

Paris , July 18, 2024

[PARIS 2024] - Paris Region, a showcase for the Olympic and Paralympic Games

*3 questions for Lionel Grotto, CEO
Choose Paris Region, just before the opening
ceremony of the Olympic and Paralympic
Games*



1 - How does Paris Region intend to make the most of the Olympic and Paralympic Games?

Putting sports and their values in the spotlight is obviously the primary objective of the Paris 2024 Olympic and Paralympic Games. What we expect from these Games is to celebrate the athletes, admire their performances and share great moments of collective emotion.

This has all been made possible by the region's investments. The vast majority of the competition venues are located in Paris Region: 25 in all, including 13 in Paris itself and 12 in the surrounding areas of Seine-Saint-Denis, Hauts-de-Seine, Yvelines and Seine-et-Marne.

While the athletic dimension is essential, we are also working to accelerate the region's vitality thanks to this world-renowned event. Putting the spotlight on Paris Region is part of the strategy of [Choose Paris Region](#) and its partners to promote the destination and its many cultural, industrial and sporting sites... **Venues that make it an inspiring, innovative, sustainable and forward-looking destination.**

Our mission at Choose Paris Region, Paris Region's international attractiveness agency, is to make these assets known to investors, visitors, film and audiovisual producers, and talented individuals.

Whether they be cultural, technological or industrial, these remarkable sites are the real assets of our region, which is why we wanted to highlight them as part of the Olympic and Paralympic Games.

2 - What remarkable places are you talking about?

Paris Region is an inspiring destination, and I'd like to start by mentioning the iconic sites that are our pride and joy, and which will be highlighted during the Games. We'll have the pleasure of rediscovering the Eiffel Tower for beach volleyball, the Palace of Versailles for equestrian events, the Grand Palais for fencing, the Invalides esplanade for archery, the Stade de France for athletics, and the ancient Concorde obelisk for new Olympic disciplines such as skateboarding, breakdancing and BMX.

Other sites are a source of inspiration and dreams. This is particularly true of the **Château de Vaux-le-Vicomte**, which hosted the 1978 James Bond film "*Moonraker*" and, more recently, the series "*Versailles*".

We can also mention the **Manufacture de Sèvres**, a major center for passing on the art of ceramics, a place with a strong artistic vocation that brings together 120 ceramists who gracefully combine tradition and modernity. Thousands of pieces are produced every year for the French government: Elysée Palace, Hôtel Matignon, embassies,...etc.

With its two immense rose windows inspired by the ones in Notre-Dame, **Saint-Denis Cathedral Basilica** is a jewel of Gothic architecture. Also a royal necropolis, the transept and crypt house 70 tombs and recumbent figures that represent France's sovereigns.

3 - Could you name a few sites that are emblematic of the region's economic vitality?

The Olympic and Paralympic Games are a showcase for numerous technological innovations, the outcome of the emulation between Paris Region and international companies that have pooled their expertise. The innovations in question cover a wide range of fields, including transportation, energy, digital technology, Big Data and the Internet of Things (IoT): flying electric vehicles, autonomous vehicles that run on green hydrogen, a floating solar power plant on the Seine, and more. The first Urbanloop capsules, a revolutionary mode of transportation, will see the light of day during the Games: this small autonomous electric shuttle on rails will provide a free link between the parking lot on the Saint-Quentin-en-Yvelines leisure park and the fan zone.

The Olympic and Paralympic Village, which will accommodate 14,500 athletes and their staff during the Olympic Games and 9,000 athletes and their staff during the Paralympic Games, is another example of the region's capacity for innovation. It is particularly rich in innovations in the field of the Internet of Things (IoT). These innovations are designed to help decarbonize districts and make them more resilient in the face of extreme heat: connected benches that cool and purify the air, solutions that use algae to cool playgrounds, biodiversity sensors that measure the presence of various species.

Other places of interest include:

- **The Valeo Mobility Tech Center.** Valeo's Technocenter is located on a 236,806 sq. ft. site in Créteil, France, and features new-generation laboratories. 1,200 people, including 700 R&D engineers, design new technologies to enhance the comfort and automation of motor vehicles. Their main focus: the autonomous car, which can ensure the freedom and safety of its passengers, thanks to data collected by cameras and sensors and processed by AI. Valeo Drive4U™, the 1st prototype passenger car tested in Paris, was mainly developed at Valeo.
- **The Genopole,** France's leading biocluster, brings together a continuum of scientific excellence and public and private research with a view to accelerating innovation in biotechnology, healthcare and the bioeconomy. At this innovation cluster in Évry-Courcouronnes, 16 academic research laboratories, 66 companies and 24 platforms work together to develop the scientific breakthroughs of the future. Research teams from the CEA and Genethon laboratories have made a major contribution to the first mapping of the human genome.

- **The Bry-sur-Marne studios.** With 200 films made every year, these studios have become a shining light on the French audiovisual scene. Labeled "Grande fabrique de l'image - France 2030" and in partnership with the INA, they are part of a development perspective through the East Paris Film, Audiovisual and Sound Cluster (Pôle Image et Son de l'Est Parisien). The aim is to make France a major center of attraction for the film and audiovisual industries, in terms of production and training. The film "Marie-Antoinette" by Sofia Coppola was partly made here. These versatile locations allowed for the recreation of the opulence of 18th-century France.
- **The Cyber Campus,** which today brings together over 250 private and public entities, all actively involved in the project and its future development. The Cyber Campus is a showcase for French expertise in cybersecurity. National and international stakeholders, companies (large groups, SMEs), government departments, training and research organizations, associations... all come together at the same site in La Défense. An entire industry dedicated to protecting society, based on collaboration and shared interests.
- **Teratec.** As a major European center dedicated to high-performance digital simulation, Teratec develops cutting-edge technologies to boost performance and competitiveness in research and industry. Bringing together over 80 major stakeholders, this technology park based in Bruyères-le-Châtel has been deploying forward-looking solutions in fields such as cybersecurity, AI and cancer research since 2005. 200,000 hours of computing in 200 hours: the feat achieved by the CEA's TERA-10 supercomputer for the digital simulation of the Dassault Falcon 7X aircraft.

All these sites will be showcased by our teams, who will be on deck for the duration of the games at the Carreau du Temple Media Center to guide non-accredited international journalists (i.e. those who are not here primarily to follow the sporting events). At Choose Paris Region, we strive to enhance the international appeal of Paris Region as a destination. The region is home to a wealth of creative and innovative economic stakeholders.

We have also set up a one-stop shop to support foreign companies who are setting up either directly or indirectly in connection with the Paris 2024 Olympic and Paralympic Games. Since 2017, 110 foreign investment projects have been identified, which will eventually create more than 4,000 jobs in Paris Region.

In conclusion, Paris Region residents will gain a region that is more pleasant to live in, greener, more sustainable and inclusive, as well as bolder and more open to the world. Paris 2024 is acting as a catalyst for the transformations that have already been underway for several years, enabling every inhabitant to inherit an even more desirable future.

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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