

## Paris 2024: an exceptional mobilization for the region's attractiveness

4 questions for **Lionel Grotto, CEO**  
**of Choose Paris Region**, who highlights Paris Region's  
strengths  
just a few weeks before the start of  
the 2024 Olympic and Paralympic Games



### 1 - What is Choose Paris Region doing for the 2024 Olympic and Paralympic Games?

Choose Paris Region's actions for the Olympic and Paralympic Games are of three types: actions aimed at investors, influencers, the press and VIPs; content production and distribution; and visitor services.

In terms of influencing VIPs: Olympic and Paralympic Games hospitality (receptions during and outside the competitions, hospitality during the events, tickets for the opening ceremony, etc.), exploration tours, Olympic and Paralympic Games visibility at trade shows (Vivatech, MIPIM, etc.), activities with local institutional and private stakeholders, a one-stop shop for supporting foreign companies' projects, media hospitality, the VIP Hospitalities program set up by the agency and On Location for VIPs who are looking for tickets, events organized every 2 months since January in partnership with On Location to present details of the organization of the Olympic and Paralympic Games and opportunities within our network, specific program with the diplomatic network and attraction agencies, Paris Region Ambassadors' Club, partnership with the American association Athletes Soul, which supports the integration of Olympic champions into the professional world, committed artwork offered to VIP contacts...

In terms of creating and disseminating information: distribution of communication tools, in particular "Key messages", support for "Remarkable places in Paris Region", creation of a press room to provide catering for the 7,000 non-accredited journalists present at the media villages, agency presence at the Carreau du temple village, creation of pages dedicated to the Olympic and Paralympic Games on all our sites, Success Stories, highlighting of the Cultural Olympiad offers, editorial animation and social networks, partnership with the OCOG to relay our information on their e-mails and websites.

In terms of welcoming visitors, we have created a welcome film with Air France, and 45-second clips produced with the ADP and broadcast in the Border Police (PAF) waiting area. There are 10 Tourist Information Points with the Paris 2024 colors at airports, as well as a free downloadable digital travel guide, information tools for tourism professionals (Do you Speak Touriste, Serious Game, training courses...), and the deployment of 210 Tourism Volunteers to make Paris a celebration for the Games.

In terms of film and audiovisual production, we help industry professionals organize their film productions before, during and after the Games. We offer professionals a database of 2,500 locations in Paris Region, 75% of which are outside the areas designated for the Games. Finally, we

have set up a program to make it easier to obtain film production permits in forty Paris Region municipalities between July 1 and September 15, 2024.

Of course, Choose Paris Region is always on the lookout to identify new initiatives to carry out in conjunction with its partners.

## **2 - What makes Paris Region an inspiring and innovative region?**

Since the Brexit, Paris Region is the only global metropolitan area in the European Union. This is a strength, but also a responsibility because we now have to pull the rest of the train in Europe. We want to embody the European values of openness, responsibility, curiosity and ambition. We have noticed that the international stakeholders with whom we are in contact, even in the business world, have stars in their eyes when they say "the Paris Games". This concept of events and ceremonies spread over the entire metropolitan and even regional area is unique in the history of the Olympic Games.

The Games will be a great opportunity to showcase companies, innovations and local areas. These innovations cover a wide range of sectors, and this is what we're going to focus on: innovative materials, new construction techniques, electric boats, electric flying machines, hydrogen-powered cabs, urban heating systems, just to name a few. These innovations are the work of Paris Region, French and international companies in a number of key fields: transportation, energy, construction, deep tech, marketing, tourism and hospitality, digital, healthcare, and more.

Here are just a few of the projects we will be highlighting at the Games:

- Volocopter will operate urban air mobility routes in a real-life city environment for the first time in human history, and has set up operations in Paris Region to do that.
- Hydrolift Smart City Ferries, a Norwegian company selected by Voies navigables de France (VNF) will launch a 50-passenger electric ferry that will operate on the Seine during the Games.
- Ecocem (Ireland) produces concrete with 8 times lower emissions than conventional concrete. They have set up their worldwide R&D center in Paris. Their solution is being implemented in the Grand Paris Express and the construction of the Athletes' Village.
- Le Pavé will produce seats from plastic waste for the two new sports facilities that have been built for the Games, the Arena and the Olympic Aquatic Center.
- There will be 1,000 Hype hydrogen cabs in Paris - a world record
- Mathis, a company based in Alsace, created the timber frame for the Olympic Aquatic Center, a technological feat that allows for significant energy savings in heating the building.
- the first Urbanloop capsules, a revolutionary mode of transportation (a small autonomous electric shuttle on rails that will provide a free link between the parking lot at the Saint-Quentin-en-Yvelines leisure park and the fan zone on leisure island).

More generally, and apart from the Olympic and Paralympic Games, Paris Region is generally well positioned for R&D and engineering center projects. Large companies and start-ups alike often locate their European or even global R&D centers in Paris Region. Historically, this was the choice of many CAC40 groups, but it's becoming the choice of more and more American, Japanese and European stakeholders. The region's ability to recruit highly-regarded, highly-trained talent, RTC assistance, CIFRE theses, regional support for innovation, the innovation ecosystem (French tech, Station F, Saclay...) and dynamic start-ups are all factors behind these successes.

The Foreign Investment Division of the Financial Times (fDi) awarded Paris Region 1st place in the "major European regions of the future" ranking (February 2024), and "best attractiveness strategy in Europe" (including the UK) for the second year in a row.

Here are some additional key figures:

- over 774,200 engineers
- 4,611 patents filed in 2022 (41.8% of patents filed in France).
- 8,600 startups
- 1200 laboratories
- 135,200 researchers

### **3 - What makes Paris Region such a key economic hub?**

Paris Region has always been a major economic capital. Our challenge is to let people know. Americans, who are the number one investors in Paris Region with 36% of the jobs created in 2023, know this. We still have room for improvement in terms of our reputation in Asia. Events such as the Rugby World Cup have helped us strengthen economic and institutional relations with countries such as Australia, New Zealand and Japan, as well as South Africa and Latin America.

Brexit has also reshuffled the cards: since 2017, the Paris marketplace has attracted nearly 6,000 banking and finance jobs, and most of the major Anglo-Saxon banks have chosen to establish their eurozone market activities in Paris.

In 2023, foreign direct investment came from 46 countries, and this figure is rising. Our goal is for Paris Region to be clearly identified as an economic capital worldwide, and a natural point of entry for establishing activities in Europe, be they decision-making and sales centers, engineering and R&D, or manufacturing, logistics and hospitality infrastructures, because we want to continue to improve our quality and capacity for hospitality (hotels, catering, particularly in lesser-known locations with less well-served tourist infrastructures).

We're counting on the Olympic and Paralympic Games to further reinforce these trends.

Here again, let's look at some figures:

- 1st economic region in Europe, with a GDP of 765 billion euros, or 5.3% of the European Union's GDP.
- 1st European market capitalization in 2023, ahead of London and Frankfurt, according to Bloomberg
- 1st tourist destination worldwide. A destination with a wealth of tourist attractions (rock-climbing at Fontainebleau, the fortified village of Provins).
- 1st region in Europe for Research and Development (R&D) expenditure at 21.7 billion euros.

Moreover, our 175 museums and more than 4,000 historic monuments are our cultural hallmarks. Our region is desired and desirable; dynamic, attractive, innovative and inspiring. There's a lot of excitement around the Games. That's important to remember. And the 15 million visitors expected to visit our region for this occasion are proof of this.

### **4 - What makes Paris Region a sustainable destination?**

The choices made in terms of public policy at all levels of local government are consistent with a sustainable vision for the region, whether in terms of mobility, energy, construction, tourism or other areas. This may seem obvious to us at times, but it is not necessarily self-evident, nor is it the case everywhere in the world. For example, even if Paris Region residents sometimes complain about it, international visitors are often surprised by the extent of the metro network, especially when they

are told that a 124 mile-long metro, the equivalent of the current one, will be built between 2024 and 2030, and for the most part before 2027.

At Choose Paris Region, our aim is to show that the region is a great place to welcome visitors and investors from all over the world, and that there are many reasons for them to settle here for the long term. The merger between the Regional Tourism Committee and the Choose Paris Region attractiveness agency in July 2023 is also intended to do just that: combine data on attracting investors (employment areas, economic sectors, international schools, etc.) with data on the quality of life (museums, restaurants, cultural and sporting offerings, etc.) to build "global" maps and present our contacts with a "360" vision of the region that includes this now-essential quality of life dimension.

Paris Region is not only connected to the world, it is also connected to nature. In fact,  $\frac{3}{4}$  of the Region is made up of natural, agricultural and forest areas, which are green lungs, places to relax and preserve biodiversity, and are accessible via an unzoned Navigo Pass. The region boasts 4 regional nature parks (18% of the total surface area): Vexin français, Haute Vallée de Chevreuse, Gâtinais français and Oise-Pays de France.

As far as the Olympic and Paralympic Games are concerned, the ambition for sustainability is reflected in the way the Games have been conceived. For example, only two sports facilities were built, compared with 9 for Tokyo and Rio and 6 for London. In addition, 60% of the sports, technology and security equipment used has been leased. The very construction of the Olympic Village, which was designed to allow for housing temperatures of no more than 28°C (82°F) for no more than 2 days of the year in 2050, is the result of technological prowess, flawless public-private coordination and the involvement of French and international companies. With a result we can all be very proud of.

These will also be the first Games in which all the Olympic venues will be accessible by sustainable transportation, despite the number of venues and their distribution over most of Paris Region's departments. The arrival of line 14 at St Denis Pleyel will allow for service to several Olympic venues and will embody a Paris that is expanding and incarnating new centralities. To promote soft mobility, 260 miles of bicycle lanes have been built to serve the Olympic venues, and 300 million euros have been earmarked to improve the bicycle path network throughout the region. 466 miles of paths are awaiting delivery.

The carbon footprint of these Games should not exceed a total of 1.5 million tons of CO<sub>2</sub> produced, compared with 3.5 million tons at the previous Summer Games. Our commitment to the environment is also reflected in our food supplies. The food products used will be 100% certified (red label, organic, etc.). As the breadbasket of France, the region is the 4th largest exporter of agricultural products and the 1st region in organic conversion. Last but not least, 84% of the furniture used during the Paris 2024 Games will be re-used, in a move to promote the circular economy and preserve resources. This is something we can be proud of.

## **Discover the beautiful stories that are unfolding within our region**

### **#1 - Shaping the future of athletes in Paris Region : Athletes Soul**

On the occasion of the Paris 2024 Olympic and Paralympic Games, we're delighted to tell you about Athletes Soul, an association supported by Choose Paris Region.

Athletes Soul was founded and is run by former athlete volunteers who have made it their mission to support elite athletes in their transition to the next chapter of their lives. The association provides free education, mentoring, coaching and community support to athletes in all sports. To find out more, you can talk to Myriam GLEZ, one of the co-founders.

***Choose Paris Region** is the Paris Region's international attraction agency, which promotes the region's international standing and ensures that investors, visitors and talents from all over the world are welcomed and well served, while ensuring the region's sustainable, balanced development.*

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