

Press release

Paris, 10 March 2022



With the Olympic Games looming in 2024, Paris Region is re-asserting its status as a premier location for international investment with 20 million sqm of opportunities on offer at MIPIM 2022

Amid a subsiding pandemic and the emergence of new opportunities following Brexit, Paris Region is showcasing itself this year at **MIPIM, the largest international market for real estate professionals in Cannes**, as a pre-eminent location for investors, advisors, and international corporations.

From 15 to 18 March, the exhibiting partners at the United Grand Paris pavilion will present investment opportunities scheduled for development in the short, medium or longer term.

Not since the great transformations of the Haussmann era has Paris Region seen such an explosion of development and investment. As **Alexandra Dublanche, Vice President in charge of Recovery, Economic Development, Attractiveness and Innovation at the Ile-de-France Region and President of Choose Paris Region, points out:**

"Investment opportunities totalling 20 million square metres will be on show at MIPIM 2022, thanks to the joint efforts of the United Grand Paris players. With two years to go before the 2024 Olympic Games, the Paris Region is re-asserting itself as a key region for investment backed by an excellent track record in terms of performance."

"The many business opportunities that will be exhibited at the show by United Grand Paris players demonstrate that Paris Region is today the leading region in Europe in terms of the dynamism of its real estate market, as well as the common ambition to make our region even more intelligent, sustainable and inclusive," she added.

Paris Region leads the "Large European Regions of the Future" category in terms of economic potential, according to the latest FDI intelligence ranking "European Cities and Regions of the future 2022/23", ahead of the Greater London metropolitan area. Paris Region also commands the top ranking in the "Human Capital and Lifestyle" category.

Submissions are invited in the third edition of the "Let us Invent the Greater Paris Metropolitan Area" - the largest architecture and urban planning competition in Europe – for projects focusing on various themes relating to the transformation of existing buildings or the conversion of urban wasteland. Other projects, such as Agoralim, a new sustainable foods initiative in the heart of Paris in Île-de-France, call for new ideas to create a smarter urban area through the reconfiguration of logistics flows that offer sustainable solutions for the environment. Please visit the United Grand Paris pavilion at MIPIM to find out more about the opportunities being offered by the participating exhibitors from the Paris Region.

End of press release

About United Grand Paris

United Grand Paris is an alliance aimed at making the Paris Region a leading international business location through ambitious new developments with outstanding architectural features.

The United Grand Paris pavilion at MIPIM enables visitors to learn more about this vibrant, innovative and sustainable region and the first-class economic opportunities on offer.

Seize the opportunity **to invest in the right place, now.**

Paris Region:

- No. 1 in terms of GDP (in €billion) in the Europe Union
- 12.2 millions inhabitants (+250 000 by 2024)
- 500 million consumers within 3 hours of Paris
- €20 billion+ invested in R&D annually
- > 8,000 start-ups
- 80% of the region consists of nature reserves and green spaces

United Grand Paris @Mipim 22 :

- > 1,000 sqm of exhibition space
- > 22 exhibitors
- > 30 partners
- > 50 events organised by United Grand Paris exhibitors & partners
- 1 finalist project in BEST FUTURA PROJECT's category at Mipim Award 22

Paris Region's pavilion offers displays of real estate and land development projects supported by:

- Choose Paris Region
- Communautés d'Agglomération de Paris-Saclay
- EpaMarne-EpaFrance (Etablissements Public d'Aménagement de Marne-la-Vallée)
- Epamsa (Etablissement Public d'Aménagement du Mantois Seine Aval)
- EPA ORSA (Etablissement Public d'Aménagement Orly Rungis –Seine Amont)
- EPA Paris Saclay (Etablissement public d'aménagement Paris Saclay)
- EPA Sénart (Etablissement Public d'Aménagement de Sénart)
- Grand Paris Aménagement
- Grand Paris Sud, Seine-Essonnes-Sénart
- Métropole du Grand Paris
- Paris La Défense
- Plaine Commune Développement/ Plaine Commune
- Saint-Quentin-en-Yvelines
- Société du Grand Paris
- Sogaris
- Stonal
- Ville de Paris, Paris &Co, Paris Métropole & Aménagement, SEMAPA et SEMPARISEINE
- Val d'Oise, Comité d'Expansion Economique du Val d'Oise



About Choose Paris Region

Choose Paris Region is a catalyst for business and innovation that supports international companies in their development in the Paris Region.

The agency combines its market expertise with its local networks to help international companies build technological partnerships, formulate their development plans in the Paris Region and then establish a local presence.

Choose Paris Region is the international agency for the attractiveness and promotion of the Paris Region. It works in partnership with all the players in the Paris Region to offer international companies a tailor-made support service.

With its team of 80 employees in Europe, the United States and China, the agency supports a thousand international companies each year seeking to accelerate their development in Europe's foremost region and thus contributes to making the Paris Region one of the strongest regions in the world in terms of economic activity and innovation.

Chairman: Alexandra Dublanche / **CEO:** Lionel Grotto

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