from abroad, to celebrate, in Relais & Châteaux's words, the "10<sup>th</sup> art" in November last year. The programme began with an evening set in bygone days on the theme of Paris Canaille au Faust, followed on Monday by a full day set aside for the plenary session and general meeting in the Espace Pierre Cardin. The following day was devoted to highlighting the group's commitments during the presentation of its manifesto "to make the world a better place through cuisine and hospitality" – a desire expressed by the association's president, Philippe Gombert, at the highly symbolic venue of UNESCO's headquarters.

To conclude the event, participants enjoyed a gala dinner at the Opéra Garnier with a banquet that recalled France's Second Empire period, reinterpreted of course by Relais & Châteaux's very own chefs!



## MCI welcomes the equestrian world to Normandy

Following on from Lexington (USA) in 2006 and Aix-la-Chapelle (Germany) in 2010, the World Equestrian Games headed to Normandy in 2014, a first for this region renowned for its equine heritage. Held every four years, the 2014 ALLTECH FEI games took place between 23 August and 7 September, with 1,000 competitors, 3,000 volunteers, 500,000 spectators and no fewer than 500 million TV viewers worldwide. The event was not just for elite professional riders, however, as a programme of festive events for the general public ran alongside the main competition, featuring entertainment, exhibitions and concerts. For the games, the organising committee employed the expertise of a number of communications agencies and French event specialists such as ProDeo, Magic Garden, Casus Belli, and CPM France. The hospitality programme was entrusted to the MCI Group, one of four official agencies appointed by the organisers, with the objective of consolidating the event's international standing by attracting a large number of foreign visitors. In parallel with the hospitality programme, the agency was also responsible for co-ordinating accommodation, transport and tourist activities for corporate guests to a backdrop of the equestrian world – a challenge taken up by MCI and which, according to the Executive Director of the 2014 Normandy organising committee, Fabien Grobon, “enabled the spotlight to be placed on a country (France), a region (Normandy) and a passion (horses)”.

**DESTINATION  
FRANCE :**  
EXPERTISE AND  
ATTRACTIVENESS





# 1 LEADING FRENCH ECONOMIC SECTORS FOR CONFERENCE ORGANISERS

Backed by its strong industrial tradition and internationally renowned expertise, France is a leading player in a number of key economic sectors. The world's sixth largest economic power, the country is able to call on sectors that sustain the export market (aeronautics, transport, luxury goods etc) as well as those focusing on the industries of tomorrow, such as new technologies, biotechnologies and renewable energy. To illustrate this, France is home to no fewer than 71 competitiveness clusters across the country. The expertise it boasts in all these sectors makes France a superb destination in which to organise major conferences.

Atout France's cluster, France Meeting and Convention Board, is particularly active in the conference sector, bringing together industry professionals as part of a committee of "International Associations" that focuses on a targeted strategy and a shared approach. Support to help win new conference business, lobbying via Atout France's influential overseas networks and the hosting of dedicated events all play their part in a dynamic policy which is in synergy with

Paris is ranked the world's n°1 conference capital.

leading players in the sector. Furthermore, the commitment of each destination enables a response that is adapted to the needs of international associations who are behind "bids" for conferences. The concerted efforts, expertise and attractiveness of our regions, coupled with the competitiveness clusters located within them, enables France to establish a strong presence in the conference sector market and gain an ever-increasing share of the market. As a consequence, France was listed fifth in the 2014 ICCA rankings, while Paris was ranked the world's n°1 conference capital.

## Overview of a selection of competitiveness clusters

**Aerospace Valley** (aeronautics, space and onboard systems) in Toulouse

**Alsace BioValley** (health and life sciences) in Strasbourg

**Atlantpole Biothérapies** (biotechnologies / health) in Nantes

**Axelera** (chemistry and the environment) in Lyon

**Cap Digital Paris Région** (digital content) in Paris

**EAU** (ecotechnologies) in Montpellier

**EMC<sup>2</sup>** (materials, microtechnology, mechanics) in Nantes

**Eurobiomed** (biotechnologies / health) in Marseille

**Finance Innovation** (finance) in Paris

**Images et Réseaux** (information technology, telecommunications and multimedia) in Lannion / Nantes

**Industries et Agro-ressources** (biorefineries) in Laon

**I-Trans** (transport) in Lille

**Lyonbiopôle** (health, infections and diseases) in Lyon

**Medicen Paris Région** (health and new treatments) in Paris

**Minalogic** (nanotechnologies) in Grenoble

**Mov'éo** (private and public transport) in Rouen

**Pôle mer Bretagne** (maritime activities) in Brest

**Pôle mer PACA** (safety and security and sustainable development in the Mediterranean) in Toulon

**Routes des lasers** (optics / photonics) in Bordeaux

**Solutions Communicantes Sécurisées** (information technology) in Nice Sophia Antipolis

**System@tic Paris Région** (digital systems) in Paris

**Végépolys** (plant innovation) in Angers

## International trade shows: a vital communications tool

Because of their importance in terms of sales and as a meeting forum, professional trade shows are formidable communications and business development tools, providing exhibitors and visitors alike with myriad opportunities to seek out new clients, consolidate business relationships and keep a keen eye on their competitors. An international shop window for our most successful and lucrative industries, the numerous international shows organised in France every year provide a structure for and showcase the country's major economic sectors. These events are enjoying increasing success, and irrespective of whether they are the first step towards new foreign markets or an opportunity to explore new target markets, trade shows are a powerful springboard for increasing exports, and are the most relevant and most accessible way for small- and medium-sized business to fulfil their international ambitions.

### A springboard for exports

By bringing together in one venue all the leading international players within a particular sector or industry, trade shows maximise time and resources for those companies looking to develop their international business. And with over 1.2 million foreign visitors and in excess of 30,000 exhibitors from abroad, trade shows held in France provide an opportunity to meet a huge number of potential customers and suppliers in a short period of time. 113 international trade shows are organised in France every year (75% in the Île-de-France region alone), making it easier for SMEs to start canvassing long-haul markets at a significantly reduced cost.

Source: Paris Île-de-France CCI



Airbus A380  
© Air France

## Aeronautics – the spearhead of French industry

France's leading export sector with close to 75% of its turnover coming from overseas markets, the aeronautical industry generated a turnover of 47.9 billion euros in 2013 from GIFAS members alone (French Association of Aerospace Industries), and a surplus of 22 billion for the country's trading balance. The sector, which includes the aeronautical, space, electronics and national security and defence industries, boasts a long tradition in France, dating back to the creation of GIFAS in 1908 and the European development of Airbus and Arianespace in the early 1980s. The country's expertise in this field also extends to training, as demonstrated by the establishment of the International Space University in Strasbourg in 1987, bringing together under one roof technical know-how from a variety of existing space sectors in order to provide cross-the-board training for future industry professionals.

Airbus Group, EADS, Dassault Aviation, Aérospatiale-Matra, the Safran group and Thales are just some of the jewels in France's crown in a sector in which the country's international reputation remains uncontested.

In 2013, GIFAS' members announced record results, with orders up 49% (73.1 billion euros), a contribution to France's trade balance of 22 billion euros and the creation of 10,000 jobs in 2014. The order books of Airbus, a brand synonymous with excellence, reliability and innovation, are full, with the company making on average two planes a day in France, placing it at the very top of the civil aeronautics sector worldwide.



Today, the Aerospace Valley competitiveness cluster (aeronautics, space and onboard systems), split between the Midi-Pyrénées and Aquitaine regions and with its headquarters in Toulouse, boasts 759 members, 432 SMEs and 689 officially recognised R&D projects. Created in 2005, the cluster comprises manufacturers as well as technology- and solutions-based providers who collaborate with other clusters such as Systematic Paris Région, dedicated to onboard systems, and other clusters specialising in aeronautics, such as Pégase in the PACA (Provence-Alpes-Côte d'Azur) region and Astech in the Île-de-France region. Aerospace Valley has a regular presence at numerous events, including the Aeromart Summit in Toulouse, Paris Space Week and, of course, the International Paris Air Show at Le Bourget. This, the biggest event in the industry's calendar, is held every two years and brings together all the sector's leading players from around the world. In 2013, the event attracted close to 140,000 professional visitors, 176,000 members of the public and 285 official delegations from around one hundred countries to the exhibition site, covering 325,000 m<sup>2</sup> at Le Bourget.

In 2015, the event was held between 15 and 21 June.

### **3 questions for Laurence Amen, conference and exhibition co-ordinator at the Centre National d'Etudes Spatiales (CNES).**

#### **In what way is the Toulouse Space Show a key event for the space industry?**

The aim of the Toulouse Space Show is to showcase the expertise of those working in the space sector and to highlight the economic activity they generate. This unique event, combining innovation and economic development, enables the show's promoters to bring together the space community, from infrastructure suppliers to their users.

#### **As the organiser, what are the main objectives for CNES?**

The aim of CNES and its partners is to bring together the leading players in the space sector in Europe and from around the world to discuss future prospects and challenges and to contribute to the economic development of the entire space sector.

#### **How does this event showcase France's expertise within this industry?**

France is a major player in the space sector in Europe and worldwide. In Europe, the Midi-Pyrénées region is home to half of France's total workforce in the space industry and a quarter of Europe's. It seems a logical step, therefore, to organise this event in France, and more specifically in Toulouse itself. At the Toulouse Space Show, visitors from across the globe will have the opportunity to meet leading project directors, SMEs, research laboratories and agencies representing a wide array of expertise and know-how within the sector.



## Automotive sector

### The automotive industry is strategically important for the French economy

Manufacturers, sub-contractors, equipment-makers, distributors, dealers and service providers employ over 800,000 staff in a sector that is number one nationally in terms of patent registrations.

Close to 1.8 million private vehicles are registered in France each year, 55% of which are built by France's four manufacturers (Renault, Dacia, Peugeot and Citroën). The production of light vehicles (including Toyota and Daimler) in France totals 1.15 million every year.

The automotive sector is made up of car manufacturers with factories around France, leading equipment-makers and suppliers, as well as numerous small- and medium-sized businesses from a variety of sectors working partly for the car industry (mechanics, plastics processing, stamping, casting etc). It also includes manufacturers of heavy goods vehicles, buses and coaches, as well as companies specialising in bodywork.

Distributors and repair companies are also an important part of the sector, as are those involved in R&D, in particular competitiveness clusters, and major public sector research organisations (IFP, IFSTTAR etc).

### A sector with numerous assets

- Expertise in a wide sphere of technologies, especially engine technology and component weight reduction technologies through the use of composite materials;
- A good track record with regard to electric and hybrid vehicles, which could represent 10% of the world market by 2020;
- World-beating companies, including car-makers who built 5.68 million vehicles worldwide in 2014, and respected equipment manufacturers renowned for their technical expertise;
- Top-quality engineers and a French-qualified workforce.



This innovative sector has four main priorities as stipulated in an industry-wide contract agreed with the French State in October 2012:

- A common vision across the sector in terms of production forecasts, major strategic and technological orientations, their consequences on employment and the need to anticipate changes in the economic climate;
- An innovative approach to the defining of priority R&D policies for the sector by members of the Plateforme Automobile association, including the project to design the 2l/100km vehicle;
- The full support of the industry, which is based on its exemplary customer-supplier relationships, the development of its sub-contractor base, and the strengthening of its skilled sub-contractor sectors;
- The internationalisation of those working in the industry, with the support of leading players within the sector in order to encourage the development and securing of export markets under the aegis of the Minister for Overseas Trade and with the support of Business France.

Given its economic weight, the importance of innovation, the scale of its leading companies and the number of businesses and staff who depend on it in France, the automotive sector has a clear and legitimate role to play in the generation of industry-specific professional shows and events. The Paris Motor Show, for example, held every two years in the French capital, is the largest car show in the world in terms of numbers of visitors (1.2 million), ahead of both Tokyo and Frankfurt.

In addition to this famous event, the automotive sector and its important R&D arm is responsible for the generation of a large number of congresses, conferences and meetings of every size.

Several competitiveness clusters are made up of dozens of companies, research laboratories and schools which specialise in the automotive sector, such as iD4CAR, Mov'eo and the Pôle Véhicule du Futur. In 2012, the three presidents of these clusters stated that "our three automotive competitiveness clusters combined boast 750 members from the transport, mobility, automotive research and training industries".

"In seven years, close to 600 projects have been financed, representing a total R&D budget of two billion euros. The continual emergence of new technologies, combined with a change in behaviour that has seen a requirement for increased awareness in terms of the environment, has created new challenges for the automotive and transport industries. To meet these challengers within competitive deadlines, the three competitiveness clusters have together led and supported hundreds and innovation projects within its network".

An example of this is Mov'eo's annual convention which brings together over 400 key figures in the automotive and mobility R&D fields in order to facilitate networking between delegates and to encourage discussion and debate on the mobility of the future.

2014  
PARIS  
MONDIAL DE  
L'AUTOMOBILE  
4-19 OCTOBRE

LE FUTUR DE L'AUTOMOBILE  
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busiest motor  
show  
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PARIS EXPO PORTE DE VERSAILLES — 10H-20H - NOCTURNES JEUDI & VENDREDI JUSQU'À 22H  
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## Spotlight on the Paris Motor Show

**1,253,513** visitors in 2014, making the Paris event the world's most popular motor show.

With over 100 premières, top-quality stands, a whole host of innovative events, and no fewer than 10,000 electric and hybrid vehicles test drives available, the 2014 Paris Motor Show once again captivated its visitors.

The show is also an incredibly important international media event attracting over 10,000 accredited journalists from 103 countries, who created hundreds of hours of reports for TV and radio stations in France and worldwide (including Brazil, Mexico and the USA) and over 8,200,000 page views on the show's website. The Paris Motor Show is also the most popular car show in the world on Facebook with over 47,000 fans, ahead of Frankfurt, Detroit, Geneva etc.

### NEXT PARIS MOTOR SHOW:

Saturday 1 October to Sunday 16 October 2016

Press days on Thursday 29 September and Friday 30 September 2016

At Paris Expo Porte de Versailles

## Biotechnologies and Health

Industrial biotechnologies play a key role in future economic development, making use of biotechnology to ensure the eco-efficient production and transformation of chemical products, materials and bioenergy. Industrial biotechnologies take advantage of the extraordinary properties of micro-organisms and enzymes, as well as their diversity, effectiveness and specific nature, to manufacture products in sectors such as chemistry, human and animal foodstuffs, pulp and paper, textiles, the automotive industry, electronics and, first and foremost, energy.

France is particularly well placed at a European level with regard to this future market, although the USA is far out in front on a global scale.

The sector boasts over 200 companies, over 50 of which are listed on the stock exchange. 70% of these companies are less than 10 years old and over 400 products and medical devices are currently under development. Although at present the sector only has a turnover of 280 million euros, the potential for future growth is enormous. This can be witnessed by the amount of annual investment in R&D which is higher than the annual turnover of all these companies combined. In the longer term, France's ambition is to take a 15% share in the global medical biotechnologies market, which is estimated at 100 billion euros in the next 15 years.

And while Paris already hosts several major events in this sector (Forum Labo & Forum Biotech, Contaminexpo - Contaminexpert and the Journées Internationales de Biologie), other French cities are beginning to showcase French know-how in this field, in so doing attracting industry professionals from around the world. Examples include the 10<sup>th</sup> Biovision event (the World Life Sciences Forum) held in Lyon in April 2015, and Biofit, an international event focusing on innovation in biotechnology, which will attract over 1,000 delegates to Strasbourg at the end of 2016.

It is also worth noting that with 7 competitiveness clusters dedicated to biotechnologies, France boasts specialist companies and research facilities in almost every corner of the country.

- Lyonbiopôle (Lyon)
- Medicen (Paris)
- Alsace Biovalley (Alsace)
- Cancer-Bio-Santé (Toulouse)
- Eurobiomed (Marseille)
- Atlanpole Biotherapies (Nantes)
- Nutrition-Santé-Longévité (Nord-Pas de Calais)

## France boasts specialist companies and research facilities in almost every corner of the country

This cluster strategy is clearly important for the development of the sector and encourages contacts between research institutions and companies. A striking example of this is Lyon-Biopôle. Olivier Charmeil, President and CEO of Sanofi Pasteur, commented that "the reason behind the group's decision to combine the head offices of its two subsidiaries, Sanofi Pasteur and Merial, in the Gerland district in Lyon was to create a café effect close to the Bioaster technology research institute and the Lyon campus of the École Normale Supérieure". He added that "one of the reasons which led us to consolidate our position in Lyon was the ecosystem developed around the Lyonbiopôle competitiveness cluster and the Bioaster research institute."

For his part, Didier Hoch, President and CEO of Biovision, also confirmed the ambitions of the Forum, which is fast developing into a reference in this sector: "by becoming an annual event, the forum will develop into an essential date on the biotechnology sector calendar. We have already succeeded in making the show a regular fixture for investors who come here to develop collaborative projects. Now, we need to develop the content of our symposia by bringing together leading names in the research field and investors who are keen to develop these contacts".

## Transport

The transport and logistics industry is France's 5<sup>th</sup> biggest economic sector, after industry, construction, shopping and hotels-restaurants. With the globalisation of trading links, this sector continues to develop. It boasts 100,000 companies and 1.3 million staff (800,000 of whom work in the logistics industry), a figure representing 5.5% of France's total salaried workforce.

Although the global financial crisis has had repercussions on employment in the transport and logistics sector, business has increased slightly since 2010. In fact, since 2009 the transport industry has grown more quickly (+ 1.7%) than the economy as a whole (+ 1.3%). To remain competitive, businesses in this sector are merging more and more and we are seeing a progressive move towards larger-scale companies.

It is also a sector in which the economic power of the State and local authorities is hugely important, with around 50 billion euros of finance spent every year to help finance the industry's activities.

The development of the transport industry is also dependent upon the country's competitiveness clusters, given that seven of these, each representing dozens of businesses, specialise in this particular sector:

- I-Trans (Lille)
- IDforCAR (Nantes)
- LUTB Transport & Mobility Systems (Lyon)
- Mer Bretagne Atlantique (Brest / Nantes)
- Mer Méditerranée (Toulon)
- Mov'Eo (Rouen)
- Pôle Véhicule du Futur (Mulhouse)

The transport industry  
has grown more  
quickly (+ 1.7%) than  
the economy as a  
whole (+ 1.3%).

Marc Charlet, General Manager of Mov'Eo, a competitiveness cluster comprising over 380 companies, institutions and laboratories specialising in research for the automotive and public transport industries, adds:  
"In a market that is in good health on a global level, our companies need to become more internationally minded and above all to innovate. The policy of our clusters enables all those involved in research to pool together to develop projects in a more collaborative way and to ensure that financial resources for R&D are better utilised".

As a result of its proactive policy, France hosts several major international transport events such as SIFER in Lille, a key BtoB event for the railway sector (5,000 major contractors, equipment manufacturers, suppliers, sub-contractors, and public transport operating and management companies), SITL (International Week of Transport and Logistics) in Paris, welcoming 40,000 industry professionals, and the Intelligent Transport Systems World Congress to be held in Bordeaux in October 2015.



## Information and Communications Technology

By convention, the Information and Communication Technologies industry (ICT) encompasses the following sectors:

- The ICT production sector (manufacture of computers and computer equipment, TVs, radios, phones etc);
- The ICT distribution sector (wholesale computer equipment);
- The ICT services sector (telecommunications and computer services etc).

The sector represents close to 110,000 companies in France, over 660,000 salaried employees and a turnover in excess of 210 billion euros. It contributes 4.2% to France's GDP, mainly in its "services" arm.

Understandably, it is a sector which focuses heavily on R&D with over 2,000 patents filed every year. Although this figure is far behind the USA (15,000), France is among the leading countries in this field in Europe, with a 20% share of France's private R&D spending.

As Axelle Lemaire, Minister of State for the Digital Sector, highlighted in her speech at the French Tech event in 2015, "the massive presence of French companies at the most recent Consumer Electronic Show, the fundraising achieved by several of our industry leaders, and the success of French digital products and services around the world have contributed to France's position at the forefront of global innovation. We now need to convert this into even greater success!"

In addition to its competitiveness clusters, France is home to fourteen officially recognised "French Tech cities" (Aix-Marseille, Grenoble, Bordeaux, Lille, Lyon, Montpellier, Rennes, Toulouse, Nantes, Paris, Brest, Côte-d'Azur and Normandy), the aim of which is to transform the country into a vast start-up accelerator: a network of a few attractive ecosystems home to all the ingredients required by French start-ups, investors and talent from abroad, such as a culture of entrepreneurship, talent, technological know-how, finance etc.

The sector represents close to 110,000 companies in France, over 660,000 salaried employees and a turnover in excess of 210 billion euros

The consequence of these efforts is that France is on its way to earning a reputation as a hot spot for digital innovation that the world's leading business leaders are keen to tap into. The country has also been ranked in the number one spot in Europe in the Deloitte Technology Fast 500 list for the 4<sup>th</sup> consecutive year with no fewer than 86 companies listed.

And while French companies within the industry are becoming increasingly visible on the world stage, it is logical that the country itself is starting to host more and more events of a varied nature which highlight its expertise and know-how: the annual M<sup>ê</sup>lée Numérique show in Toulouse, the Rencontres Mobiles and inaugural Cloud Week events in Paris, and the Rencontres du Logiciel Libre in Beauvais. In 2015, France will continue to welcome numerous major conferences within the sector, such as the event for users of SAP software systems (USF Convention) in Lyon in October.



Towards  
greater  
innovation  
© Fotolia

## 11 competitiveness clusters

- Aerospace Valley (Toulouse)
- Cap Digital Paris Region (Paris)
- Elopsys (Limoges)
- Images et Réseaux (Lannion)
- Imaginove (Villeurbanne)
- Mer Bretagne Atlantique (Brest/Nantes)
- Mer Méditerranée (Toulon)
- Minalogic (Grenoble)
- Solutions Communicantes Sécurisées (Nice – Sophia Antipolis)
- Systematic Paris-Région (Paris)
- Transactions électroniques sécurisées (Calvados)

## Spotlight on the SCS (Secured Communicating Solutions) cluster

The Secured Communicating Solutions (Solutions Communicantes Sécurisées) cluster is a globally orientated cluster encompassing the entire value chain of ICT expertise, from silicon to its uses in microelectronics, telecommunications and software, leaning heavily on the extremely significant developments in highly focused and distinct Smart Specialisation Areas (SSA): Contactless; Networks, M2M & Mobile Services; and Security Digital Identities. It brings together leading players in the fields of microelectronics, software, telecommunications, and ICT services and uses in the Provence-Alpes-Côte d'Azur region – a total of 250 members (75% of which are innovative SMEs), 25 world leaders in their sector, and 16 research facilities. The cluster comprises a community of over 1,200 research staff and 1,500 highly qualified engineers. In concrete terms, SCS has generated 190 fully financed projects since its creation, representing a total R&D investment of close to 800 million euros, of which 310 million came from publically funded grants.

## Bioresources, ecotechnologies and the environment

**A group of sectors poised to experience sharp growth and leading French companies which already have a strong international presence**

The OECD (Organisation for Economic Co-operation and Development) defines eco-industries as those businesses that “produce goods and services capable of measuring, predicting, limiting or correcting environmental impacts such as the pollution of water, the air and the soil as well as problems linked to waste, noise and the ecosystem.” It is an innovative sector which is experiencing definite growth.

In 2013, the added value of all eco-activities was estimated at over 31 billion euros (1.5% of GDP). This had increased by 1.8% in one year compared with 1.0% for the economy as a whole. The sector also employs 440,000 people, generating a trade surplus of almost 3 billion euros (8.5 billion euros of exports in 2013, for the most part in the recycling industry).

Historically, France has always boasted renowned leaders in this sector such as Véolia and Suez Environnement, in addition to innovative businesses such as Akuo Energy, a company specialising in the coupling of photovoltaic production and electricity storage solutions. The country is able to call on expertise developed over time with institutions such as the BRGM (French Geological Survey) and IFREMER (French Research Institute for Exploitation of the Sea) – know-how that is recognised around the world.

At the same time, an impressive network of leading players from our eco-industries, research facilities and the public sector has gradually been created around 17 competitiveness clusters attached to different sectors.

### SECTORS AND COMPETITIVENESS CLUSTERS

#### BIORESOURCES

- Fibres (Epinal)
- IAR - industries & agro-ressources (Laon)
- Pass (Grasse)
- Xylofutur (Gradignan)

#### ECOTECHNOLOGIES AND THE ENVIRONMENT

- Alsace Energivie (Strasbourg)
- Avenia (Pau)
- Axelera (Lyon)
- Dream Eau & Milieux (Orléans)
- Eau (Montpellier)
- Hydreos (Tomblaine)
- TEAM<sup>2</sup> (Nord-Pas-de-Calais)

#### ENERGIE

- Mer Bretagne Atlantique (Brest)
- Mer Méditerranée (Toulon)
- Trimatec (Pont-Saint-Esprit)

#### ENGINEERING / SERVICES

- Advancity, ville et mobilité durables (Paris)

#### OPTICS / PHOTONICS

- Optitec (Marseille)

#### ENGINEERING / SERVICES

- Risques (Aix en Provence)



In terms of support from the State, the sector benefits from a dedicated fund managed by BPI France, within the framework of a programme of future investment. This fund is intended for equity capital investment through the acquisition of a minority stake in innovative SMEs, mainly unlisted and France-based and involved in the following four areas:

- Renewable energies and green chemistry;
- The sorting and recovery of waste, depollution, eco-design of products;
- Smart grids;
- Vehicles of the future.

The Rhône-Alpes region has been associated with this sector over a significant period, thanks to long-established companies and the creation of Pollutec, a major show covering 100,000m<sup>2</sup> of exhibition space and welcoming 65,000 industry professionals from around the world. The event focuses on innovative solutions that reduce the impact of human activity on the environment in the industrial, local and regional authority and tertiary sectors.

In June 2015, Lille also hosted the Environord show, in association with the 9<sup>th</sup> European Ecotechnologies of the Future Conference, a two-day event bringing together industry experts to anticipate, understand and exchange ideas on the development of ecotechnologies for the benefit of a more sustainable economy.

Above all, France's experience in this sector was highly influential in the decision to host the COP 21 Climate Conference in Paris in December 2015, the aim of which is to reach an international climate agreement for all signatory countries.

### Spotlight on Nice Eco-Vallée

The Eco-Vallée is one of France's largest "Operations of National Interest" in terms of sustainable development, covering an area close to 10,000 hectares. The aim of this site is to balance in a harmonious and consistent way the preservation of the area's natural heritage, act as a global gateway, and to create an innovation-based labour pool (25,000 jobs in 15 years), as well as a dynamic economic and social fabric and a good quality of life.

This basic principle is the driving force behind the Eco-Vallée's vision, to ensure that its planning benefits sustainable development and local ecology.

## Congresses, events and a countrywide “green” commitment

- Nice, a living eco-friendly city, home to the innovative Eco Vallée project.
- The Strasbourg Events charter, created to ensure stable carbon emissions and the application of UNIMEV’s sustainable development charter.
- Aube-en-Champagne Tourisme & Congrès is awarded ISO 20121 certification by SGS France for the responsible management of its activities. The 1<sup>st</sup> French tourist board, the 1<sup>st</sup> convention bureau and the world’s 2<sup>nd</sup> conference organiser to receive this certification.
- In 2012 the city of Lille was named French Capital of Biodiversity.
- Monaco and the Grimaldi Forum’s “Act Green” initiative. The Prince Albert II of Monaco foundation is dedicated to the protection of the environment and sustainable development.
- The City of Paris adopted Agenda 21 in 2004, followed by a Climate Plan in 2007.

## The French luxury goods market - a sector showing little sign of the economic crisis

With a turnover of 31 billion euros in 2013, 84% of which came from exports, the luxury goods market in France has been enjoying continual growth for a number of years. The sector is strongly supported by the demand in international tourism, with half of the turnover in France coming from sales to foreign visitors, mainly from the BRIC countries (Brazil, Russia, India and China). This ultra-luxury market, which plays on the personal touch and exclusivity, has developed into a strong trend which has revitalised a sector encompassing 35 different sectors and employing 131,000 people in France, according to Deloitte. In addition to fashion, jewellery, perfume and cosmetics, and wines and spirits, the luxury sector covers a large number of products and services (automotive, private jets, hotels, cruise ship companies) linked to the tourism industry. As an example, the International Luxury Travel Market (ILTM) attracts some 3,000 buyers of top-end tourism services to Cannes every year.

National conglomerates such as the Kering (Yves Saint-Laurent, Gucci, etc), LVMH, Chanel and Hermès groups continue to perpetuate the image of the leading names in the French luxury product market for whom thousands of artisanal SMEs



The French way of life  
© Fotolia



work tirelessly to maintain their luxury profile. These talents are regularly showcased at events for the general public (Journées Particulières initiative, Heritage Days) as well as in the boutiques of the leading brands, offering customers a very high and distinctive level of service.

In the world of fashion, shows held during Paris Fashion Week are an opportunity to highlight French talent and creativity to an international audience. Every year, the haute couture world invests in shows that are spectacles in their own right, often held in museums, gardens and even disused factories. As an example, in 2014 Karl Lagerfeld transformed the Grand Palais into a Chanel supermarket as part of a show that received global media attention. During the ten days of Fashion Week in Paris, around a hundred shows are held, costing between 200,000 and several million euros, providing valuable business for the entire event services supply chain. These events are also a boon for certain venues; for example, the Grand Palais generates an annual turnover of 12 million euros from fashion shows alone.

LVMH, a world leader in luxury goods, is involved in five sectors of activity (wines and spirits, fashion and fine leather goods, perfumes and cosmetics, watches and jewellery, and selective distribution), encompassing around sixty brand names such as Dior, Vuitton and Dom Pérignon. And with the opening of the Louis Vuitton Foundation at the end of 2014, the luxury market is branching out into the artistic world, in so doing providing the brand with a different way of showcasing its history and DNA, as Cartier did 30 years ago with its contemporary art foundation.



# A DESTINATION WITH GLOBAL APPEAL

Although France is a dynamic economic destination, it's also the world's leading tourist destination. The French way of life and the variety of destinations on offer make the country a unique playground for visitors.

## A superb natural, historic and cultural heritage

To say that France cultivates its cultural heritage is an understatement – although we should really talk about heritage in the plural given the intangible heritage (gastronomy, scientific discovery, the French language etc) which the country enjoys in addition to its many historic, cultural and natural sites. Of course, the appeal of France lies also in its wide variety of landscapes, sites and monuments which are unequalled anywhere else on the planet. The country can be described as having kaleidoscopic appeal, an image which helps to evoke the idea of the perfect destination in which to organise a whole host of varied events. Here you can take visitors from the heart of busy regional cities to stunning mountain scenery and beautiful green countryside or from the welcoming coast to vineyards, castles and listed sites and monuments which are so much part of the history and symbolism of France.

**Three natural French sites are listed as UNESCO World Heritage sites: the Gulf of Porto in Corsica, the lagoons of New Caledonia, and the region of the Pitons, Cirques and Remparts on Reunion Island. Work is also underway to include the International Marine Park of the Straits of Bonifacio (Corsica), the 1944 Normandy D-Day Landing Beaches, and the Pelé Mountain and Diamond Rock in Martinique on UNESCO's list.**

### A seaside destination

With 5,500km of coastline, France offers visitors a range of coastal landscapes, from the long, sweeping beaches facing the North Sea and the English Channel on the Opal Coast, to the waves of the Atlantic Coast at Biarritz. In the south, the Mediterranean extends from Perpignan to Monaco, and includes Corsica, the aptly named Island of Beauty. The country's overseas départements complete the picture with their vast array of stunning, exotic beaches.



Incentive events  
in our coastal  
resorts  
© Istock

### A unique incentive idea: nautical ballet in St-Tropez

First organised in late September 15 years ago, the Voiles de Saint-Tropez event offers the incredible spectacle of yachts "dancing" on the Mediterranean. Instead of simply attending this unforgettable event in this legendary resort as a spectator, companies are invited to bring their guests along to take part in the regatta and experience all the excitement of sailing alongside professional yachtsmen and women in St Tropez. Share the passion of these sailors on board a yacht on the Mediterranean, as you tack and carefully keep the boat on course – ingredients which combine to create an unforgettable incentive or teambuilding activity.

## Gastronomic incentive events on the French Riviera

In Nice, Cannes and the main resorts of the French Riviera, Ikebana does much more than simply introduce their guests to the region's delightful historic landscapes – visitors are also invited to discover the area through its cuisine with tastings of local specialities such as Provençal cakes, olive oil and the famous socca (chickpea pancake) and pissaladière (onion tart with anchovies).

## Head for the French mountains

Home to six mountain ranges, France's ski slopes are the most visited in the world, with 15% of its tourism turnover coming from mountain locations around the country. The Grand Ski event organised by Atout France every year invites international MICE operators to meet professionals from the tourism, mountain and winter sports sectors to find out about the latest developments in the country's resorts.

Although downhill skiing remains the most popular winter sport, a growing number of activities are also available including mountaineering, helicopter rides above the peaks, biathlon, bobsleigh, dog-sledding, snowmobile rides, ice driving and many more. In summer, 4WD treks, canoeing, canyoning, climbing, tree-climbing, hot-air ballooning and paragliding all provide exciting incentive experiences.

## A unique incentive idea: a mountain retreat in the heart of the Alps

A small resort in the Haute Savoie, a mountain refuge perched at an altitude of 1,850m which can be booked for your exclusive use, and panoramic views of Lake Annecy and the Alps all come together to provide the perfect recipe for a high-end incentive surrounded by nature. The DMC offers a new kind of mountain refuge here, ensuring that participants have all they need for a comfortable stay. Choose from a range of activities and amenities, including a hot tub, an ice-sculpting competition, wine-tasting with a sommelier, dinner cooked using local produce and skiing and tobogganing on slopes which descend for 600m. On this incentive break where you'll feel as if the mountains are your own private playground!



Mountain ranges in France  
© Istock

## An outdoor destination

With natural landscapes making up 80% of the country's land mass, France is the ideal destination for incentives based on sporting and outdoor activities such as hiking, golf, cycling, horse riding, white-water activities and river trips. As an example, hiking is a sustainable activity which brings meaning and added value to spending time in the great outdoors. This activity offers companies an excellent opportunity to add social and environmental impact to their events, while at the same time contributing to a spirit of community.

The 17 different wine-producing areas dotted around the country are also well worth exploring. In order to promote these areas to visitors, the special Vignobles & Découvertes label was launched in 2009. This quality label recognises wine destinations with a particular appeal for visitors. At present, 54 areas have been awarded the label, including the Rhône Valley, Bordeaux, Burgundy, the Loire Valley, the Jura, Languedoc-Roussillon, Provence, and, of course, Champagne.

### Incentive ideas: working on your golf swing

The 2018 Ryder Cup is set to reignite interest in golf in France. The sport is an excellent way of discovering a new destination, as well as being the perfect activity for incentives and team building. The country boasts more than 500 golf clubs, with courses surrounded by mountain scenery, near vineyards and castles or on the coast.

The 5-star Le Terre-Blanche Hotel Spa Golf resort is the perfect venue for a seminar-incentive with two 18-hole golf courses which have been awarded the European Tour Destination label. In 2014, Terre Blanche was a prize-winner in the Trophée du Sport Responsable in recognition of its accessibility to all visitors and its commitment to the environment.



### France's glorious vineyards - the perfect setting for your event

For a restorative experience in the heart of the Médoc, Wine Tours in France take visitors to Les Sources de Caudalie, a spa and winery which can be booked for your exclusive use and which grows grapes for use in its treatment products. After visiting the historic heart of Bordeaux and enjoying a blind tasting of Saint-Emilion wines, next stop is Château Smith Haut Laffitte for a candlelit dinner with tables dressed in rustic style, where guests will enjoy a tasting of champagne or some of the estate's grands crus classés wines.

## Visiting France's towns and cities

Thanks to an efficient public transport system, urban tourism now means much more than a simple trip to Paris. The various investments and major projects in France's largest cities (cf. Chapter III) are contributing to better accessibility and increased appeal, with greater supply and an infrastructure which is appropriate to the sector's needs (accommodation, conference centres, event venues etc). Towns and cities remain the point of entry for the organisation of professional meetings and events.

The opening and renovation of cultural sights, especially new museums in Lens, Metz, Marseille, Lyon, Bordeaux and Toulouse, should make these cities even more attractive for the organisation of events. The development of urban tourism is also supported by regular investments in infrastructure, activities and cultural sights. In addition, major hotel chains are astutely establishing a strong presence in cities such as Lille, Strasbourg, Nantes, Lyon, Bordeaux, Toulouse, Marseille, Cannes and Nice. Lastly, the issue of accessibility is of key importance. If France's major cities are able to make their mark in the MICE industry, this is undoubtedly thanks to the high quality of their transport systems and services which are continually being upgraded. French airports have successfully targeted the development of services (reduced formalities, direct access to city centres, more user-friendly flight times etc), while the TGV high-speed train remains unequalled in its ability to transport visitors to the heart of a city centre in just a few hours.

Sporting and cultural events also contribute to the development and appeal of towns and cities. Marseille, the European Capital of Culture in 2013, is a good example of this. As a result of urban renovation and new cultural projects, the city has become a must-see destination. And thanks to Euro 2016, the event's 10 host cities are also engaged in development and renovation projects in order to improve their visitor facilities. In addition, new generation stadia act as excellent multi-purpose venues for seminars, conventions and meetings.

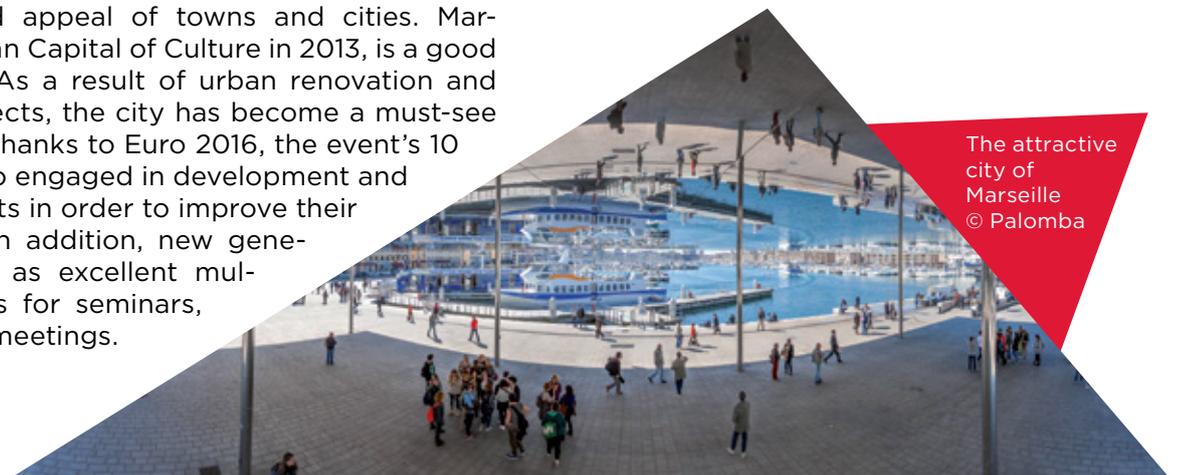
### Roland-Garros

A truly international sporting event, the French Open tennis tournament at Roland Garros attracts visitors to the French capital in the last week of May and first week of June every year. A legendary venue where passion, creativity, prestige and a sporting endeavour all come together, the Roland-Garros stadium is also a popular destination for companies who take advantage of its VIP rooms and facilities to host their best clients. To meet new demand, plans for a new stadium have been drawn up by the French Tennis Federation with the support of the Paris City Hall. This project has three main aims: to modernise the stadium, increase its size and allow it to blend harmoniously with its immediate environment.



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FRANCE

The attractive city of Marseille  
© Palomba



## Cultural and Heritage Sites

With more than 40,000 protected sites and monuments, 39 UNESCO World Heritage sites, over 8,000 museums including 1,218 Musées de France, around 5,000 festivals, theatre seasons, concerts, new-generation museum spaces, parks and gardens, France is home to a whole host of sites where art and culture come to life to provide the perfect venue for your event. More than 50 remarkable sites are listed in the Culture Sites in France guide published by Atout France. This guide provides information on venue capacity, catering options, private visits and incentives.

### Exclusive private events: soak up history and the arts in Chantilly

The Domaine de Chantilly, the largest royal estate in France, has for centuries been home to an extremely rich artistic heritage which international groups can now enjoy on a private visit of the collections of the Musée Condé or on a stroll around the grounds of the château. At the end of the day, guests will be captivated by a private show in Les Grandes Ecuries, where the horsemen and women of the Musée Vivant du Cheval will introduce spectators to their equestrian world and demonstrate the magical relationship that they have with their horses. Finally, the various galleries in the château provide the perfect setting for a gala dinner at tables which are beautifully dressed in the best French tradition.

### Exclusive private events: behind closed doors at the Grand Palais

Built for the 1900 World Exhibition and considered by many to be the most beautiful building in Paris, the Grand Palais also makes a magnificent venue for events and temporary exhibitions. While its metal and glass structure provides an unforgettable setting not only for public but also for corporate events (fashion shows, product launches, gala dinners etc), many other rooms in the museum, such as the Galerie Courbe, are also perfect for hosting groups. In particular, the major exhibitions organised by the Réunion des Musées Nationaux at the Grand Palais offer a perfect opportunity to host an event in artistic surroundings. The museum offers companies a private guided tour of its main exhibitions on Tuesday mornings, with a cocktail reception option, as well as in the evenings at certain times of year. After the recent success of the Niki de Saint-Phalle and Hokusai exhibitions, Velázquez and Jean-Paul Gaultier will be the star billing in 2015.

Niki de  
Saint-Phalle at  
Grand Palais  
© DidierPlowy



## An incomparable way of life

Whenever France is mentioned, you can be sure that you'll soon hear the word "tradition" and the phrase "the French way of life". The expression "art de vivre à la française" (the French way of life) crosses all borders of time and place, but what exactly does it mean? Is it a type of behaviour? A way of being? A mark of excellence? A competitive advantage? The answer is that it is probably a successful combination of all of these qualities found in the many French economic sectors which promote the idea of "Made in France", but especially in the tourist, hotel and restaurant industries. The culinary arts, elegance and traditional craftsmanship are intimately linked to the notion of luxury and well-being. And it is ancestral skills and traditions, combined with the creative innovation of young businessmen and women, which enables this alchemy to endure over the passing years.

### A passion for gastronomy

If there is one area in which the five "C's" – charm, courtesy, cuisine, calm and character – which make up the French way of life really come into their own, then it's gastronomy. In November 2010, UNESCO even included the "gastronomic meal of the French" on its Intangible Cultural Heritage of Humanity list.

This gastronomy and the country's wines – which are just as much revered and sought out abroad as in France – are served by tens of thousands of bistros, auberges and restaurants which demonstrate a unique culinary heritage and savoir-faire. Great Michelin-starred chefs such as Alain Ducasse, Joël Robuchon and Thierry Marx all contribute to the international influence of French gastronomy, as do major caterers and reception organisers such as Potel & Chabot, Lenôtre, Fauchon and Dalloyau, all of whom provide professional events with their skills and expertise.

In order to develop this reputation and recognition outside France, the French government, on the initiative of the French Ministry of Foreign Affairs, has established the Goût de France/Good France event which offers a contemporary take on the concept of the epicurean dinners created by the famous chef Escoffier. As a result, on 19 March 2015, more than 1,000 chefs from all five continents celebrated French gastronomy and its capacity for innovation. Paris is also holding its own Taste of Paris culinary event in 2015, a festival which started in London and which will celebrate the best of Parisian cooking from 21 to 24 May at the Grand Palais. Also worth a mention is the Semaine du Gout, which takes place every year – the 26<sup>th</sup> festival will be held this year from 12 to 18 October 2015.

France's culinary heritage will also be celebrated in a few years time with the opening of the Cités de la Gastronomie. This organisation, launched in 2013, is unusual in that it brings together a network of four cities (Lyon, Paris-Rungis, Tours and Dijon) which are working together on this major project. The Cité de la Gastronomie in Rungis will house a gastronomy museum and a business centre, as well as host creative workshops, and will open to the public in 2020.

### Special events: cooking classes at the Atelier des Chefs

Copied on numerous occasions but never equalled, the Atelier des Chefs remains the reference in the world of cookery classes. The idea is simple: put on an apron, listen to the chef's advice, gather your cooking utensils and ingredients and start cooking! Simple... well, almost – maybe not everyone is a gifted cook! But it doesn't matter if your soufflé collapses when you take it out of the oven – it's the pleasure of doing it yourself and with others that's important. Once you've made your dishes, it's time to taste them in traditional table d'hôte style. Depending on the season, you'll find typical classic French dishes on the menu at the Atelier des Chefs, whose culinary workshops have spread around the country since the company was founded in Paris.



Cookery  
workshop  
© Cédric  
Helsly

## A passion for fashion & shopping

It's impossible to talk about French charm and elegance without mentioning luxury goods and the high-end labels which spread the image of France right across the globe. Fashion, fine leather goods, perfumes and cosmetics are all indelibly stamped "Made in France" in the minds of international visitors. Haute couture in particular represents an ideal for many and some brand names, such as Louis Vuitton on the Champs-Élysées in Paris, are visited as though they were museums of refinement in their own right. So it's not surprising that shopping is the second reason, after culture, for foreign visitors to come to France. Department stores such as Galeries Lafayette and the fashion outlet La Vallée Village (Chic Outlet Shopping®) near Disneyland Paris are the standard-bearers for luxury French goods, offering a whole host of personalised services for groups, including special events, which transform their shopping into far more than a pleasurable purchase.

### Corporate hospitality: Fashion Week steals the show!

It's now possible to attend a fashion show during Fashion Week, either in one of the galleries at the Louvre Museum or the Grand Palais or at one of the many sites in Paris which is transformed into a temple to fashion during this prestigious event. Hospitality packages allow guests to take a ring-side seat and watch models parade down the catwalk without the need for a personal invitation from Anna Wintour! This special experience can be combined with a private shopping trip, an haute-couture-themed tour of Paris, and a VIP evening event in the company of professionals from the world of fashion.

## A passion for traditional craftsmanship

Celebrating French savoir-faire would not be possible without the specialised artists and artisans who work hard to keep traditional skills alive in the modern day. The spotlight shines on these talented men and women every year during the Journées du Patrimoine (Heritage Days), an event initiated by the Ministry of Culture and Communication which takes place on the third weekend of September. Private companies are also active in celebrating their traditional skills. An example of this is LVMH, which for the past two years has organised special events (Journées Particulières) during which they open their doors to the public. Not only are the group's boutiques open for this event, but their workshops can also be visited (Louis Vuitton in Asnières, Chaudronnet on Place Vendôme etc). This event has been highly successful in offering visitors a glimpse of this prestigious world, thus making a real contribution to French tourism and culture.

Le Comité Vendôme, an association which promotes the values and savoir-faire of fashion professionals in and around Place Vendôme (rue de La Paix, rue de Castiglione, rue Saint-Honoré etc), also plays an important role in opening these beautiful French boutiques dedicated to fine jewellery, glassware and fashion to visitors.

### Open your senses to the magic of Guerlain

Unknown to most people, Guerlain makes its perfumes and beauty products in the heart of the Cosmetic Valley competitiveness cluster near Chartres. In its new factory, known as La Ruche, the brand produces lipsticks, foundation, mascara and its famous Terracotta powder which will then be sent around the world – 75% of the company's turnover comes from the export market. The factory occasionally opens its doors to corporate groups, offering guided tours through some of the factory workshops, but be warned – there's definitely no touching and the company's house recipes remain a carefully guarded secret! The deliciously evocative scents, on the other hand, can be enjoyed by all.

### A unique incentive idea: let Fragonard sharpen your olfactory senses

Although you'll never be a professional perfumer or "nose", who is skilfully able to combine different fragrances to create new perfumes, the Fragonard factory in Grasse (Alpes-Maritimes) can give you some pointers, offering incentive guests the chance to try their hand at being an apprentice perfumer. During your visit to the factory, you'll be told all about the history of the perfumery and the various essences used by the "nose" so that you can then create your own eau de cologne.

## A passion for the silver screen

The world's third largest movie-making destination, France is a mecca for cinema – and has been ever since film-making was invented 120 years ago on the French Riviera. With a potential audience of 500 million cinema-goers who, according to Film France, are able to visualise images of the country thanks to films and videos, it's easy to understand the strong connection between the world of film and the tourism industry. Movies offer incredible opportunities for the towns and regions in which they are filmed, making them more attractive to visitors and allowing them to offer a whole host of film-related events for tourists. The consultancy firm TCI Research calculated that in 2014 approximately 4 million foreign tourists chose France as a destination after having seen a film which made them want to visit the country. Paris Tourist Office and the Paris City Hall offer a number of popular film-themed tours, with the capital city used as a film location for more than 900 movies every year. From *Ratatouille* to *La Vie en Rose*, *Le petit Nicolas* and most recently, *L'Écume des jours* (Mood Indigo), the number of film-themed tourist visits is increasing in popularity year on year. Meanwhile, the Provence-Alpes-Côte d'Azur region has created a mobile app highlighting the filming location of 52 movies.

In addition to this indirect marketing, cinema remains an industry in which France shows itself to be both innovative and very productive. Although the Cannes International Film Festival may offer a dazzling glimpse of this glamorous industry for spectators, it is above all a business event for the worlds of film and broadcasting, attracting professionals from right across the globe.



### “Take one... Action!” at the Cité du Cinéma

It was the event of 2012 – the opening of the Cité du Cinéma (in Saint-Denis to the north of Paris), a huge complex covering an area of 62,000m<sup>2</sup> dedicated to the world of film and the brainchild and work of director and producer Luc Besson. In addition to the main building, an old electricity substation transformed into a modern venue which can now host prestigious large-scale events, the site is home to 9 500m<sup>2</sup> of film sets which can be visited during private events. Through the development of this site, Luc Besson and his EuropaCorp company aim to support the French film industry as a whole. For this reason, the Cité is also home to the Louis Lumière school as well as a second cinematography school. To give visitors a different movie experience, EuropaCorp has also invested in a 7-screen cinema complex in Aéroville, not far from Roissy. The VIP facilities here allow film-goers to watch movies from reclining leather armchairs. A private bar is also available, along with catering services provided by luxury brands Petrossian and Pierre Hermé.

### Special events: become a star for a day at the Festival de Deauville

It's now possible to see Michael Douglas or Angelina Jolie on the boardwalk at Deauville, or, better still, on the red carpet at Deauville's American Film Festival thanks to the VIP packages put together by Le Public Système. As the organiser of the festival, this agency is able to offer companies packages which can include a red-carpet welcome, a cocktail reception, and invitations for film screenings or the opening and awards ceremonies. These packages can be supplemented by a range of à la carte options, such as a VIP dinner in one of the Lucien Barrière restaurants and photo coverage. Dress code: formal!

# MARKET STRUCTURE AND CONTINUAL DEVELOPMENT

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# MARKET STRUCTURE AND MAIN PLAYERS

For decades, France has been structured in a way that delivers the best service and assistance to conference and event organisers. Every player in the MICE industry value chain, both public and private, develops his or her own expertise in synergy with other operators, in so doing playing an important role in the marketing of an effective overall product.

## Venue infrastructure and site management

### The upgrading of our convention centres

With over a hundred dedicated convention venues, known in France as centres de congrès or palais de congrès, France is able to offer varied, well-structured options in the heart of its main cities as well as across the country. As a result, France hosted 2,800 conventions in 2013 attracting 1.6 million delegates, including 352,000 from abroad (source: Unimev 2013). Knowing that every one in two foreign delegates extends his or her business trip, the economics at stake are far-reaching, particularly in a highly competitive world. Consequently, France's conference and event venues are highly conscious of the need to remain as competitive as possible. For this reason, many convention centres built in the 1970s and 80s have been completely renovated and modernised to meet international standards and advances in technology. Others have been built from scratch, such as the Palais de Congrès de Nancy, opened in the centre of the city in 2014 close to the TGV railway station.

The challenges facing venues nowadays are technological in nature, with a requirement to meet the ever more demanding expectations of organisers, both in terms of connectivity, for example, as well as environmental (HQE standards), through the application of rigorous eco-design, waste manage-

ment and energy reduction processes. Another trend is to integrate convention centres into the fabric of the city by ensuring that they offer a welcoming environment (not unlike an Ancient Greek agora) and by offering a variety of services and facilities. By doing this, venues can develop into living spaces and provide more than a succession of meeting rooms and square metres, boasting a wider range of options, enhanced event content, better contacts with local politicians, renowned speakers and specialists from relevant sectors, improvements in transport flow etc.

(for a list of conference centres, click on the "our partners" heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))

In 2013, France hosted 2,800 conferences attracting 1.6 million delegates, including 352,000 from abroad

## A dedicated website for the latest news from our host towns and cities

A portal for the network of 54 towns and cities capable of hosting conventions and major events in France, the website provides an opportunity to discover these destinations through a variety of media (photos, videos, reports, sections dedicated to each destination etc). It also provides practical information on organising a conference, new options and services available, details on quality and sustainable development certification, events and innovations within the sector. Via its search engine, organisers can draw up an initial list of towns and cities for a particular event based on their preferred criteria. Specifications can then be defined and sent directly to potential host venues or to local convention bureaux.

[www.france-congres.org](http://www.france-congres.org)



### Integrated exhibition centres

Because it is becoming increasingly difficult to differentiate between convention and trade show activities, exhibition centres are often located close to convention centres, and if this is not the case local councils ensure that they have good transport links (e.g. the extension of the tram system in Bordeaux) in order to optimise the movement of visitors. Furthermore, it is often the same operators who are assigned the responsibility for public services at both venues, a non-negligible value added for event organisers and their marketing agencies. In addition to the huge modernisation project for the Porte de Versailles exhibition centre in Paris, the cities of Marseille, Agen, Nancy, Lyon and Strasbourg have all restructured their conference venues in order to handle larger events in a range of sectors (financial, entertainment and cultural), including an investment of 180 million euros in the construction of Strasbourg's future exhibition centre. So it is with the aim of creating a coherent infrastructure with a clear economic benefit that a new vision has been introduced for the sector, as part of a plan for the country as a whole to offer facilities and services that are more in keeping with the expectations of customers.

## Eurexpo Lyon in the record books

As a result of the recent 9,000m<sup>2</sup> extension of Hall 2, the total surface area of the Eurexpo de Lyon exhibition centre has grown to 130,000m<sup>2</sup> in 2015, placing the Lyon site in the Top 15 in Europe according to EMECA (European Major Exhibition Centres Association) statistics. This is great news for a venue which has hosted major international events such as SIHRA, the global event for the hospitality and food service sector, and POLLUTEC, the world environment show which, in 2014, welcomed 62,000 visitors, 12% from abroad. In 2014, Eurexpo successfully hosted another major itinerant event: the HLM show dedicated to public sector housing, officially opened by French Prime Minister, Manuel Valls. Thanks to the synergies developed with the exhibition centre, Lyon's entire trade show/convention/exhibition sector has enjoyed significant growth.

## Theme parks high on innovation

French theme parks such as Disneyland Paris®, Parc Astérix, Futuroscope, Vulcania and Puy-du-Fou all open their doors to host MICE groups. In addition to their fun and educational activities, each of these venues boasts meeting spaces and accommodation enabling them to offer combined business and incentive facilities. Like resorts, our theme parks have the advantage of offering fully integrated services at a single venue with the additional option of tailor-made and personalised services for participants. And in order for them to continue offering innovative options and to maintain the loyalty of visitors, they are continually developing unique shows and new attractions which require heavy investment by the parks themselves. The success of the entertainment-event mix is clear for all to see, and the French have recognised expertise in this sector.

## Disneyland with a Ratatouille sauce

Disneyland Paris' 60<sup>th</sup> attraction, "Ratatouille, Rémy's Totally Zany Adventure", takes visitors on a voyage of adventure on board a "ratmobile", propelling them from the rooftops of Paris to its kitchens in the blink of an eye, passing through the cold store and restaurant along the way! To continue with this theme, Business Solutions, MICE's dedicated department, is offering new team-building activities, including an adaptation of its treasure hunts based around the theme of gastronomy. The Disneyland complex already offers a multitude of permanent MICE options thanks to its two flexible-layout conference centres, 95 sub-committee rooms, three plenary session rooms able to accommodate 2,300 people, exhibition spaces, as well as a TGV and Eurostar station, 58 restaurants available for private functions, and 8,200 bedrooms in 15 hotels. In order to enhance its attractiveness, by 2018 Disneyland Paris is also planning the construction of a new 10,000m<sup>2</sup> conference centre which will be able to accommodate up to 2,000 delegates.



## Unique and extraordinary locations

The list of unique and extraordinary venues able to host corporate groups is huge. In addition to cultural and historic sites, purpose-built entertainment venues and developed natural sites, groups can nowadays choose settings as diverse as boats, old factories, swimming pools and quarries. Many of these venues can also relate their own history as well as that of the destination and its cultural heritage. It is in these varied settings that different communications agencies and companies are able to stage new events combining tailor-made services, art and history – values which are truly inspirational for organisers, particularly those from outside France.

(for a list of event venues, click on the “our partners” heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))



Based upon this new classification system, at the end of 2014 France had a total of 13,829 registered properties, including 1,632 four-star hotels, 304 five-star hotels, and 16 palace-hotels.

## Sodexo’s “Lieux et Marques de Prestige” label

At the end of 2014, the world’s leading company in the mass catering sector and its Sports & Leisure division introduced a quality label identifying venues which are able to guarantee an exceptional, tailor-made event experience. With the launch of this exclusive “Lieux et Marques de Prestige” label, based on 300 different criteria, Sodexo is able to distinguish those properties which symbolise prestige and excellence such as the Aéro-Club de France, Le Pré Catelan, the Roland Garros tennis stadium, the Pavillon Elysée Lenôtre, the restaurants on the Eiffel Tower, the Lido, which has invested 25 million euros to establish itself as the world’s leading cabaret venue, Yachts de Paris and the Bateaux Parisiens.

## Accommodation

Since the new tourist accommodation classification system was introduced in 2010, piloted by Atout France, the French hotel industry has been heavily engaged in clarifying and raising the standard of its accommodation offer. This reform has enabled hoteliers to bring a new dynamism to their properties, by choosing to be more competitive, offering their customers services which meet the expectations of modern-day consumers, as well as conforming to international hotel ratings. As a result, a “new generation” hotel system has seen the light of day, based on a 1- to 5-star classification, with properties evaluated every five years by accredited agencies. Based upon this new classification system, at the end of 2014 France had a total of 13,829 registered properties, including 1,632 four-star hotels, 304 five-star hotels, and 16 palace-hotels.

Yet, while the country’s hotels remain the key players in the MICE market as a result of their accommodation capacity, they are equally important for their ability to host meetings, conferences and other events for the inbound tourism sector. Consequently, it’s rare these days to find brand-new or refurbished hotels that do not have meeting rooms and work spaces for groups. Major international chains such as Carlson Rezidor, InterContinental and Accor (including its Pullman brand, in particular), have all positioned themselves clearly within the MICE sector, offering numerous personalised and dedicated services which meet international standards.

(for a list of hotels, click on the “our partners” heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))

## The “Palace” category

Following the introduction of the “Palace” category in November 2010, 8 hotels were initially awarded this prestigious distinction in May 2011. Prior to receiving this “label”, candidate properties must pass checks carried out by Atout France, meet all necessary specifications, then submit their application to an independent board made up of writers, journalists and artists. Today, 16 palace-hotels across France meet the country’s exacting palace-hotel criteria: Le Bristol, Le Meurice, the Plaza Athénée, the Four Seasons Hotel George V, the Park Hyatt Paris Vendôme, the Royal Monceau, the Mandarin Oriental and the Shangri-La in Paris; the Hôtel du Palais in Biarritz; the K2, Hôtel les Airelles and Hôtel Cheval Blanc in Courchevel; the Grand Hôtel de Saint-Jean Cap-Ferrat; the Byblos and Château de la Messardière in Saint-Tropez; and La Réserve the Ramatuelle.

# PALACE

## An array of specialist agencies

Boasting an array of specific skills, France’s event organisers are part of an interdependent ecosystem whose expertise overlaps and complements each other with the common goal of ensuring the success of events and the showcasing of the country’s know-how.

### **Professional conference organisers with a multitude of skills**

France’s “turnkey” organisers of domestic and international conferences or PCOs, such as MCI France, Le Public Système PCO, Liberty Incentives & Congresses etc), are internationally recognised for their ability to provide dedicated expert support to their sleeping partners in every aspect of their project. These professional experts are involved in the choice of destination and the event venue, as well as the entire production of the event, from the creation of content, the recruitment of participants, and the securing of finance to the development of social events and logistics. All these supporting activities, often spread over several years, enable scientific communities and other project contractors to focus on the development of their content, without the need to provide input on organisational aspects for which they do not have the necessary expertise. In addition, thanks to new technologies and social networks, PCOs are now able to increase the visibility of international conferences, to think up new formats, such as hybrid conferences, and even overcome barriers imposed by both time and space.

(for a list of PCOs, click on the “our partners” heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))

## Destination Management Companies - the gateway to a destination

Destination Management Companies (DMCs), or incoming agencies, are the main contacts for MICE groups when it comes to organising events. Their on-the-ground knowledge of both the destination and local suppliers (hoteliers, transport companies, team-building companies etc) means that they are an essential part of the MICE chain. DMCs operating in France, such as France Connection, Liberty Incentives & Congresses, Lafayette Travel, Ri-Media Event Solutions, Aquitourisme, Holt Paris Welcome Service, Ikebana, Le Public Système MICE, Raising Stones Events and Voyages Services Plus, are all involved in several source markets and boast extensive expertise enabling them to offer options that go beyond purely incoming services. With their ability to offer unique and often surprising concepts and open doors that are closed to others, these event designers take over responsibility for the social activities of participants at events based around criteria specific to each and every MICE group.

(for a list of DMCs, click on the "our partners" heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))



## Experiential marketing agencies - getting your message across in a creative way

Represented by the ANAé (Association des Agences de Communication Événementielle) and the AACC (Association des Agences-Conseil en Communication), these Meetings & Events professionals enjoy a well-deserved reputation both in France and internationally in terms of their technical expertise, astutely enhanced by a creative French touch. Irrespective of their size, whether they are a business unit within a global communications group, such as Havas Event, Publicis Events, Auditoire (TBWA group), a large independent agency such as the Hopscotch Global PR Group, or small 100% event-focused companies, these specialists are able to create unique formats and content for their clients in order to highlight messages, showcase new products and develop communications activities whose common denominator remains live public events. The world's main business sectors (automotive, telecoms, luxury goods, supermarkets, health, banks and insurance), as well as the institutional world have all availed themselves of the full range of experiential formats (product launches, roadshows, internal conferences and evening events, gala dinners etc) to increase the impact of their content while at the same generating links with their products and services.



## Convention & Visitors Bureaux – the interface between the destination and industry professionals

Created within the framework of municipal or regional tourist offices, CVBs are non-profit organisations dedicated specifically to the MICE sector and responsible for orchestrating the offer of a destination, recruiting and promoting its members, showcasing the overall services available, working alongside project leaders, and acting as the interface between organisers or their chosen agency and local politicians. Often, Convention & Visitors Bureaux work with applicants from their region during the tender process for international-scale events. They host organisers on educational and fam trips of their destination and site inspections, and help co-ordinate their members when they are attending major MICE shows. Lastly, and in addition to their presence in the destination they are promoting, the CVBs in France's major cities often act as representatives abroad in leading source markets through a network of ambassadors set up by tourist offices, as is the case with OnlyLyon, for example.

(for a list of Convention & Visitors Bureaux and Tourist Offices, click on the “our partners” heading at [www.meeting.rendezvousenfrance.com](http://www.meeting.rendezvousenfrance.com))

## Key technology and service providers

**Often working discreetly in the background, but always with maximum efficiency, these companies are key pieces in the events “puzzle”, fulfilling a vital role in the sector as well as being heavily involved in terms of sustainable development.**

### Professional caterers – the guardians of France's gastronomic traditions

An essential link in the event chain, French caterers are culinary artists who work hard to ensure the success of cocktail evenings, gala dinners and other corporate and institutional events. In addition to providing a guarantee of top-quality food production and delivery, caterers also play a role in designing and organising events directly with clients (or the agency representing them), hence their more appropriate title of Caterers & Reception Organisers. They are also guarantors of quality, traceability and a respect for values associated with sustainability and the CSR of companies. An ability to handle these increasingly prevalent concerns is an additional advantage for French caterers who are able to work with a huge variety of food products from across the country, enabling them to showcase their full culinary creativity, which extends nowadays to increasingly popular cookery workshops and food-based events and activities. However, this expertise does not stop with the preparation of food, as French caterers also distinguish themselves through their exquisite table decoration and tableware, in keeping with the fine tradition of French dining, while at the same embracing contemporary trends both in terms of overall look and refined elegant design.

### Technical service providers, the masters of backstage management

The “family” of technical service providers mainly covers those working on the audiovisual aspect of events, a sector that in recent years has incorporated companies handling digital services. Their technical skills, often honed in the world of live entertainment, an area in which France boasts an international reputation, bring invaluable expertise in stage management and the broadcasting of content which increasingly relies on technological advances in terms of recording, mapping, simultaneous broadcasts etc. As technologies develop, visual images (photos and videos) are becoming more and more immersive, to such an extent that at some major conferences images have overtaken sound in terms of importance.

Key technology  
and service  
providers  
© Fotolia

## Service providers at the cutting edge of customised events

Hosting, insurance, decoration, translation, rental and transfer services are just some of the options that come under the Meeting & Events umbrella, and it goes without saying that all these can be adapted to a demanding professional clientele who are focused on personalised services which make a big impression and make all the difference. To this already extensive family can also be added an ever-growing list of new skills and specialists who promote services centred around new technologies (3D printers, for example) and developments in society such as community and participation initiatives.



4 roues  
sous 1 parapluie  
© Cédric  
Helsly

## Unique tours and transfers

The inventor of a unique and innovative concept, the "4 Roues sous un parapluie" company is offering visitors tours and transfers in a 2CV car. These colourful, legendary vehicles will wait for their guests outside their office or at the end of their working day and take them to their required destination, crossing Paris and exploring the French capital in relaxed style. Drivers will share anecdotes and the city's secrets with passengers who can take in the sights of the city while enjoying a chilled glass of champagne.

# LEADING BUSINESS DESTINATIONS IN FRANCE

Every town and city boasts its own regional identity as well as a unique scientific, economic and technological expertise. France's MICE destinations stand out for their top-quality and highly adaptable services and facilities, in addition to a network of professionals able to organise and host international events and congresses. Let's take a look at the country's major towns and cities for MICE.

## Angers

Occupying first place in the "Top 10 greenest towns in France" survey in 2014, as well as first place for its quality of life, Angers has put sustainable development and plant expertise at the heart of its priorities both in terms of its day-to-day life and economy. A town with a pleasantly manageable size nestling in the Loire Valley just 90min from Paris and less than 3hrs from other major European cities, Angers is a natural choice as a conference venue, with its welcoming ambience, personalised events organised by experienced hosts, myriad facilities and unique places to visit, all of which combine to make this the perfect destination for successful corporate events. This attractive town appeals to growing numbers of international visitors and organisers who are drawn here by a winning alliance of three factors – research, training and industrial expertise in the fields of plant sciences, health, tourism, creative economy and electronics. Angers also boasts an efficient organisational infrastructure for major events, including a dedicated hotel reservation office, passes such as the Business Pass and Bus and Tram Pass (which encourage visitors to use

public transport), as well as the essential City Pass. Finally, it is important not to forget the town's attractive historic and cultural appeal which is very much linked to its location on the banks of the River Loire.

The Bureau des Congrès et Evénements d'Angers Loire Tourisme promotes a heritage which is focused on food, wine and culture, with numerous castles dotted along the banks of this historic river.



Château  
d'Angers  
© JSE

## To remember

**Accommodation** : 2,800 rooms

The Royal Abbey of Fontevraud has just opened a brand-new, state-of-the-art 4-star hotel combining ultra-modern facilities with the tranquil surroundings of this charming site. In addition, the new Loire et Sens hotel complex offers the perfect base for management seminars and incentive meetings.

**Poles of competitiveness / Clusters**: VEGEPOLYS (Plant sciences); electronics (We Network), ATLANPOL BIOTHERAPIES Health-Biotech-Pharmaceutical; eco-activities, eco-industries and eco-services; RFI Tourisme

**Certification**: France Congrès quality and sustainable development charter, ISO 9001.

**Key facts**: Plant Week 2015 (12-15 January) will bring together the Rencontres du Végétal, Vegepolys Symposium, Vegepolys International Business Event and the SIVAL show.  
-Angers will also host the Cité des Objets Connectés in 2015.

## Biarritz

This seaside resort which, over the centuries, has attracted royalty and celebrities alike, also has a long history as a MICE destination, welcoming around 65,000 delegates per year. Two of its major selling points for the MICE industry are its setting and its approachable size. This distinctive appeal is supported by excellent connections from several local airports (Biarritz, San Sebastian and the city's own business aviation terminal), which offer excellent links with Europe's major capitals as well as cities across Scandinavia (Stockholm, Oslo, Helsinki and Copenhagen). Biarritz also boasts a choice of four venues able to host professional events, each of which has a unique and distinctive architectural style: the Bellevue, a building from the Belle Époque period which was renovated in 1999 by the architect Jean-Michel Wilmotte; the Casino Municipal, designed in pure Art Deco style; the Gare du Midi, a former railway station where Emperor Napoleon III would arrive in the city; and the new Halle Iraty combine to offer visitors facilities that are as charming as they are efficient and well run. Biarritz is far from a city frozen in time. In addition to the opening of the Halle Iraty, which has re-energised the city's events sector and has enabled Biarritz to host conferences and exhibitions in



excess of 2,000 delegates, all of the city's other facilities have been brought bang up-to-date and equipped with state-of-the-art technology that meets international standards. Biarritz is also a city with a rich sporting and wellbeing pedigree thanks to its beaches, famous golf course, spas and thalassotherapy centres - all of which are popular incentive activities for its international clientele.

## To remember

**Accommodation**: 3,500 rooms

**Poles of competitiveness / Clusters**: aeronautics, textiles/sport, food processing, new technologies, electronics and telecommunications. Port, Technopole d'Izarbel.

**Certification**: France Congrès quality and sustainable development charter.

**Key fact**: the restoration of the Salon Impérial (222m<sup>2</sup>) in the Hôtel du Palais, which has rediscovered its former glory thanks to its new glass ceiling and bay windows.

## Bordeaux

A city and brand name in its own right thanks to its famous wines, Bordeaux has rightfully been at the forefront of the French wine industry's marketing and development. Major fairs such as Vinexpo, Vinitech and Vinipro remain international shop windows for world-renowned expertise that acts as a vital economic lever for an entire region. This impressive list of world-class events hosted by the city has been enhanced by the Jumping International equestrian show. As a result of its superb facilities (4 conference centres, plus the 150,000m<sup>2</sup> Parc des Expositions), as well as prestigious venues for private events, such as the region's major wine estates (Château Smith Haut-Laffitte, Château Pichon-Baron, Château Giscours etc) and the Grand Théâtre, which can host groups of up to 800 guests, Bordeaux is one of France's leading cities in the international conference sector. A UNESCO World Heritage Site thanks to its unique 18C architectural heritage which proudly overlooks the Garonne following the restoration of its river banks, the city will soon

see the completion of three further projects: the Cité des Civilisations du Vin in 2016, the Maison de l'Economie Créative (MECA), and in June 2015, the new Stade de Bordeaux which, in addition to sports and cultural activities, will also be able to host corporate events thanks to its 6,000m<sup>2</sup> of reception facilities. The new tramway link (15min) from the Bordeaux-Lac quarter to the city centre will also open in January 2015. This district is of strategic importance as it is home to all the city's major event venues (Parc des Expositions, conference centre and 1,400 hotel rooms) – a host of facilities and new buildings that will be accessible from Paris in just 2 hours by 2017.

### To remember

**Accommodation:** 10,000 rooms

**Poles of competitiveness / Clusters:** Aerospace Valley, La Route des Lasers, Avenia (geo-sciences), Xylofutur (wood technology); Agri Sud Ouest (agriculture)

**Certification:** ISO 9001 / ISO 14001

**Key fact:** opening of the Cité des Civilisations du Vin in March 2016, where visitors can explore a wide range of wine-related subjects, including cultural discoveries and the sharing of scientific expertise, as well as enjoy the benefits of an extensive educational programme.



Bordeaux  
© Fotolia

## Cannes

Images of the Palais des Festivals et des Congrès and its famous steps are seen around the world during the city's international film festival, helping to showcase Cannes and its Boulevard de la Croisette across the globe. However, the city is a hive of activity throughout the year, hosting a large number of leading professional events (Tax Free World Exhibition, MIPTV, MIDEM, Cannes Lions etc) thanks to the bold and dynamic policies of SEMEC, the company which runs the Palais des Festivals. Its former president, now Mayor of Cannes, David Lisnard, succeeded in creating a dynamic approach which allows Cannes to hold its own against Europe's most successful MICE destinations – an appeal which is reinforced by the proximity of Nice Côte d'Azur international airport. Although the film industry and its spin-off events remain the most important economic lever in Cannes, the luxury shopping sector also attracts professionals and international clients who enjoy the sense of unity that comes with a town of this size. The Palais des Festivals, the city's real economic power house, completed a second phase

of restoration work in September 2014 which allowed event organisers to take advantage of the Louis Lumière Auditorium which has been enlarged and given increased natural light. The auditorium itself has also had a facelift, with the provision of new seating. A third phase of restoration will complete more than a decade of work, which has been carried out to allow the site to compete with other large MICE cities. The luxury hotels situated on the Croisette, alongside the city's new boutique hotels, also contribute to the international reputation of the French Riviera – a reputation which Cannes and its hotels are careful to maintain, in particular with regard to business clients for whom a number of MICE packages have been created.

### To remember

**Accommodation:** 8,000 rooms

**Poles of competitiveness / Clusters:** information and communication technologies; multimedia; life sciences; energy and sustainability.

**Certification:** ISO 9001 / ISO 14001 / OHSAS 18001 / ISO 26000 / France Congrès quality and sustainable development charter

**Key fact:** MIPCOM, the world's largest fair dedicated to entertainment content and distribution, welcomed 13,700 delegates and 4,600 buyers for the event's 30<sup>th</sup> anniversary event in 2014.



Festival  
de Cannes  
© istock



Lille  
© Laurent Ghesquière

## Lille

Lille's status as European Capital of Culture in 2004, a year which saw 9 million visitors come to the city and a 30% increase in visitors from around France, remains the focal point of an aggressive strategy in terms of the transformation of the city's vision. This proactive policy has been maintained via Lille 3000, an extensive contemporary cultural project, and a commitment to an innovative tourism strategy, which in terms of the MICE sector, consists of attracting conferences and corporate events in keeping with the economic assets and values conveyed by the region. Authenticity, top-quality facilities, benefits in terms of a reduced carbon footprint linked to its central geographical location, and strong local roots thanks to its poles of competitiveness are all levers which enable Lille to take its rightful place alongside other leading European conference destinations. In this regard, the city's infrastructure and facilities play a major role, such as Lille Grand Palais (20,000m<sup>2</sup> of exhibition space, a 27-room conference centre, 3 auditoriums), and the Zénith Arena (capacity: 4,500), two symbolic venues built as part of the development of the Euralille district. The Stade Pierre Mauroy, a new sports stadium which hosted the Davis Cup tennis final in November and will be one of the venues for the Euro basketball finals in 2015 and the Euro 2016 football championships in 2016, is also part

of this dynamic strategy, not forgetting the city's superb rail network thanks to its TGV, Thalys, TGV Lyria and Eurostar links. The European Materials Research Society Conference (2,500 participants), the Congress of the European Sleep Research Society (3,000 delegates in November) and the French-language Pneumology Conference in February 2015 are just a few examples of high added-value events that the city has managed to attract since the opening of the Lille Grand Palais in 1994. Serious consideration is currently being given to increasing the site's exhibition space to 55,000m<sup>2</sup> by 2020. However, it is not just these facilities which make the difference - the city's dynamic cultural life, the Lucien Barrière casino in the Euralille district, and superb venues that can be hired for exclusive use (Gare Saint-Sauveur, Opéra, Roubaix swimming pool) also help to ensure that Lille stands out from its competitors.

### To remember

**Accommodation:** 8,000 rooms

**Poles of competitiveness / Clusters:** ITRANS (transport); UP-TEX (textiles); PICOM (shopping & new technologies); NSL (nutrition, health, longevity); MATIKEM (materials for domestic use)

**Lille Grand Palais - certification:** ISO 9001/ ISO 14001

**Key fact:** the aim of Lille Grand Palais is to increase its exhibition space to 55,000m<sup>2</sup> by 2020.

## Lyon

A city with many different facets, Lyon embodies the values and expertise that have perpetuated France's image as a destination. Combining a sense of heritage and modernity, the city has managed to undergo an impressive transformation, taking advantage of its topography to introduce new improvements, in particular along the banks of the Rhône. From Vieux-Lyon and its «traboules» (passageways) to the new and trendy Confluence district and the river cruise boats that enable visitors to discover the city as well as provide transport from Lyon's Palais des Congrès to its hotels, Lyon offers myriad options for tourists and visitors. In total, 5 main venues are used for leading events hosted by the city: Eurexpo, the Centre de Congrès, Double Mixte, the Halle Tony Garnier and the Espace Tête d'Or. And while the city's influence in the MICE sector is based around the quality of its infrastructure and facilities, its international airport, its poles of competitiveness and leading companies in this sector, it is also down to aggressive promotional activities and a highly effective approach to marketing the region. The success of these actions can be seen in the creation of a large-scale event infrastructure, as well as Expobooster, launched in 2010 to attract new professional events and

fairs to the city. The Biennale de la Danse, Fête des Lumières (one in every two visitors to this event is from abroad) and, in the BtoB sector, the Pollutec fair, are all highlights on Lyon's event calendar. The former capital of the Gauls has also called upon leading contemporary architects to re-energise its urban landscape and heritage: Renzo Piano (the Cité Internationale, home to the Palais des Congrès), Santiago Calatrava (the airport's TGV train station), and Christian de Portzamparc (headquarters of the Rhône-Alpes region) have all left their individual mark on the city. However, it is the architectural firm Coop Himmelb which is making the news with its design for the Musée des Confluences, a museum dedicated to the sciences, arts and societies, which opened in December 2014 and heralds a new and successful era for Lyon's events sector.

### To remember

**Accommodation:** 16,800 rooms

**Poles of competitiveness / Clusters:** AXELERA (chemistry), Lyon BIPOLE; Cluster I Care (Health) - life sciences, LYON URBAN TRUCK & BUS (Transport), (TECHTERA) technical textiles, MINALOGIC; IMAGINOV (digital leisure), AXELERA (chemistry and the environment)

**Certification:** ISO 14001

**Key fact:** 400 additional hotel rooms should come onto the market by the end of 2015



Lyon airport  
© istock



## Marseille

The second most important international conference venue in France according to the latest ICCA rankings, Marseille has succeeded in implementing an aggressive tourist strategy which has seen it win new market share in the MICE sector. The city also owes this success to its investment in developing and improving its infrastructure (as part of the vast Euroméditerranée project), as well as its ability to attract international hotel chains (Golden Tulip, Tokyo Inn, Radisson, Accor, InterContinental), which has seen the city enhance its prestige on the corporate tourism map. Following on from the World Water Forum in 2012, which played host to 30,000 visitors, the city enjoyed major media coverage and positive tourism exposure as the 2013 European City of Culture, illustrated by the expansion of the Palais du Pharo and the Marseille Chanot exhibition and conference centre, in addition to the Regards de Provence museum and the MuCEM, the latter universally seen as an open-air work of art which once again opens the city's perspective towards the sea and its port. Looking ahead to the Euro 2016 football championships, in which Marseille will be one of the host cities, the legendary Stade Vélodrome

re-opened its brand-new stands in October 2014, with additional facilities able to host a variety of events. Nor has the trade fair and conference sector rested on its laurels: in 2014, Marseille hosted a number of leading events and shows, including the French-language Pneumology Conference (5,000 delegates), the International Congress of Dental Surgery (1,200 delegates), the European Nuclear Congress (1,000 delegates) and the Trade Expo fair. In 2015, the city's event calendar will include the EPOS (European Paediatric Orthopaedic Society) conference, the European Dermato-Oncology Association congress, the 68<sup>th</sup> SFCTCV Congress (thoracic and vascular surgery), three major scientific and medical events, as well as the AccessSecurity show. In 2017, Marseille will be in the spotlight once again as the European Capital of Sport.

### To remember

**Accommodation:** 7,635 rooms

**Poles of competitiveness / Clusters:** optics (OPTITEC); micro-electronics (SCS); maritime (Pôle Mer PACA); aeronautics (PEGASE); non-greenhouse gas-emitting energy (Cap'Energies); medical biology (EUROBIO-MED); risk management (Risk pole).

**Certification:** in progress

**Key fact:** following on from its role as a venue for Euro 2016, Marseille will continue to host further major sporting events in 2017, when it will be European Capital of Sport.



Grimaldi  
Forum - Monaco  
© Monaco

## Monaco

The development of the MICE offer has been a long-standing priority for the sovereign state of Monaco. With tourism based around services of an exceptional standard and an attraction that has global appeal, the positioning of Monaco as a destination is a challenge which is as much image-based as it is economic. And while the history of the principality has been centred round the world of luxury, operators within the tourism industry continue to highlight the competitive advantages of the destination in terms of pricing and what it can offer visitors. Opened in 2000, the aim of the Grimaldi Forum was to act as the principality's spearhead for the hosting of cultural and corporate tourism events, as well as conferences. In addition to the different phases of renovation which have taken place since June 2014, the venue has benefited from major investment in state-of-the-art technological facilities and equipment to meet the requirements of major, large-scale events. The recipient of Monaco Welcome and renewed ISO 14001 certification, the Grimaldi Forum has also made a strong commitment to the preservation of the environment through the Green Act and its offshoot, the

Green Event, which guides event organisers in their sustainable actions. The four properties belonging to the Société des Bains de Mer, including the Monte-Carlo Beach and the Monte-Carlo Bay Hotel & Resort which have recently been awarded Green Globe certification, add to the principality's tourism facilities with their 30 restaurants, 4 casinos and 3 spas. The 83<sup>rd</sup> Interpol General Assembly, Alliance Boots and the Luxe Pack show are recent examples of major events attracting an international audience. In the corporate event sector, early 2015 saw the return of the Dassault Systèmes conference, which had been previously held here in 2013, as well as other events (e.g. Samsung) which continue to show their loyalty to the principality.

### To remember

**Accommodation:** 2,464 rooms

**Poles of competitiveness / Clusters:** Capenergies

**Certification:** ISO 14001, Green Globe

**Key fact:** at the most recent ICCA conference, the Monaco Convention Bureau received the Best Marketing Award for its latest communications campaign



Nantes  
© Le voyage  
à Nantes

## Nantes

Internationally recognised for its quality of life and economic appeal, the Nantes Saint-Nazaire urban area is also on track to become the first urban eco-destination in France. Awarded the title of Green Capital Europe in 2013, Nantes has integrated sustainable development into the DNA of its corporate tourism blueprint. As an example of this, the Cité Nantes Events Center is the only conference centre in France to offer a successful response to the challenges of CSR. In addition, Exponantes Le Parc is the first exhibition centre in Europe to obtain ISO 14001 certification. It is also impossible to talk about the attractiveness of the city without mentioning the highly innovative artistic project, Le Voyage à Nantes, an important event in the city's calendar and one which offers visitors a truly unique experience. The recent awarding of the French Tech label to Nantes is also the

result of its ability to bring to life an entire ecosystem on the Ile de Nantes. In addition, the inaugural Nantes Digital Week, held in September 2014, brought together every sector involved in the digital world under the same roof for an entire week, enabling digital specialists from Nantes to participate in and exchange ideas at a wide range of events. The success and far-reaching impact of the show (26 countries represented, 67,458 participants, 43 project leaders, 49 events) has undoubtedly contributed to the selection of Nantes as one of 9 cities in the country to be awarded the French Tech label from the French government.

## To remember

**Accommodation:** 9,000 rooms

**Poles of competitiveness / Clusters:** Atlanpole Biotherapies, Atlanpole Bluecluster, EMC2 (materials), Image et Réseaux (IT), Nova Build (sustainable construction)

**Certification:** ISO 26000 / ISO 14001 / France Congrès quality and sustainable development charter

**Key fact:** 22 MICE events fulfilling ICCA criteria and attracting an international audience are planned in Nantes between now and 2019, in addition to 160 conferences between now and 2023

## Nice

With its focus on becoming the greenest city on the Mediterranean and a reference in terms of ecology and sustainable development, Nice has clearly laid out its ambitions for all to see. The city, which has long been influential in the tourism and new technology sectors thanks to its Sophia-Antipolis technology park, is also an undisputed player in the MICE sector. International gatherings, such as the European Council for the Treaty of Nice in 2000, the NATO summit in 2005 and the 25<sup>th</sup> France Africa summit in 2010, have all clearly demonstrated the city's ability to position itself as one of the few international destinations capable of hosting events of major diplomatic and media importance. The Acropolis conference centre and the exhibition park have both recently undergone major renovation work and this will soon be complemented by further facilities which will boost the city's MICE services. These include plans for a 75,000m<sup>2</sup> exhibition park in the heart of Eco-Vallée, a major project with an emphasis on sustainable development, the completion of which is scheduled for 2025. The aim is to host major international events, which continue to demand more and more exhibition space and the best possible facilities, while also taking advantage of the extensive hotel accommodation available in Nice and its surrounding area. Other projects, such as the Musée National du Sport (opened in June 2014), the Promenade du Paillon (a 12-hectare area of greenery right in the city centre), and the refurbishment of the Promenade des Anglais, scheduled for completion in 2017, are also certain to



add to the city's appeal. Nice's reputation speaks for itself, and is demonstrated by its hosting of events such as Cardiostim (world electro-physiology conference), ESC (STROKE 2014) (attended by more than 1,200 stroke specialists), the 12th international conference on Alzheimer's and Parkinson's disease, the Telemanagement Forum World and the European Master Games in 2015.

## To remember

**Accommodation:** 10,000 rooms

**Poles of competitiveness / Clusters:** Secured Communicating Solutions (TIC), Eurobiomed (Health), Capénergies (non-greenhouse gas-emitting energy), Mer PACA (maritime resources), Pégase (aviation and space industries), Parfums Arômes Senteurs Saveurs (chemistry), risk management and territorial vulnerability (risk monitoring)

**Certification:** ISO 140001 (Acropolis centre)

**Key fact:** the two terminals at Nice Côte d'Azur airport will undergo renovation from early 2015, with a focus on improving passenger movements, particularly for business travellers

## Chinese business Tiens creates the most large-scaled incentive that Paris and Nice have ever hosted

From the 5<sup>th</sup> - 13<sup>th</sup> May 2015, Paris and Nice welcomed a group of 6,400 people, of which 5,400 were Chinese, to an incentive organised by the Chinese group Tiens which was celebrating 20 years of business. Those participating have had the chance to discover the charm of Nice and Paris thanks to a unique program that was put together with help from the tourist offices from the two cities. With its record-breaking number of participants this event has become one of the most important incentives ever hosted in France.

## Paris

The world's leading destination for international conferences, Paris, and more widely the Paris Ile-de-France region, now referred to as Grand Paris, is certainly not lacking in visitor appeal. But although its list of attractions is long, the destination is well aware of the strength of its international competition and as a result has taken steps to ensure that it maintains its leading position. In addition to the marketing and support roles of professional staff working for the Office du Tourisme et des Congrès de Paris and the Ile-de-France Regional Tourist Board, a whole host of conference specialists continue to work together to ensure that Paris is successful in attracting large-scale corporate events to the city and region. The 20 main exhibition venues in the Ile de France, including the 10 VIPARIS sites, Business Solutions Disneyland Paris, Eurosites properties, the Cité des Sciences et de l'Industrie, Palais Brongniart and the Maison de la Mutualité - without counting the conference centres run by leading international hotel chains such as Accor, Marriott, Hyatt, Starwood, Hilton and InterContinental - combine to offer the largest exhibition and conference space in Europe.

In 2015, the Porte de Versailles site will begin a major facelift which will result in a "new generation" exhibition park by the year 2025. The structural changes here will include the construction of a conference centre housing 5,200 delegates, scheduled to open in 2018. Meanwhile, in June 2015 the Porte de Versailles site will host the World Gas Conference, an event expected to attract 4,000 delegates and several thousand international visitors. However, it is the 21<sup>st</sup> International Climate Change Conference to be held in Le Bourget next November that is sure to grab the headlines and attract the most attention within the conference sector in the coming year.



Paris Porte de Versailles

Beaubourg museum  
Paris © istock

## To remember

**Accommodation:** 150,000 rooms

**Poles of competitiveness / Clusters:** Advancity (urban eco-technologies); ASTech Paris Région (transport); Cap Digital Paris Région (digital content and services); Finance Innovation (finance); Medicen Paris Région (human health); Mov'éo (transport and environment); Systematic Paris Région (complex systems); Cluster Aéronautique du Bourget; European Silicon Valley, Paris- Saclay

**Certification:** ISO 14 001, ISO 20121 (Viparis sites and GL Events sites)

**Key fact:** France will host the 21<sup>st</sup> Climate Change Conference (Paris Climat 2015) in 2015. This conference is of crucial importance as its goal is to reach international agreement on climate change which will enable the world to keep global warming to under 2°C

## Strasbourg

France's second most important centre of European diplomacy is home to several international institutions, such as the Council of Europe, the European Parliament and the European Court of Human Rights (all of which can be visited and which welcome groups), as well as numerous embassies and consulates, around a hundred NGOs and a cosmopolitan community of more than 22,000 staff. As a result, the city is well endowed with venues able to host major events. In addition, in 2013 Strasbourg embarked upon a huge project to modernise and expand many of its facilities. Within the framework of its "Strasbourg Eco 2020" strategic road map, the city aims to strengthen its position in the international economic conference market. Both the city and its metropolitan area plan to invest in the modernisation and extension of the Palais de la Musique et des Congrès and the construction of a new exhibition park. Following its renovation in 2016, the restored Palais des Congrès will boast 3 auditoriums (with a capacity of 1,800, 1,200 and 500 respectively), 25 committee rooms, a network of fixed and moveable translation booths and 10,000m<sup>2</sup> of multi-purpose space in which to host exhibitions, banquets and conferences. Along with the future exhibition park, the conference centre will offer 90,000m<sup>2</sup> of uniform space on the doorstep of the city's European institutions. This synergy between the exhibition halls and the conference rooms will allow hybrid events (conference-cum-exhibitions) to take place on a site capable of hosting major large-scale



gatherings. Until these new buildings are completed, the Strasbourg Convention & Exhibition Centre will continue to host events in the city. Strasbourg is also home to the largest Zénith in France, with 12,000 concert places and more than 7,800 conference places served by the city's tram network. Finally, the development of the city's hotel accommodation provision will keep pace with other new developments in order to ensure that the city (the capital of the future Alsace-Lorraine, Champagne-Ardenne region) maintains its leading position in the MICE market.

## To remember

**Accommodation:** 8,400 rooms

**Pôles de compétitivité / Clusters :** Alsace BioValley (Innovations thérapeutiques), Véhicule du futur, Fibres naturelles Grand Est, Hydréos et EnergieVie (Energie positive dans le bâtiment et Qualité de l'eau et des écosystèmes)

**Certification:** ISO 9001

**Key fact:** 350 events a year are held at the Palais des Congrès or the Parc des Expositions, representing 900,000 business tourists a year in the city



## Toulouse

European capital of the aviation and space industries and the headquarters of Airbus Industries, the city of Toulouse has made it a point of honour to position itself as a leading destination for research and innovation, now recognised through the “French Tech” label. In 4 years, Toulouse has shot up the conference venue list, climbing to 79<sup>th</sup> worldwide, 42<sup>nd</sup> in Europe and 3<sup>rd</sup> in France in the 2013 ICCA rankings.

The city has managed to develop an innovative strategy in the MICE sector thanks to the So Toulouse Convention Bureau, which allows it to stand out from other destinations and promotes the unity and synergy of partners working within this sector, as witnessed by the reorganisation and bringing together of the industry since its creation in 2009. The establishment of GSCA (The Global Science & Convention Alliance) by the city at the end of 2011 was an important step; this alliance brings together conference organisations from Adelaide (Australia), Hyderabad (India), Daejeon (Korea) and Prague, all of which share the same scientific goals within the global conference sector. In addition to its existing facilities, the planned opening of a new exhibition centre (70,000m<sup>2</sup> of buildings and 40,000m<sup>2</sup> of outdoor exhibition space) will undoubtedly consolidate Toulouse’s

position in the conference and corporate events market. Among the city’s major projects, Aerospace Valley and the Montaudran-Aérospatiale zone will bring together research centres for the aviation, space and embedded systems sectors on a site covering a total area of 355,000m<sup>2</sup>. Meanwhile, in the Cancer-Bio-Health field, in addition to the new conference centre in Purpan hospital, Toulouse boasts a major European centre in the fight against cancer – the Oncopole, which is unique in France. Opened in November 2014, this centre brings together both public and private organisations and offers research, treatment and training on a single campus. From January 2015, Aeroscopia, a new aviation and science museum which is home to some of the world’s most legendary aeroplanes, will be a welcome addition for the incentive sector with its 506m<sup>2</sup> of space available for private evening events.

### To remember

**Accommodation:** 14,650 rooms

**Poles of competitiveness / Labex:** “Cancer, Bio, Health”, “Agrimip Innovation” and “aeronautics, space and embedded systems”; Aerospace Valley plus 7 Labex including CIMI (mathematics), Toulouse White Biotechnology, Tulip (environmental disturbances), Institute for Advanced Study in Toulouse run by Jean Tirole (Nobel Prize for Economy 2014)

**Certification:** ISO 14001

**Key fact:** in 2018, Toulouse will be the European Capital of Science, the year in which it will also host ESOF (EuroScience Open Forum), the European science convention



# INVESTMENT IN MAJOR PROJECTS

## Large-scale projects, the development of event facilities and new venues

To maintain its standing in this dynamic market, France is continually investing in the MICE sector to guarantee the quality of its facilities and to maintain a cutting-edge in the services it offers, both on a local and national level. This policy enables it to remain a destination at the vanguard of innovation, with facilities and services in line with developments in terms of mobility, technology and efficiency.

### Le Grand Paris

The aim of this huge Nouveau Grand Paris development project is to transform the Paris area into a major 21<sup>st</sup> century global city by 2030, during which time no less than 25.525 billion euros will be invested in work undertaken by the Société du Grand Paris to achieve the ambition of redrawing the face of the French capital. In addition to issues relating to its public spaces, major construction work, the community, ecology and employment, the project is also concerned with enhancing the city's attractiveness to an international audience. 200km of new and extended Métro lines will enhance transport links in urban areas and reduce travel time considerably. Within this context, the question of accessibility to event venues for international business travellers, conference delegates and visitors is a key issue for the MICE industry.

### The transformation of the Porte de Versailles site in Paris

By 2025, Viparis, the company responsible for the management of the Porte de Versailles site, will have completed the most ambitious renovation plan for a MICE venue in Europe. The main phases of the project, which will require a 500 million euro investment and will take place without any disruption to events already planned for the convention centre, will begin with the renovation of Pavilion 7 and the façade of Pavilion 1 in the summer of 2015; the completion of the new conference centre in 2018; the completion of Pavilion 6 and 2 hotels in 2021; and lastly, in 2024, the handover of Pavilions 2 and 3 and the L'Exposition gastronomic restaurant, with its menu created by the Michelin-starred chef Guy Martin. For the project, the world's most renowned architects (Nouvel, de Portzamparc, Valode & Pistre, Perrault) have all been involved to help create a living space connected to the city, one which breaks with the very formal design of traditional exhibition halls.

25.525 billion euros will be invested in the Grand Paris project...

### A new conference centre in Paris

Professional conference organisers (PCO) have been waiting a long time for a new, major venue to enhance the city's conference and event facilities. This wait will be over with the creation of a congress hall with a seating capacity of 5,200 on the site of the current Pavilion 7.3 at the Porte de Versailles, which Viparis is hoping will capture an even greater share of the international event market, including large non-fixed-venue medical congresses. Flexibility will be very much to the fore with 97 sub-committee rooms and an adjoining exhibition space ranging from 7,000m<sup>2</sup> to 25,000m<sup>2</sup>. The architectural aspect has not been forgotten, with an open framework roof allowing natural light to enter from the Parisian sky and a panoramic garden-terrace. Marketing of this conference centre has already started, with completion scheduled for 2018.

## The development of France's major regional cities

The country's major regional cities are also taking a fresh look at their strategies, their attractiveness and, in more global terms, their future. The aim of France's national attractiveness policy is to transform these cities into places which welcome and develop, depending on their specific expertise, a sufficiently large array of entrepreneurial activities, research venues, facilities and services to enable them to compete on a national and international level, while at the same time ensuring that their local area benefits financially from these activities. This attractiveness and development policy relates to a dozen or so major cities around the country with the appropriate urban facilities. Marseille-Aix-Provence, Lyon, Toulouse, Lille, Nice, Strasbourg, Nantes, Bordeaux, Rennes, Grenoble and Montpellier are the cities which have been identified as having the capability to become part of the European and global event networks, in so doing having a significant and positive knock-on effect for their surrounding areas. These major cities are destination brands in their own right and are used as a vital aspect of regional marketing strategies.

### Strasbourg takes on a new dimension

Re-christened "Eurométropole" at the beginning of 2015, the Communauté Urbaine de Strasbourg has undertaken the largest urban plan in the city for over a century with its launch of the Deux-Rives project, which will involve the re-appropriation and re-development of the banks of the Rhine in order to create a 360° "conurbation". Another large-scale project is Wacken-Europe, a plan structured around three key elements: the Palais de la Musique et des Congrès, the exhibition centre and a future international business district which will work in synergy and partnership with the neighbouring international institutions districts. These new facilities will undoubtedly encourage the hosting of large international shows in Europe's capital.

### Spotlight on the Côte d'Azur

France's second most popular tourist destination after Paris, the French Riviera and its MICE towns and cities are resolutely focused on the future. A prime example of this is Nice Côte d'Azur, which is committed to a transformation in its urban fabric which will see it develop into a model metropolis in terms of sustainability. The future Eco-Vallée district, which will be completed by 2025, is the flagship site of a project that will see the development of 10,000 hectares. It will be home to an incubator for businesses specialising in sustainable development, a business district, a multimodal station connecting the airport, tram system and TGV train network, as well as a new 75,000m<sup>2</sup> exhibition centre (see Nice info sheet). Nice is also extremely proud of its new Allianz Riviera stadium opened in September 2013, a new-generation 35,000-seater venue dedicated to sport, as well as a multi-function space that companies that can rent out completely for private events, featuring 10,000m<sup>2</sup> of reception space, 44 private boxes and 9 lounges for corporate and other hospitality events. In Antibes Juan-les-Pins, the new congress hall opened at the end of 2013 has re-energised the town's MICE credentials. This stunning building, crowned by a metal canopy, boasts a 500-seat amphitheatre, 12 committee rooms, plus a 1,600m<sup>2</sup> exhibition area. These facilities, which complement the conference centres in neighbouring Cannes and Nice, represented an investment of 55 million euros. Lastly, Cannes has also undertaken significant modernisation work on its famous Palais des Festivals which has seen its large Louis Lumière auditorium fitted with extended bay windows and 2,300 new armchairs, while the glass foyer-atrium has been transformed into a 260m<sup>2</sup> VIP area. Another notable architectural addition which has enhanced the building's attractiveness is the double staircase that can be admired from the front of the Palais. A third phase of building work started this year will complete the project, which has required an investment of 19 million euros.



Galleries Lafayette, Paris Haussmann  
© Fotolia

### An investment in quality information for visitors

Among the 30 proposals put forward by minister Laurent Fabius during his closing speech at the National Tourism Conference in June 2014, several involved the improving of visitor information within the transport sector and in public places. However, this question relates to France's tourism policy in its entirety. The creation of welcome packs by MICE destinations is a clear sign of their desire to introduce effective solutions and showcase the sector. Examples include large cities such as Lyon, which has invested heavily in dedicated marketing tools. In the Île-de-France region, several leading players within the industry have joined forces to develop a common approach to this issue, resulting in Viparis, Aéroports de Paris, the Paris Île-de-France Regional Tourist Board and the Comité des Expositions de Paris combining to develop a welcome pack containing practical information, as well as details on the city and transport for visitors, exhibitors and delegates. This pack is offered to the organisers of shows and conferences attracting more than 80,000 professional visitors. Since 2014, a partnership with Air France's shuttle bus service has been established to transport international delegates to/from the Palais des Congrès de Paris.

### Shopping takes centre-stage in International Tourist Zones

The Loi Macron, a law that covers in particular the creation of "Zones Touristiques Internationales (ZTI)", will henceforth permit the extending of the hours and days during which shops can open in France.

As a result, four internationally renowned tourism destinations (Paris, Nice, Cannes and Deauville) will be offering extended shopping hours (Sundays and evenings until midnight) in those areas most popular with foreign travellers. In Paris, the major department stores on the Boulevard Haussmann, the jewellers and luxury boutiques on Place Vendôme and the Avenue Montaigne, as well as the Boulevard Saint-Germain and, of course, the Champs-Élysées, will all be affected by the new legislation. In Nice, Cannes and Deauville, the areas close to conference venues and hotels will benefit from these extended opening hours.

### New investment for ADP

In order to strengthen its attractiveness and competitiveness, Aéroports de Paris is about to undertake serious investment in its operations. As part of this plan, the company's economic regulation agreement for 2016-2020 will see a programme of expenditure of 3.1 billion euros over 5 years, compared with 2 billion over the preceding period. These funds will enable the upgrading and optimisation of its terminals, including the connecting of terminals 2B and 2D at Roissy Charles de Gaulle airport, the merging of international satellites at terminal 1 at Roissy and the construction of a building to connect the south and west terminals at Orly.

### The "Lyon Welcome Attitude"

Among its predominant marketing tools, the city has developed the Lyon Welcome Attitude, a service that brings together several local players in order to offer delegates a more personalised welcome: signage in the colours of the event, welcome hosts and hostesses at the airport and train station, "welcome" posters around the city, in hotels and on some bus routes, and a red carpet from the train platform at Part-Dieu station to the tram stop, from where delegates will travel to their conference venue. This overall service will make delegates' arrival in Lyon a more pleasant and memorable experience.

## The introduction of super-fast broadband

The country's super-fast broadband plan is part of an investment strategy that aims to offer super-fast broadband (speeds above 30MB/sec) by 2022, with an intermediary aim of reaching 50% of the population by 2017, in so doing prioritising those areas with limited fast broadband access. Launched in the spring of 2013, the plan involves an investment of 20 billion euros over ten years, shared between private telecoms operators and regional councils.



Hanging gardens in Paris  
Ile de France © Jean de Gastines  
Architectes, T.Huau/Interscènes

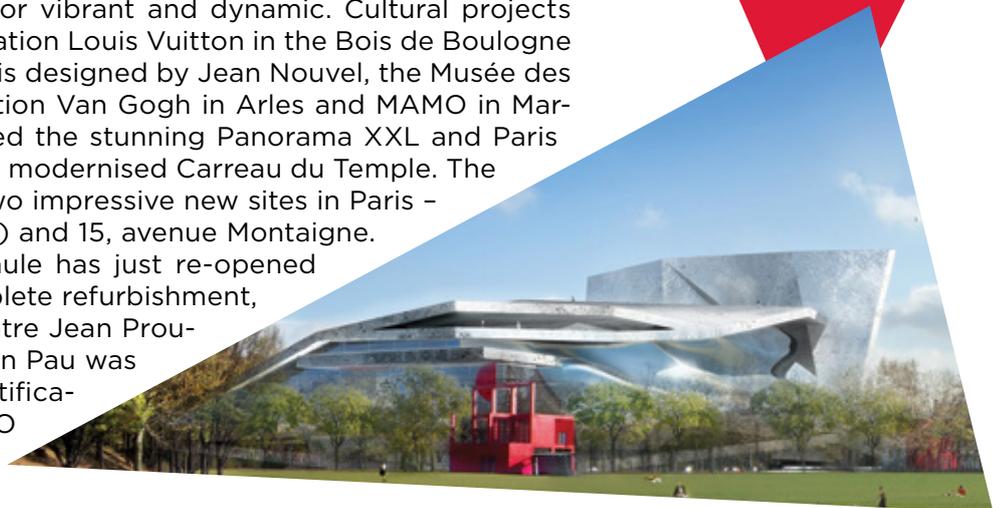
## Villages Nature - a new tourism project in the Île-de-France region

Developed by the Euro Disney and Pierre et Vacances/Center Parcs groups, Villages Nature is the largest European tourist project to date. The result of a public-private partnership (PPP), the project is part of the development of the Val d'Europe, the area to the east of the Île-de-France in which Disneyland Paris is one of the major attractions. The new resort, the first phase of which will be ready in 2016, will initially consist of around a thousand cottages built around a geothermal lagoon. The site will also include a walk around the lake, hanging gardens, an organic farm, lakeside areas, forest footpaths and buildings covered with vegetation. Situated 6km from Disneyland Paris, the idea behind this new park focuses on creating harmony between man and nature. One of the reasons for choosing to stay here will of course be the easy access to Disneyland Paris. The Villages Nature group also intends to target the MICE industry with the creation of a conference centre, the Forum, with a capacity of 400 people.

## Recent developments in our host venues

A number of major cultural and MICE projects have been completed in the course of 2014, while others are planned for the coming months, all of which play a part in keeping this sector vibrant and dynamic. Cultural projects include the opening of the Fondation Louis Vuitton in the Bois de Boulogne in Paris, the Philharmonie de Paris designed by Jean Nouvel, the Musée des Confluences in Lyon, the Fondation Van Gogh in Arles and MAMO in Marseille. Rouen has recently opened the stunning Panorama XXL and Paris has seen the opening of the fully modernised Carreau du Temple. The Moma group has also opened two impressive new sites in Paris - the Victoria 1836 (formerly L'Arc) and 15, avenue Montaigne. In the conference sector, La Baule has just re-opened its Atlantia site following a complete refurbishment, Nancy opened its attractive Centre Jean Prouvé, while the conference centre in Pau was proud to be awarded CSR certification, the first stage towards ISO 9001 status.

The Philharmonie  
de Paris  
© Philharmonie  
de Paris -  
Ateliers  
Jean Nouvel





## 3 questions for Renaud Hamaide, Managing Director of COMEXPOSIUM

### What is Paris's position in the MICE sector today?

With almost 65% share of the national market in the shows and conventions sector, the Paris Île-de-France region remains an extremely important destination. It continues to be the leading destination worldwide in terms of the number of shows, exhibitors, conventions and delegates who come here from all four corners of the globe. Our challenge is to retain what we have gained so far while also winning a larger share of the market. You have to keep these two aims in mind and not look at the market through a single lens. For example, if we were to lose 5% of visitors to the Paris Motor Show (Mondial de l'Auto), this number would represent twice as many visitors as the largest conference ever held in Paris! So it's important to protect and perpetuate our existing events, while also attempting to acquire additional market share.

### What are the city's main attractions?

Paris is Paris, and whatever anyone says this city will always attract visitors. We are lucky – our capital city has an image which is envied by many. Also, in terms of infrastructure, the total square metre area available to us, through an array of unique, traditional and historic venues, is greater than anywhere else in the world. Today, the key issue is that of investment in infrastructure, from event venues to transport and hotels. All of these things need to be considered as a whole.

### What about marketing and communication?

We need to be able to talk more about the quality of the destination, as some of our competitors do, while remaining vigilant about perceived value and actual reality. Sometimes there can be a real gap between the ideas that a visitor has beforehand and the services actually delivered on the ground. In addition, there are areas where we can improve, such as key questions relating to venue facilities and security, as well as issues vis-à-vis investment in transport and multi-media connectivity. Regarding the latter, we have used a pioneering Wi-Fi system which has been used in Spain, Germany and other northern countries where people have higher expectations in terms of new technologies. As for telecom services, it is the responsibility of operators to invest in 3G or 4G over the entire area, including those conference-exhibition sites which are a bit more isolated (for example, Villepinte or Le Bourget). But it's important for us all to work together as it's the image of the destination as a whole which is at stake here. The Climate Conference needs to be a shining example of our concerted efforts. Rest assured that this will be the case.

## Other major happenings on the Events calendar

### 2015

- Renovation of the Palais Omnisport de Paris-Bercy, now known as the "Bercy Arena"
- Opening of the Palais des Congrès in Arcachon
- Renovation of the Palais des Sports et des Congrès in Megève
- Renovation and extension of the Palais de l'Europe in Le Touquet Paris Plage
- Opening of Aeroscopia, the aviation museum in Toulouse

### 2016

- Reconstruction of the Palais des Congrès in Rouen by J-M Wilmotte
- Opening of the Cité des Civilisations du Vin in Bordeaux

### 2018

- Opening of the International Trade Center in Roissy

## Events with a global dimension

France has a long history of hosting events of international importance. From the World Exhibition of 1900 and the modern Olympic Games of the same year, to the commemoration of the French Revolution in 1924 and that of the D-Day Landings in 1992, and including the legendary Tour de France, the country is always delighted to take centre stage and confident in its ability to organise major events – as will be clearly demonstrated once again by the forthcoming COP 21 conference.

### PARIS CLIMATE CONFERENCE 2015 (COP21)

In 2015, France will chair the 21<sup>st</sup> United Nations Conference on Climate Change (COP21). This event is of major global importance as its purpose is to adopt a universal agreement to limit climate change by keeping global warming to below 2 degrees. This international conference provides France with three main challenges: to ensure that resolutions are adopted in order to achieve climate objectives; to organise the arrival of international delegates and participants to the conference as efficiently as possible; and to minimise the environmental impact of the event. With around 40,000 participants expected from 30 November to 11 December 2015 at Paris-Le Bourget, this event will provide the French government and its partners with a real logistical and organisational challenge. One of the leading organisations involved in the event is Viparis, the company which manages the Parc des Expositions site at Le Bourget, all of whose conference venues in the Île-de-France region were awarded ISO 20121 certification in 2014. However, the entire tourism and events ecosystem will be involved in welcoming, accommodating, transporting and feeding thousands of visitors while closely adhering to strict specifications in terms of sustainable development and environmental responsibility.

Paris 2015 will not be an event dominated entirely by institutions and diplomacy. The French government wants to ensure that a venue dedicated to private initiatives is set up near the conference. This “village” aimed at the general public will offer ordinary people the chance to debate issues and exchange views, while a second venue will allow businesses to exhibit their low-carbon technologies and solutions.



### SOLUTIONS COP21 fringe event

Solutions COP21, supported by Comité 21 and Club France Développement Durable and organised jointly by the Le Public Système and Alliantis communications agencies, comprises several different events. At the Paris-Le Bourget site during the conference, Solutions COP21 will host media and networking events between decision-makers, the general public and official delegates in a hall covering an area of 300m<sup>2</sup>. Ahead of the conference itself, Solutions COP21 will also host events in the Grand Palais from 4 December onwards, offering a week of presentations and exhibitions in this famous Parisian venue where the general public and professionals from the industry can learn about current and future solutions relating to the climate and environment. At the same time, additional events will be held in Paris and elsewhere in the French regions.

## UEFO EURO 2016 FINALS

For the third time in its history, France will take centre-stage as host of the UEFA 2016 Euro football championships. The UEFA EURO 2016 finals will be a tournament that attracts Europe's very best national teams, football fans from across the continent, as well as international visitors who can enjoy this prestigious event to the magnificent backdrop of France as a whole. As well as a celebration of European football, the tournament also showcases France as a destination, encouraging visitors from Europe and further afield to discover the country's wealth of cultural sites.

From 10 June to 10 July 2016, 10 cities (see insert map) will host a competition that has increased its number of teams from 16 to 24 and will see a total of 51 matches – 20 fixtures more than at the 2012 championships. To ensure the success of the tournament schedule, which in 2016 will involve an unprecedented number of fixtures and venues, a huge modernisation project has been undertaken across France which will result in a new generation of sports facilities, a project costing close to 1.6 billion euros. This investment has seen the renovation of ten venues, five of which have already completed the necessary work: the Stade de France (Saint-Denis/Paris), the Stade Pierre Mauroy (Lille), the Allianz Arena (Nice), the Stade Vélodrome (Marseille) and the Stade Geoffroy Guichard (Saint-Etienne). These will be joined in 2015 by the stadia in Bordeaux, Lens, Toulouse and Lyon. Work on the Parc des Princes (Paris) will be completed a few weeks before the start of the tournament in 2016.



### 10 host cities and 1 global event

Bordeaux, Lens, Lille, Lyon, Marseille, Nice, Paris, Saint-Denis, Saint-Etienne and Toulouse will be the host cities for EURO 2016, UEFA's 15<sup>th</sup> European Championships, which will take place on French soil from 10 June to 10 July 2016. Each of the destinations will be allocated a minimum of four matches, with seven hosted by the Stade de France in Saint-Denis on the outskirts of Paris. The Kuoni group, the event's official accommodation agency, will offer its accommodation services to participating teams, officials and suppliers as well as different partners (media, sponsors, broadcasters etc). In total, around 250,000 bed nights are likely to be generated by the tournament. Responsibility for catering during the competition and at hospitality events has been handed to the luxury food brand Hédiard, who will manage all services organised around matches (including catering) which will then be sold to companies. The choice of this famous company on the Place de la Madeleine in Paris reflects the desire of organisers to call upon a high-end brand name which is representative of the France's renowned "art de vivre". Two types of VIP packages, which will be managed by Euro 2016 SAS, will be available: "Platinum" in a private box with champagne and a full dining experience; and "Gold", which provides access to "business seats".



France is home to  
over 500 golf courses  
© P.Millereau -  
FFGOLF 2014

## The 2018 Ryder Cup

This legendary golf tournament between the USA and Europe is also one of the biggest media events in the world of sport, and it is to the Golf National de Saint-Quentin en Yvelines that the world's most famous golfers will head to play on the Albatros course. Alongside the competition, 65,000m<sup>2</sup> of space will be dedicated to the public hospitality village, an area ten times larger than at the French

Open golf tournament, as well as a long line of hospitality tents along the course ready to welcome guests and VIPs.

The French Golf Federation does not just want to confine the event to the Golf National, but also intends to extend the experience to the heart of the French capital. A gala dinner for 2,000 guests has already been planned at the Palace of Versailles, with a French-style firework display at the château's Grand Canal. The opening ceremony on the Thursday will be held at the Champ-de-Mars in Paris or the Place de Garde in Versailles. Lastly, a public village and a "Members' Club" (similar to the "Club France" at the Olympic Games) are also being planned, in all likelihood at the foot of the Eiffel Tower. In parallel with the event, France will also be developing new tourism products based around the theme of golf.



FOR MORE INFORMATION  
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The French hotel industry  
© Istock

## Developments in the hotel industry

### The French hotel industry – a popular investment sector

The hotel investment market has experienced an exceptional year with 2.2 billion euros invested in 2014, an increase of 29%. Investment in the Île-de-France region represents 75% of the total amount invested, with a slight upturn in investment in the regions. European investors are mainly interested in the 1 to 3-star hotel sector, while non-European investors (Asian, Middle Eastern and American) are more active in the higher end of the market. An increase in the development of new hotels is expected in the coming years, including the conversion of office buildings into hotels and the transformation of historic buildings; the latter has recently become an incredibly successful sector for development (Grand Hôtel Dieu in Lyon, the former Hôtel de Police in Strasbourg, the Samaritaine department store in Paris etc). Thanks to numerous projects begun in the fourth quarter of 2014 and the increasing number of Asian investors, 2015 should be a very good year for new hotels.

### Major international hotel chains who invest in France

► **Paris.** It is the opening of the **Peninsula** and **MGallery Hôtel Molitor**, the re-opening of the **Plaza Athénée** and the **Prince de Galles**, and the takeover of the **Hôtel de Vendôme** by the jeweller's Chopard which have made the headlines in the luxury hotel sector in Paris, with several other openings and renovations also contributing to the buoyancy of this sector. **The Grand Hôtel Paris InterContinental** will soon begin renovating its guestrooms, while **the Régina** is shortly to open a

spa, swimming pool and restaurant. **InterContinental** is also about to open a hotel in the Paris Opéra district as part of its **Indigo** brand. For its part, the Maranatha group is to carry out the renovation of many of its Parisian hotels, including **the Astor Saint-Honoré**. The **La Réserve Paris Hôtel & Spa** has just taken over premises a stone's throw from the Champs-Élysées.

The **Radisson Blu Paris-Boulogne** has just refurbished its guestrooms while the nearby **Renaissance Paris Hippodrome** de Saint-Cloud has just opened. Hilton now has a new Parisian address with its **Hilton Paris Opéra** (formerly known as the Concorde Opéra). As for the **Pullman** group, it has undertaken renovation work at its Paris La Défense, Paris Montparnasse, Paris Bercy, Paris Tour Eiffel and Paris CDG Airport hotels.

At Roissy-Charles de Gaulle airport, recently opened hotels include the **Oceania Paris Roissy Charles-de-Gaulle** (150 rooms) and the **Nomad Roissy** (205 rooms), while at Le Bourget new names include the **AC Hôtel Le Bourget Paris Airport**.

Among the most recently opened hotels, we should note the **Melia Paris La Défense** (369 rooms and 8 conference rooms) opened in February 2015, the **Novotel du Stade de France** opened in June 2015 (with the Novotel d'Orly scheduled for 2017) and the **Mercure Paris Charles-de-Gaulle** (January 2015). The next openings scheduled are the **Hilton Garden Inn and Hampton by Hilton de Marne-la-Vallée** (2015) and the **Hilton Chantilly Hotel & Conference and conference rooms** (2015). Meanwhile, the **Marriott** chain has renovated its **Marriott Paris Rive Gauche hotel** and is planning to open a new 5-star hotel in the République district towards the end of 2015.

The **Lucien Barrière group** is expecting to add an additional thirty rooms to its Fouquet's Barrière. The young hotel chain **Okko Hotels** will open premises in Rueil-Malmaison in 2016, at Montparnasse railway station in 2017 and at the Gare de l'Est in 2019. Meanwhile, the **Porte de Versailles exhibition centre** will have to wait until 2021 for its new 440-room hotel complete with gourmet restaurant. 2016 will be marked by the re-opening of the Hôtel Crillon and the **Hôtel Lotti**, followed in 2016 by the **Ritz**, and the **Lutétia** the following year. Finally, two beautiful new hotels are scheduled to open in the heart of the capital in late 2017 with the **Hôtel Cheval Blanc** in the old Samaritaine building and the **Elegancia**, designed by architect Dominique Perrault and housed in part of the old central post office, in the Louvre district.

A plethora of hotel projects can be seen right across France. Some of the most important include:

▶ In **Nantes**, the opening of the Radisson Blu in late 2012 in the old Palais de Justice, and the Okko Hotel in early 2014.

▶ In **Bordeaux**, the Carlson Rezidor group will open a Radisson Blu & Spa (125 rooms) with five conference rooms in 2017, while the new Mama Shelter has been attracting guests for over a year now.

▶ **Biarritz** is awaiting new management at its legendary palace-hotel, the Hôtel du Palais, which re-opened its Salon Impérial in 2014 following major renovation and refurbishment. Meanwhile, the MGallery Regina Biarritz has been completely renovated and has just opened an Omnisens spa.

▶ In **Trouville**, attention has been focused on the opening of the Cures Marines Hotel Thalasso & Spa, a 5-star hotel belonging to the MGallery chain, in April 2015.

▶ After having celebrated the 50<sup>th</sup> anniversary of Francis I's accession to the throne in 2015, **Chambord** will welcome a new 4-star hotel designed by architect Jean-Michel Wilmotte. Situated close to the château, it is scheduled to open in 2016.

▶ In **Lille**, the extension of the 5-star Hermitage Gantois with 17 additional guestrooms and the creation of a spa are the main events scheduled for early 2015, while a Mama Shelter hotel with 110 rooms will open in 2017.

▶ **Valenciennes** is awaiting the refurbishment of its old military hospital, a historic listed building, which will be converted into a 5-star hotel with a spa by the end of 2015. A 4-star hotel, managed by Esprits de France and housed in the old maisons de

corons (miners' houses) near Le Louvre-Lens is also planned for 2016.

▶ In **Lyon**, the fully renovated Hôtel Carlton re-opened in 2013 as a MGallery hotel with its new, magnificent 1930s-style decor. Hitting the headlines in the Jean Macé district, Mama Shelter offers 156 contemporary-style guestrooms and six meeting rooms. The new 4-star Okko Hotel has opened in the old police headquarters building with 85 rooms. 2015 also saw the opening of the 4-star Fourvière in June. However, the main event in Lyon is scheduled for 2017, when the refurbishment of the Hôtel-Dieu will be completed. This building will house the Cité de la Gastronomie as well as an InterContinental Resort hotel with 138 rooms and a 2 900m<sup>2</sup> conference centre.

▶ In **Annecy**, the Impérial Palace was renovated in 2013 with the creation of a spa and swimming pool, while in Evian the Hôtel Royal finished refurbishing its rooms ready for its reopening in the summer of 2015.

▶ In 2014, the InterContinental Hôtel-Dieu opened in **Marseille**, while the next hotels scheduled to open in the city are a Golden Tulip and a Toyoko Inn (the chain's first property in France).

▶ In Provence, the main events in 2014 were the opening of the Hôtel Jules César M Gallery in **Arles** and the Renaissance Hotel in **Aix-en-Provence**.

▶ On the **Côte d'Azur**, following the renovation of its hotels in La Baule and Deauville, the Lucien Barrière group is now concentrating its investment on its properties in Cannes. The Majestic has updated its beach area and the group has now turned its attention to the beach at the Gray d'Albion, which will see the creation of a lounge bar for the summer season. Also in Cannes, part of the old railway station will be converted into an Okko Hotel with 125 rooms for 2016 and the Le Dolce Frégate Provence will be extended to offer 163 rooms by summer 2015. Finally, the opening of the Hôtel Spa Le Menton is scheduled for 2016 and the Hôtel Cenote Resort in Le Cap d'Ail for the following year.

▶ In **Monaco**, the Monte-Carlo SBM resort now also offers holiday villas (Les Villas du Sporting) and the Monte Carlo Beach is expected to re-open soon.

▶ As for **Strasbourg**, the Régent Petite France hotel has been renovated and now boasts a Cinq Mondes spa, while refurbishment of the Sofitel Strasbourg Grande Île has been entrusted to top interior designers Hertrich & Adnet. Finally, the city's old National Stud Farm has been converted into a 4-star hotel, Les Haras.



## Transport on the move

A unique, dynamic and high-performance transport network designed to offer services that can be adapted for MICE and other corporate visitors is a key part of the country's attractiveness as a destination. In the aviation industry, the national airline Air France has been offering its Air France & KLM Global Meetings solutions since 2008. This service, dedicated to the professional events and meeting sector, enables event participants to benefit from preferential rates on airfares and offers rewards to organisers depending on the number of tickets purchased.

Air France is also increasing its options for passengers departing from Orly (domestic flights) and regional airports (European flights) through its subsidiary airline "HOP!".

For its high-yield clients, Air France and "HOP!" also offer ground services that include personalised handling, ranging from fast track access to the opening of private lounges. The state-run rail company SNCF is also starting to offer increasingly tailored options for MICE groups that include personalised on-board service, private carriages or trains, red carpet on platforms, and the decoration of carriages in the livery of the company or event

### Improved transport options to exhibition and conference venues

The extension of RER Line E (Eole) to La Défense will optimise transport to La Défense and the Palais des Congrès at Porte Maillot. A La Défense/Le Bourget airport/Parc des Expositions Paris-Nord-Villepinte/Paris Charles de Gaulle airport service is also in the pipeline. The Charles de Gaulle Express, work on which will start in 2017, will link the centre of Paris with Paris Charles de Gaulle airport in just twenty minutes. New RER stations will also be built, a project entrusted to some of the world's leading architects (Valode & Pistre, de Portzamparc, Perrault etc). Taxis in Paris will also benefit from a dedicated motorway lane between Paris and Charles de Gaulle airport, enabling them faster access to Le Bourget airport and the Paris-Nord-Villepinte convention centre during major international shows and events. It is also worth adding that a fixed taxi fare will be introduced in both directions between the centre of Paris and its two main airports, Charles de Gaulle and Orly. Lastly, since April 2014 the RER train station at the Villepinte exhibition centre has undergone complete renovation, with work to improve access, lighting and multi-lingual signage (French, English, Spanish).

### Paris Charles de Gaulle, soon to become Europe's n°1 airport?

As part of its next Economic Regulation Agreement covering the period 2016-2020, Aéroports de Paris are looking to make Paris Charles de Gaulle airport Europe's leading hub by 2020, ahead of London Heathrow. This objective is based on a projected growth in annual traffic of 2.5%, enabling it to handle 75.5 million passengers at CDG and 32 million at Paris-Orly by 2020. In 2014, Charles de Gaulle-Roissy handled 6.8 million passengers, against 73.4 million at Heathrow. To accelerate this growth in traffic, ADP is also hoping to consolidate its role as a hub, in so doing increasing the number of transit flights it handles.

## New and future routes

Paris CDG ⇌ Stavanger: March 2014 (Air France)  
Paris CDG ⇌ Mumbai: May 2014 (Air France in codeshare with Jet Airways)  
Paris CDG ⇌ Jakarta: daily flight with a stop in Singapore en route (Air France)  
Paris CDG ⇌ Vancouver: March 2015 (Air France)  
Paris CDG ⇌ Edmonton: May 2015 (KLM)  
Paris CDG ⇌ Washington: second daily service from 5 June 2015 (United Airlines)

Paris Orly ⇌ Dublin: 1 June 2015 (Transavia)  
Paris Orly ⇌ Valencia: 1 2015 (Transavia)  
Paris Orly ⇌ Thessaloniki: 9 May 2015 (Transavia)  
Paris Orly ⇌ Munich: 4 September 2015 (Transavia)  
Paris Orly ⇌ Tirana: 2 July 2015 (Transavia)  
Paris Orly ⇌ Split: July 2015 (Easyjet)  
Paris Orly ⇌ Hamburg: 29 March 2015 (Easyjet)

Bordeaux ⇌ Glasgow (in summer): June 2015 (Easyjet)

Lyon ⇌ Krakow: March 2015 (Easyjet)

Nantes ⇌ Madrid: 5 April 2015 (Transavia)  
Nantes ⇌ Oporto: March 2015 (Easyjet)

Marseille ⇌ Manchester: June 2015 (Easyjet)

Nice ⇌ New York: five flights/week from 29 March 2015, then daily flights from 2 May 2015 (Delta Airlines)  
Nice ⇌ Amsterdam: May 2015 (Easyjet)

Toulouse ⇌ Amsterdam: March 2015 (Easyjet)  
Toulouse ⇌ Agadir: April 2015 (Easyjet)  
Toulouse ⇌ Figari: July 2015 (Easyjet)  
Toulouse ⇌ Palma de Mallorca: July 2015 (Easyjet)  
Toulouse ⇌ Seville (in summer): March 2015 (Easyjet)  
Toulouse ⇌ Zurich: 1 May 2015 (Swiss)

A commercial agreement between Air France and Copa Airlines (hub in Panama City, over 15 destinations in Central America) has seen an increase in services to Panama (route started in November 2013). Air France will also increase flights to Brasilia from June 2015.

### TGV

230 destinations  
2,036km of high-speed train lines / 2,700km by 2018  
2016: Direct service between Strasbourg and Brussels  
2017: Paris to Bordeaux in 2hr  
2030: Lyon to Turin  
2030: Bordeaux to Toulouse

### Eurostar (from 1 May 2015)

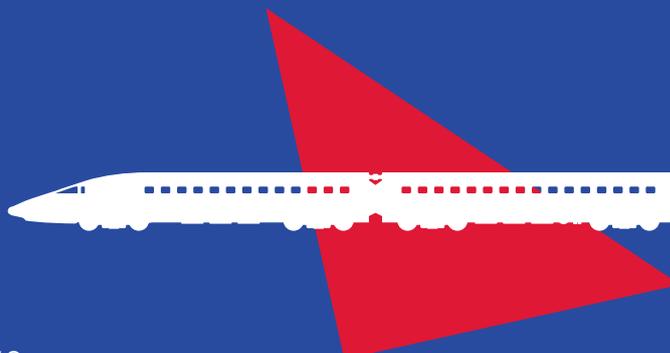
London-Lyon (4hr 41min)  
London-Avignon (5hr 49min)  
London-Marseille (6hr 27min)

### Thalys

Lille-Amsterdam: April 2014  
London-Amsterdam: December 2016

### Lyria

New rail link between Geneva and Lille (4hr 09min)



# APPENDICES





# REPRESENTATIVE BODIES WITHIN THE SECTOR

## ATOOUT FRANCE, the France Tourism Development Agency

With 84.7 million international visitors generating 42.2 billion euros of income from tourism in 2013, the sector is a major industry in France, representing 7.33% of the country's GDP in 2012.

Atout France was created in 2009 to encourage the development of this sector, pursuing its objective in several different ways:

### Observation and analysis of tourism markets

The agency carries out a continuous, in-depth analysis and monitoring of the international tourism market. This expert knowledge of supply and demand enables it to perform a comprehensive analysis of the state of tourism markets and to define the major strategic priorities needed to develop French tourism.

### Strengthening and marketing of French tourism activities

In order to increase the competitiveness of companies and the attractiveness of French destinations, Atout France is able to offer its full tourism engineering experience. The agency works with around 1,200 professional partners (regional and local tourist boards, tourist offices and over 800 private companies) as part of their tourism marketing and promotional strategy both in France and abroad. As a result, over 2,000 promotional actions targeted at the general public, professionals and the press are undertaken every year.



### Optimisation of service quality

Atout France is responsible for specific projects aimed at improving the quality of tourism activities across the board. This covers aspects such as the classification of tourist accommodation, the registration of tour operators, as well as the monitoring and promotion of quality labels such as "Vignobles & Découvertes" in the wine tourism sector.

### Involvement at local, national and international level

Atout France is able to develop its initiatives internationally thanks to a network of 33 offices in 31 different countries, although its scope extends to 70 markets as a result of work carried out in collaboration with different departments at French embassies worldwide. This unique organisational structure, employing over 250 staff, enables it to continue to develop its knowledge of international markets and clientele, in so doing allowing it to target and promote to better effect the actions of its partners, all the way from the design of a project to its marketing.

### For more information

[www.atout-france.fr](http://www.atout-france.fr) or

[www.rendezvousenfrance.com](http://www.rendezvousenfrance.com)



Atout France is a permanent presence at every major show  
© Cédric Helsly



## DGE

Under the authority of the Ministry for the Economy, Industry and the Digital Sector, the DGE develops and implements public policy relating to industry, the digital economy, tourism, trade, the craft industry and services. Its 1,300 staff are involved at national and regional level through “regional directorates for companies, competition, consumption, work and employment” (DIRECCTE) to encourage the creation, development, innovation and competitiveness of companies of all sizes in France and abroad. The DGE maintains close relations with the companies themselves as well as their representatives: professional organisations and federations, chambers of commerce, support networks etc. This expertise and close contact enables it to carry out shared diagnoses for relevant public projects. In terms of business relations, the DGE is responsible for developing, implementing and evaluating its policies. Furthermore, it supports the creation of favourable conditions for the development of the professional meetings, shows and events sector.

## CHAMBERS OF COMMERCE AND INDUSTRY - PARIS ÎLE-DE-FRANCE CCI

Acting on behalf of 840,000 companies in the Île-de-France region, the Chambre de Commerce et d’Industrie de Paris Île-de-France is a public body run by 98 elected business leaders from every sector.

All of its actions revolve around four main principles:

- To represent the interests of companies vis-à-vis public authorities;
- To support companies at every stage of their development;
- To train staff and future managers required by companies;
- To develop a sphere of excellence in the conference and show sector and to increase the attractiveness of Paris and its surrounding region.

In terms of tourism, through its consultative role and its defined policies the Paris Île-de-France CCI promotes the attractiveness of Paris-Île de-France as a destination as well as the interests of the tourism sector (both leisure and business). In particular, via its subsidiaries Viparis and Comexposium it contributes to the strengthening of this sector of excellence and Paris and its region’s place as a leading tourism and MICE destination.

Every year it publishes a report on “business conferences and events in Paris Île-de-France” which highlights the activity and development of the 20 main exhibition and convention centres in the region.

[www.salonsparis.cci-paris-idf.fr](http://www.salonsparis.cci-paris-idf.fr)  
[www.cci-paris-idf.fr](http://www.cci-paris-idf.fr)



## FRANCE CONGRES ET EVENEMENTS

Acting as a resource centre for the convention sector in France, France Congrès et Événements carries out (or acts as a partner in) financial audits, cyclical analyses, pricing reviews and competitiveness studies for the 54 member towns and cities which belong to its network. The association also took part in a study on the economic benefits accruing from fairs, trade shows, conferences and events in 2013.

[www.france-congres.org](http://www.france-congres.org)



## UNIMEV

The Union Française des Métiers de l'Événement (ex-FSCEF) is the only professional organisation to represent all those who work in the professional events and meetings sector: the organisers of fairs, trade shows, conventions and professional or sporting events, as well as managers of event venues and service providers. The organisation aims to promote the use of events, to encourage the development of a buoyant market, to defend the interests of those in the profession and to develop the services offered to members in order to support them in their activities, growth and enhanced professionalism. With this in mind, UNIMEV will publish a financial assessment of the industry in 2015 through its OJS brand as well as two world firsts: a partner study on the flow of business generated by fairs and trade shows in France and the launch of the first global performance calculator for the events and meetings sector.

[www.unimev.fr](http://www.unimev.fr)



## REED

The world's leading events organiser, Reed Exhibitions has a portfolio of 500 events in 43 countries, ranging across a whole host of industries including aviation, the arts, construction, manufacturing and distribution, publishing, electronics, energy, hotels and restaurants, industry, IT and Telecoms, marketing, security, sport, health and leisure and tourism. Reed Exhibitions belongs to the RELX Group, a world leader in the publishing and dissemination of professional information. The group offers companies global solutions for the development of new markets, which are supported by trade shows, professional publications, Internet services and direct marketing. In the French market, Reed Exhibitions is represented by Reed Expositions France and Reed Midem. With 50 professional and public shows in France, Reed Expositions France organises shows for 18 different sectors: art, broadcasting, jewellery, communication and marketing, household goods and furnishings, construction, publishing, the environment, franchising, hotels and restaurants, leisure, industry, medicine, IT and Telecoms, security, transport and logistics, and tourism.

## GL EVENTS

An integrated group operating in all event sectors, GL events is a leader in the three main markets for events and meetings: congresses and conventions, cultural, sporting and political events, and trade shows and exhibitions for professionals and the general public. Working on behalf of clients from the public and private sectors both in France and abroad, GL events aims to support companies, institutions, event organisers and public authorities throughout their projects, from the definition of strategies and ideas to the implementation of operations on the ground. The group has offices on all five continents and in more than 19 countries, with three main strategic activities:

- GL events: a global events group which organises events and manages premises for trade shows, conferences and meetings.
- GL events Live offers expertise covering all business specialisations for corporate, institutional and sports events. Its teams provide turnkey solutions, from consulting services and design right up to delivery of the event itself.
- GL events Exhibitions runs and hosts a large number of proprietary trade fairs covering a wide range of sectors such as food processing, culture and textiles. GL events Venues manages a network of 40 event sites (conference centres, exhibition centres, concert halls and multi-purpose facilities) in major cities in France and abroad: Lyon - Paris - Toulouse - Nice - Barcelona - Brussels - Budapest - London - Padua - Rio de Janeiro - São Paulo - Shanghai - Turin - Ankara - Istanbul - The Hague.



## ANAé

Several times a year, ANAé (Association des Agences de Communication événementielle or the Association of Events Communication Agencies) carries out a survey analysing data (volume of business, client portfolios and competition, hiring of new staff etc) from its 60 member agencies. In September 2014, ANAé and its members noted a decrease in the number of tenders when compared with the survey taken in March. As a result, only 38.5% of agencies were considered to be stable compared with 47% in March. Asked about their business projections for 2015, 36% of ANAé agencies saw digital services as an essential area for development. Finally, 29% of its members stated their intention to look for new areas of growth in markets abroad.

## MPI

Meeting Professionals International is an international association of professionals from the Meeting Industry which brings together suppliers and prescribers and produces data of global or European importance every year. Published in November, the last Meetings Outlook study shone the spotlight on market trends in 2015. According to the association, budgets dedicated to the organisation of events should increase by 1.7%. Activity in the Meeting Industry should increase by 3.2% in the USA and 3.6% in Europe, with an increase in events dedicated to internal communication such as training and incentives.



MEETING PROFESSIONALS INTERNATIONAL



## ICCA

Every year the International Congress and Convention Association ranks the different countries and cities which host conferences and events according to the following minimum criteria: international or European events with at least 50 participants, with a rotation of at least three countries. Although the leading countries and cities change little over the years, their ranking does change (Paris is always one of the top three conference cities in the world). In the report published in May 2015, Paris remains the 1<sup>st</sup> world congress capital. France is ranked 5<sup>th</sup> as a destination for congresses.

Ranking	Country	#meetings	Ranking	Country	#meetings
1	USA	831	1	Paris	214
2	Germany	659	2	Vienna	202
3	Spain	578	3	Madrid	200
4	UK	543	4	Berlin	193
5	France	533	5	Barcelona	182
6	Italy	452	6	London	166
7	Japan	337	7	Singapore	142
8	China	332	8	Amsterdam	133
9	Netherlands	307	9	Istanbul	130
10	Brazil	291	10	Prague	118

## UIA

The Union of International Associations also publishes rankings, but uses different criteria. UAI takes national events into consideration if those events include participants from around the world. This ranking sees France listed 6<sup>th</sup> (the United States holds first place) and Paris 4<sup>th</sup> among conference cities, while Singapore is ranked as the leading city according to the data published in 2014.





# ATOUT FRANCE LAUNCHES ITS NEW DEDICATED MICE WEBSITE PAGES

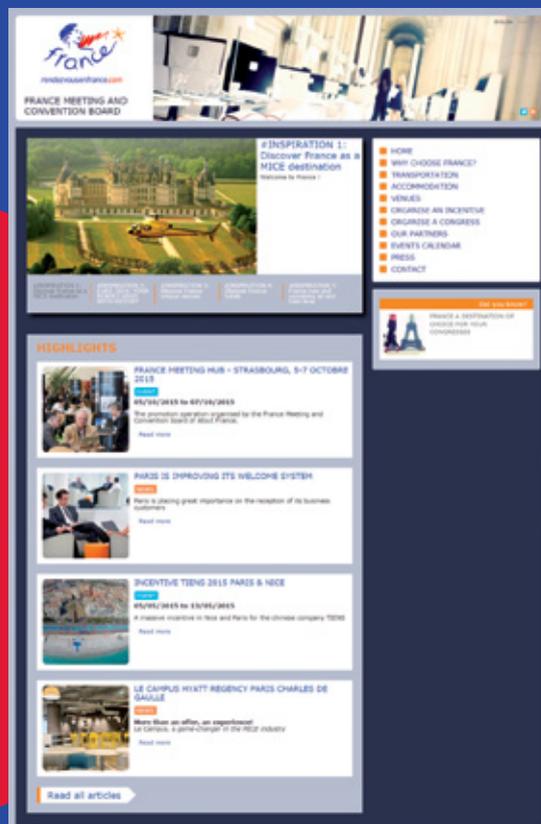
Atout France, in collaboration with members of its Cluster - France Meeting and Convention Board, is proud to introduce a new section dedicated to the professional meetings and events sector on its [www.rendezvousenfrance.com](http://www.rendezvousenfrance.com) website

Aimed at organisers of events, incentives and conferences around the world, this section will first and foremost promote the attractions of France as an event destination.

Its editorial brief will be to highlight the attractions of the country as a source of inspiration for meeting planners. Information will include current affairs, new trends and the latest developments in the business sector.

Event planners will be able to find every French destination on the site as well as the suppliers necessary to help them organise a successful event.

Translated into English and German for its launch, the site will also be used in more than 11 markets which have been defined as a priority for the MICE sector and translated into 7 languages.



FOR MORE INFORMATION, LOG ON TO  
[WWW.MEETING.RENDEZVOUSENFRANCE.COM](http://WWW.MEETING.RENDEZVOUSENFRANCE.COM)





[rendezvousenfrance.com](http://rendezvousenfrance.com)