



Greater Paris Investment Agency

**“Greater Paris Investment Opportunities”**

*Thierry JACQUILLAT*

*Chairman of the Greater Paris Investment Agency*

[www.paris-europplace.net](http://www.paris-europplace.net)

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New York

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# GREATER PARIS INVESTMENT AGENCY

## ➤ OUR AMBITION :

Created 15 years ago by the Paris Chamber of Commerce and Industry, our ambition is to highlight Greater Paris as the Business Capital of Europe

## ➤ OUR MISSIONS :

- To promote the assets of Greater Paris to foreign investors
- To bolster the attractiveness of Greater Paris by lobbying political and economic decision-makers



## OUR MEMBERS

Accor, Aéroports de Paris, Air France, Altran Technologies, Atis Real, Bal du Moulin Rouge, Bank Audi Saradar France, BNP Paribas, Cabinet Fidal International, Cabinet Cailliau Dedouit & Associés, Caisse des Dépôts et Consignations – Ile-de-France, Caisse Nationale des Caisses d'Epargne, Calyon, Chambre de Commerce et d'Industrie de Paris, Chambre de Commerce et d'Industrie de Versailles Val d'Oise / Yvelines, Chambre Régionale de Commerce et d'Industrie Paris-Ile-de-France, Colas S.A., Colony Capital Europe, Comexpo Paris, Commissariat à l'Energie Atomique de Fontenay-aux-Roses, Communauté d'Agglomération du Plateau de Saclay (CAPS), Crédit Industriel et Commercial, Cushman & Wakefield France, Dassault Aviation, Deloitte et Touche, Ecart Architecte d'Intérieur, EDF, Epamarne / Epafrance, Etablissement Public pour l'Aménagement de la Défense (EPAD), Euro Disney Associés - SCA, Euronext Paris SA, Fédération Nationale des Travaux Publics, Fédération Régionale des Travaux Publics Ile de France, FNAIM de Paris et l'Ile-de-France, France - Amériques, France Télécom, Freyssinet SAS, Galeries Lafayette, GIE Ernst & Young Law, Gide Loyrette Nouel, GMC Services, HSBC-CCF, Icade EMGP, JCDecaux s.a., Jones Lang LaSalle France, JP Morgan Chase Bank, Klépierre, KPMG, La Poste, LG, LVMH Moët Hennessy, McKinsey & Company Inc, MEDEF Ile-de-France, MEDEF Paris, Parc des Expositions de Paris Nord - Villepinte, Paris Expo Porte de Versailles, Paris Sélect, Pernod Ricard, Port Autonome de Paris, PSG, RATP, Seine et Marne Développement, SEMAPA, SFR, SILIC, SNCF, Société Générale, Suez, Systra, Total, Unibail Holding, Véolia ...

# **GREATER PARIS** **THE EUROPEAN STRATEGIC CENTER FOR BUSINESS**



- **Highest GDP (481 billion euros) among European metropolises ahead states such as Denmark or Belgium**
- **1st location in Europe for the top 500 worldwide companies, 2nd worldwide after Tokyo**
- **An access to more than 300 million consumers within 500 km of Paris**

# **GREATER PARIS** **A DENSE AND EFFICIENT** **TRANSPORTATION NETWORK**

- **1st airport hub in continental Europe:**
  - 80 million passengers /year
  - 6th worldwide
  - Connect 530 cities in 135 countries
  
- **1st leading urban transport network**
  - 12,000 km of roads and 700km of motorways
  
- **Best international rail links**
  - At the hub of the French and European high speed train network.
  - Link major European cities in less than 4 hours



# **GREATER PARIS** **HIGH QUALITY EMPLOYMENT**

- **1st employment area in Europe: 5,6 million employees**
- **25% are executives**
- **1st for GDP per capita among European Capitals with \$60800**
- **724 000 foreign workers**
- **100 nationalities**



# **GREATER PARIS** **EUROPEAN LEADER IN R&D**

- **1st European location for Internal R&D Expenditure**
  - 14.5 billion euros per year
  - 3 % of the region's GDP
  - 7% of the European expenditure
- **Highest concentration of researchers in Europe :**
  - 136,000 researchers and technicians
  - 5th highest concentration in the world
  - 13.1 researchers to every 1000 operational personnel, as opposed to 4.7 in the Silicon Valley
- **4 world leading clusters**
- **2 French business schools top the Financial Times rankings**
- **2007 Nobel Prize in Physics awarded to a French scientist**



# **GREATER PARIS**

## ***A MAJOR FINANCIAL MARKET IN THE HEART OF EUROLAND***

- **Paris is Europe's leading stock exchange**
- **NYSE Euronext operates the world's largest and most liquid exchange group with:**
  - **A stock market capitalisation of \$28.5 trillion (versus \$10,3 trillion for LSE and \$6,6 trillion for the Tokyo Stock Exchange)**
  - **Average daily trading value of its combined markets of approximately \$110 billion**



# 14 French companies are world leaders among 50 sectors

**Building materials,  
Glass**  
**SAINT-GOBAIN**  
**LAFARGE**

**Airlines**  
**AIR FRANCE-  
KLM Group**

**Entertainment**  
**VIVENDI  
UNIVERSAL**

**Engineering,  
Construction**  
**BOUYGUES**  
**VINCI**

**Food and Drug  
Stores**  
**CARREFOUR**

**PUBLISHING  
PRINTING**  
**LAGARDERE  
GROUPE**

**Household and  
personal products**  
**L'OREAL**

**INSURANCE:**  
**GROUPAMA**  
**AXA**

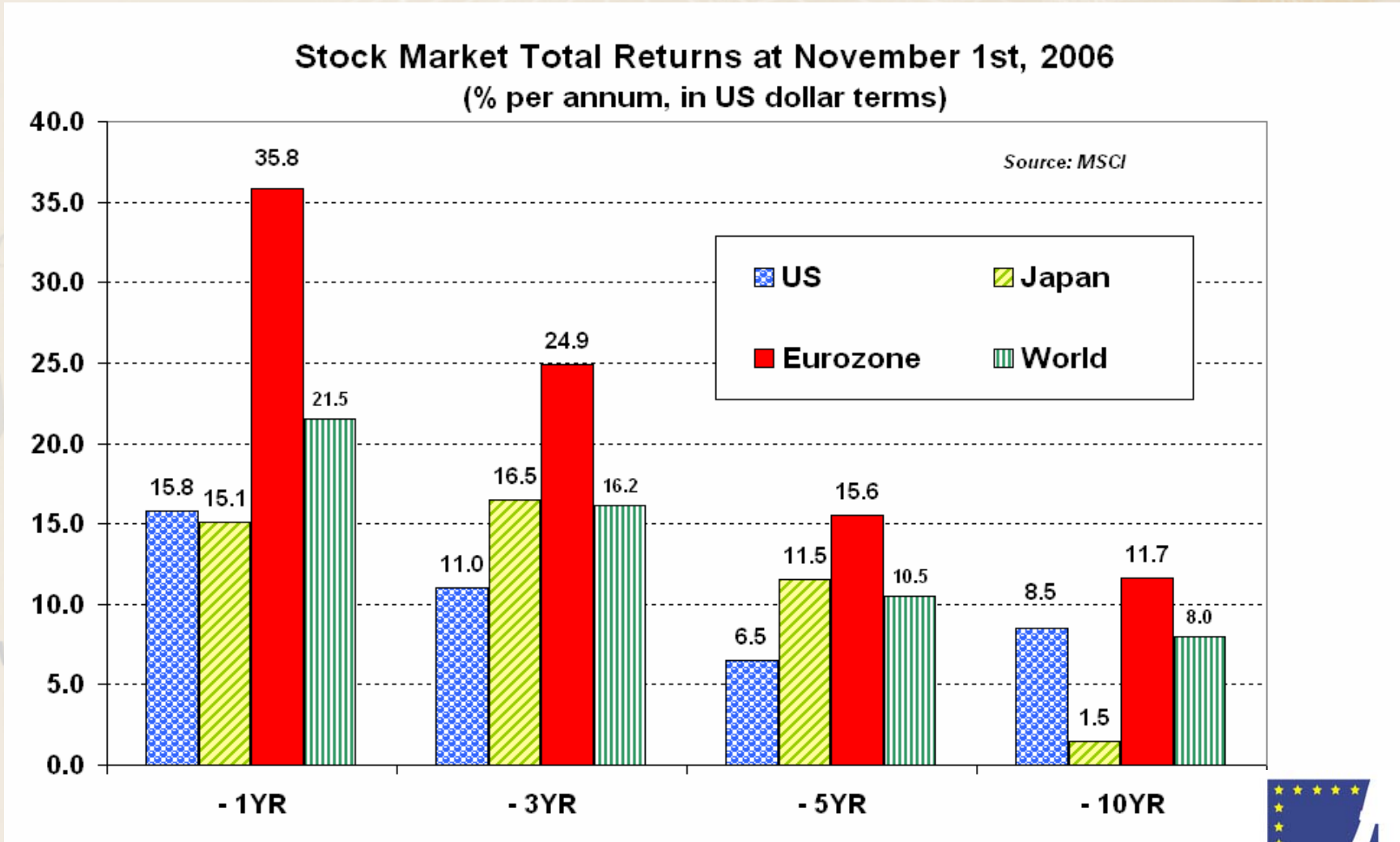
**Wine & Spirits**  
**PERNOD RICARD**

**RAILROADS**  
**SNCF**

**UTILITIES**  
**ELECTRICITE DE  
FRANCE**

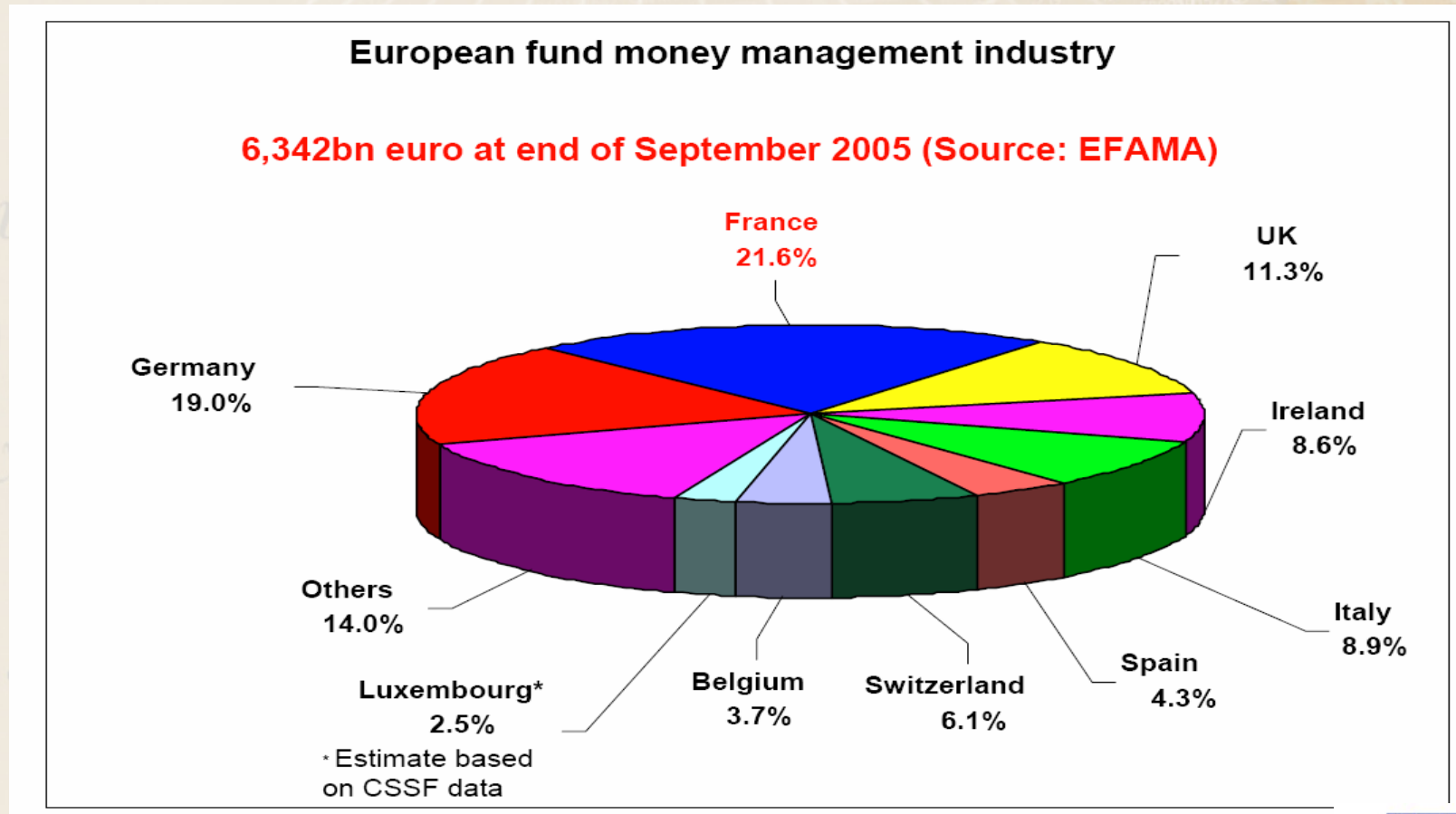
# Why invest in Eurozone financial markets?

## Outperformance over all investment horizons



# Why invest via French asset managers ?

## Paris, the « Boston » of Europe



# GREATER PARIS

## *DIVERSIFIED & COMPETITIVE BUSINESS REAL ESTATE*

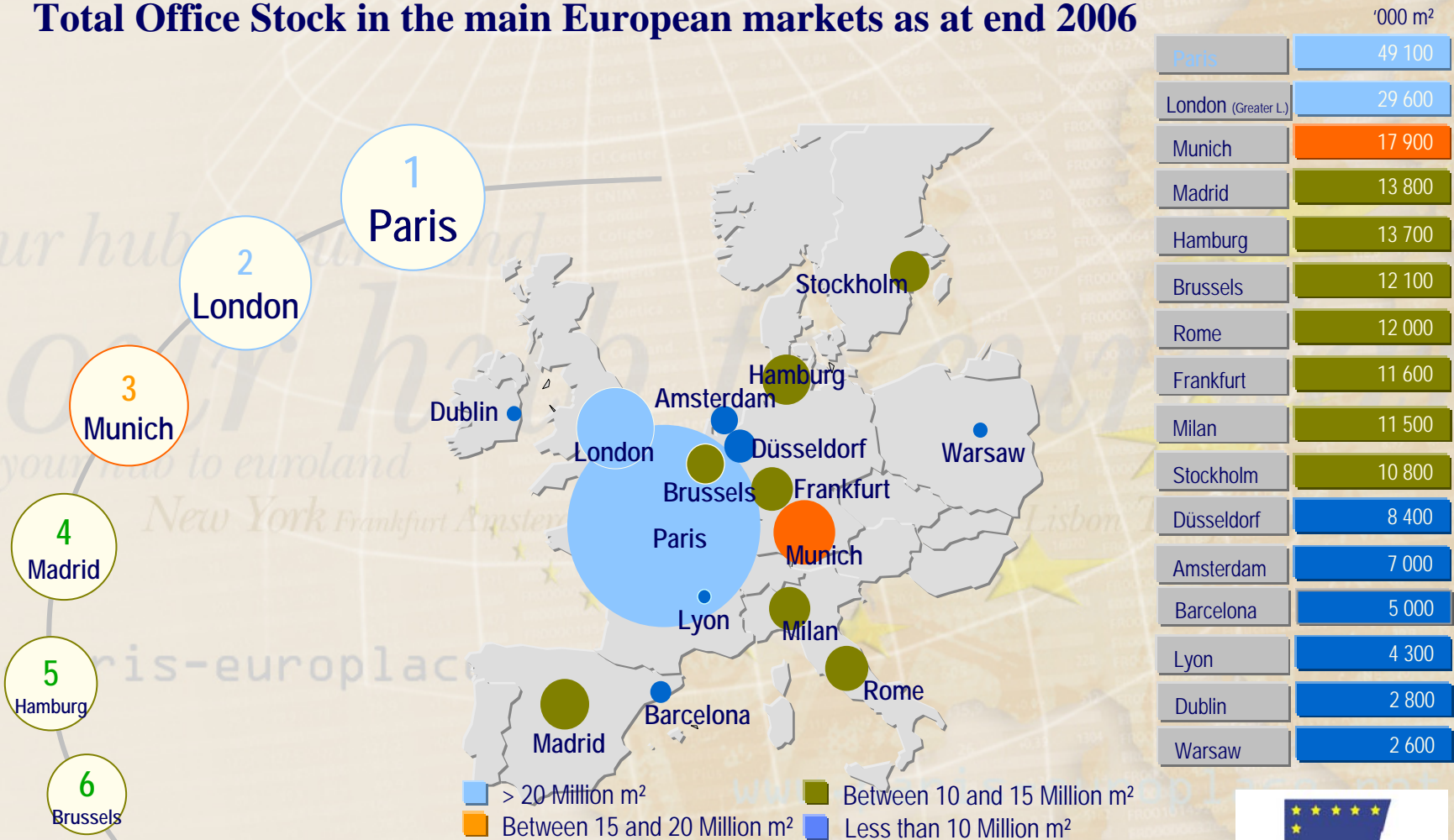
- **Europe's largest office market: 50 million sq. m.**  
**2nd largest in the world (before New York and after Tokyo)**
- **Paris top-of-the-line products two times less expensive than London**
- **Record investment:**
  - **€17.5 billion invested representing a 44% increase on 2004 levels.**
  - **2006: more than €20 billion**
- **Prestigious buildings owned by the French State available on the market**



# GREATER PARIS

## A KING SIZE OFFICE STOCK

Total Office Stock in the main European markets as at end 2006



# GREATER PARIS

## *A RISING PLACE*

### **La Défense**



www.paris-europe

■ Demolition – Reconstruction of (+/-) fifteen of the oldest towers (400,000sqm) with creation of 150,000 additional sqm

- Development of new towers and buildings: 300,000sqm
- Completion of a total of nearly 1 million sqm of new office space
- Commitment to sustainability

# GREATER PARIS: A RISING PLACE



## Tour CB31

**Landlord:** AXA REIM  
**Developer:** Cogedim  
**Architect:** Kohn Pedersen Fox  
**Surface:** 86,700m<sup>2</sup>  
**Height:** 225 m



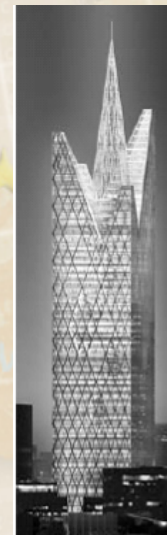
## Tour Phare

**Landlord:** Unibail  
**Architect:** Morphosis (Thom Mayne)  
**Surface:** 130,000m<sup>2</sup>  
**Height:** 300 m



## Tour D2

**Landlord:** Sogecap  
**Developers:** Sogeprom / Bouygues Immobilier  
**Architect:** Béchu & Sheehan  
**Surface:** 55,000m<sup>2</sup>



## Tour M

**Landlord:** Generali  
**Developer:** Vinci Immobilier  
**Architect:** Valode & Pistre  
**Surface:** 90,000m<sup>2</sup>  
**Height:** 300 m (56 floors)



# GREATER PARIS WORLD CAPITAL FOR CONVENTIONS, TRADE FAIRS AND TOURISM

- The world capital for conventions and trade fairs with more than 2,000 business events each year and 15 million business visitors
- The world capital for tourism with 44 million tourists / year
- 2 500 hotels (153000 rooms)
- Exceptional living conditions
- Ranks 1st for lifestyle in the world ahead New York according to the latest PricewaterHouseCooper study







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**PARIS  
EUROPLACE**

FINANCIAL FORUM