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 GRAND PARIS RÉGION
MARINA HALL
STAND MAR.PR29

Open & beyond
 URBAN CONNECTION



Conception : **epiceum** • Crédits photos : Patrick Faure • Ne pas jeter sur la voie publique.



TALKS
MIPIM 2013 / 12 > 15 MARCH
 Marina Hall, stand MAR.PR29





WELCOME TO THE GRAND PARIS PROJECT

The Grand Paris project aims to imagine and develop the Ile-de-France metropolitan area on a new, global and ambitious scale. The many cross-linked challenges and prospects involved include housing for everyone, quality of life, economic, social and urban development, transport infrastructures, cultural and sporting facilities and events, architectural quality and sustainable development.

This project, supported by the government and elected representatives of the Ile-de-France region, gives tremendous impetus to mobilising all urban actors: developers, transport operators, public and private investors, construction firms, architects and urban planners.

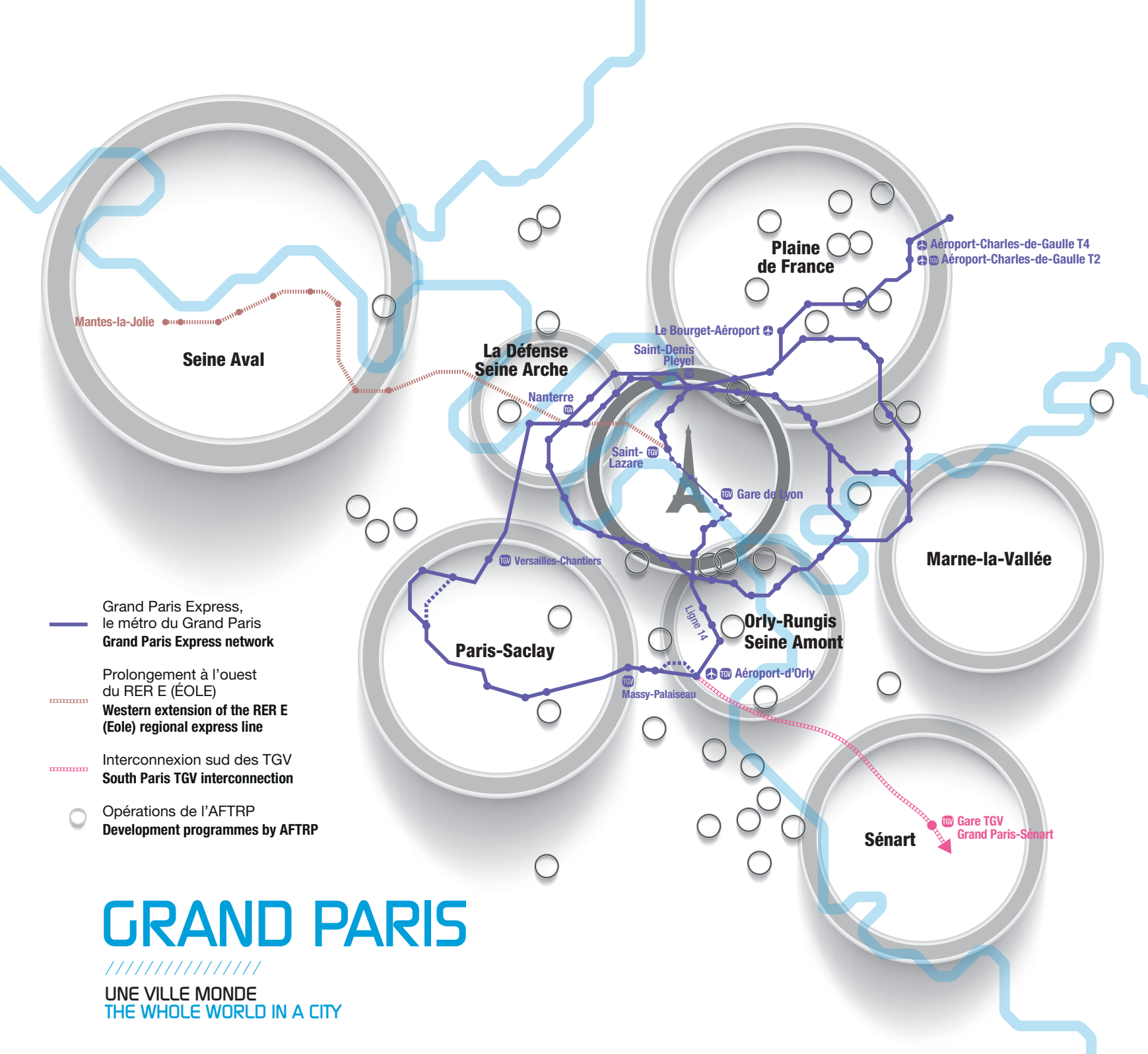
Central to this ambition is the Grand Paris Express, a new fast, efficient metro, designed to support jobs and provide accessibility for everyone, whether residents of the Ile-de-France region or visitors, and improve and revitalise their daily lives.

For the second time at the MIPIM, the Grand Paris stand is bringing together the key players in the Grand Paris project: Société du Grand Paris, AFTRP, La Défense Seine Arche, Marne-la-Vallée, Plaine de France, Sénart, Orly-Rungis-Seine-Amont, Paris-Saclay and Seine Aval.

GRAND PARIS



**SOCIÉTÉ DU GRAND PARIS
AFTRP
LA DÉFENSE SEINE ARCHE
MARNE-LA-VALLÉE
PLAINE DE FRANCE
SÉNART
ORLY RUNGIS SEINE AMONT
PARIS-SACLAY
SEINE AVAL**



Mantes-la-Jolie

Seine Aval

La Défense
Seine Arche

Nanterre

Saint-Lazare

Le Bourget-Aéroport

Saint-Denis
Pleyel

Plaine
de France

Aéroport-Charles-de-Gaulle T4
Aéroport-Charles-de-Gaulle T2

Gare de Lyon

Versailles-Chantiers

Paris-Saclay

Ligne 14

Orly-Rungis
Seine Amont

Aéroport-d'Orly

Massy-Palaiseau

Marne-la-Vallée

Sénart

Gare TGV
Grand Paris-Sénart

Grand Paris Express,
le métro du Grand Paris
Grand Paris Express network

Prolongement à l'ouest
du RER E (ÉOLE)

Western extension of the RER E
(Eole) regional express line

Interconnexion sud des TGV
South Paris TGV interconnection

Opérations de l'AFTRP
Development programmes by AFTRP

GRAND PARIS

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UNE VILLE MONDE
THE WHOLE WORLD IN A CITY

CONFÉRENCES ET PRÉSENTATIONS DE PROJET

All the conferences will be held at our Agora and will be translated into English.

TUESDAY 12 MARCH

16h00 > 17h00 LA DÉFENSE SEINE ARCHE

Présentation du territoire, ses projets et ses enjeux autour de la maquette par Philippe Chaix, Directeur général de l'ÉPADESA

Presentation by ÉPADESA Managing Director Philippe Chaix, of the La Défense Seine Arche Public Development Authority territory, its projects and challenges, using the scale model

17h00 > 17h45 PARIS-SACLAY

Paris-Saclay, un territoire au service de la croissance

Paris-Saclay, an innovation cluster working for growth

18h00 > ESPACE GRAND PARIS / GRAND PARIS EXHIBITION STAND

Cocktail reception for the inauguration of the Grand Paris exhibition stand, in the presence of Jean Daubigny, Prefect of the Île-de-France region, Prefect of Paris

WEDNESDAY 13 MARCH

10h00 > 10h30 LA DÉFENSE SEINE ARCHE

La Défense Seine Arche : de la Seine à la Seine, une ambition durable

La Défense Seine Arche: from the Seine to the Seine, a sustainable ambition

10h30 > 11h00 LA DÉFENSE SEINE ARCHE

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TALKS AND PROGRAMME PRÉSENTATIONS

11h00 > 11h30 MARNE-LA-VALLÉE

Marne-la-Vallée – Deux écoquartiers majeurs : 7 000 logements pour répondre aux besoins de logement des franciliens

Marne-la-Vallée – Two major eco-districts: 7000 housing units to meet the housing needs in the Île-de-France Region

11h30 > 12h00 SÉNART

Sénart dans le Grand Paris et les projets du territoire

Sénart in Grand Paris and its projects

12h00 > 13h00 PLAINE DE FRANCE

Le Bourget, berceau de l'aviation, devient un pôle aéronautique de renommée mondiale

Le Bourget, birthplace of aviation, becomes a world-renowned aeronautical cluster

14h30 > 15h15 LA DÉFENSE SEINE ARCHE / DEFAC TO

ÉPADESA et Defacto : des actions complémentaires pour le rayonnement de La Défense

ÉPADESA and Defacto: complementary actions for La Défense's worldwide reputation

15h15 > 15h45 MARNE-LA-VALLÉE

Marne-la-Vallée – Cité Descartes : un nouveau quartier d'affaires «développement durable» d'avenir

Marne-la-Vallée – Cité Descartes : a new promising « sustainable development » business district

15h45 > 16h15 PLAINE DE FRANCE

Le Grand Roissy, une ville aéroportuaire au cœur des échanges internationaux

Le Grand Roissy, an airport city at the heart of international exchanges

Suivi d'un cocktail – followed by a cocktail reception

16h15 > 16h45 AFTRP

**AéroliansPARIS, le parc international d'affaires aux portes de l'aéroport
Roissy Charles de Gaulle**

AéroliansPARIS, the international business park close to the Roissy Charles
de Gaulle airport

16h45 > 17h30 PARIS-SACLAY

EDF à Paris-Saclay : le choix d'un utilisateur

EDF at Paris-Saclay, the choice of an investor

17h30 > 18h15 SOCIÉTÉ DU GRAND PARIS

Les gares du Grand Paris : quelle intégration dans leurs quartiers ?

Grand Paris Express stations: integrating them into their neighbourhoods

THURSDAY
14 MARCH

10h00 > 10h30 MARNE-LA-VALLÉE

Marne-la-Vallée – Val d'Europe : un territoire en croissance renouvelée

Marne-la-Vallée – Val d'Europe: an area of renewed growth

10h30 > 11h00 LA DÉFENSE SEINE ARCHE

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11h00 > 11h45 LA DÉFENSE SEINE ARCHE

La Valeur du quartier de La Défense est aussi immatérielle !

La Défense's value is also intangible!

11h45 > 12h30 SOCIÉTÉ DU GRAND PARIS

Les consultations de promotion-conception autour des gares du Grand Paris

Call for property developers and architects for the urban surroundings
of Grand Paris Express stations

14h30 > 15h15 SEINE AVAL

Confluence, Seine Aval et le Grand Paris

Confluence, Seine Aval and Grand Paris

15h15 > 16h00 ICADE

Eqho – Pourquoi choisir le campus vertical ?

Eqho – Why choose the vertical campus?

16h00 > 16h45 AVIVA / PREDICA

Carpe Diem, une nouvelle référence à La Défense

Carpe Diem, a new reference at La Défense

16h45 > 17h45 VINCI

**Au centre de la métropole du Grand Paris, le chantier du réaménagement
des Halles, réalisé par VINCI, bat son plein**

At the centre of the Grand Paris metropolitan area, VINCI is hard at work
on the Les Halles redevelopment project

17h45 > 18h45 UNIBAIL-RODAMCO

Majunga, la Tour Réinventée

Majunga, the Reinvented Tower

FRIDAY
15 MARCH

10h30 > 11h00 LA DÉFENSE SEINE ARCHE

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Paris-Saclay, un territoire au service de la croissance

Paris-Saclay, an innovation cluster working for growth

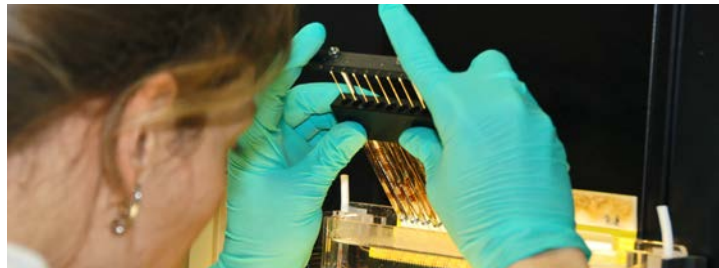
- **Guillaume Pasquier**, Deputy Managing Director – Paris-Saclay Public Authority
- **Lise Mesliand**, Urban Planning Director – Paris-Saclay Public Authority
- **Patrick Cheenne**, Economic Development Director – Paris-Saclay Public Authority

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Cocktail reception for the inauguration of the Grand Paris exhibition stand, in the presence of Jean Daubigny, Prefect of the Ile-de-France region, Prefect of Paris

PARIS-SACLAY

Paris-Saclay, an innovation cluster working for growth



Speaker:

- **Guillaume Pasquier**, Deputy Managing Director – Paris-Saclay Public Authority
- **Lise Mesliand**, Urban Planning Director – Paris-Saclay Public Authority
- **Patrick Cheenne**, Economic Development Director – Paris-Saclay Public Authority

A world-renowned scientific centre, a component in improving competitiveness and the national industrial plant, a catalyst for local economic development, Paris-Saclay has asserted itself as a major local development project.

The Paris-Saclay Public Authority, in partnership with the local communities, the FCS (Foundation for Scientific Cooperation – which sponsors the project for setting up Paris-Saclay University) and private stakeholders, is:

- building a city-campus with international ambitions, to the south of the Saclay plateau;
- creating a centre dedicated to future mobility in Versailles-Satory and Saint-Quentin-en-Yvelines;
- renewing, enlarging and developing economic sites in Courtaboeuf, Vélizy-Villacoublay, Massy, Buc and Saint-Quentin-en-Yvelines.

To the south of the Saclay plateau, it is developing two districts forming the backbone of the city-campus, an intellectually and industrially vibrant location covering 1,666,000 m² for 50,000 newcomers – inhabitants, employees and students.

PARIS-SACLAY



10h00 > 10h30 LA DÉFENSE SEINE ARCHE

La Défense Seine Arche : de la Seine à la Seine, une ambition durable

La Défense Seine Arche: from the Seine to the Seine, a sustainable ambition

- **Stéphan de Faÿ**, Deputy Managing Director in charge of Administration and Finance – EPADESA
- **Dorian Kelberg**, Managing Director – FSIF (Fédération des sociétés immobilières et foncières – Federation of Property and Real Estate Firms)
- **Philippe Pelletier**, Chairman of the Building Plan

Moderator: Michèle Leloup, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

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Marne-la-Vallée – Deux écoquartiers majeurs : 7 000 logements pour répondre aux besoins de logement des franciliens

Marne-la-Vallée – Two major eco-districts: 7000 housing units to meet the housing needs in the Île-de-France Region

- **Marie-Emeline Guignot**, Project Manager for the Sycamore eco-district – Epamame
- **Rachel Holdrinet**, Project Manager for the Montévrain eco-district – Epamame

11h30 > 12h00 SÉNART

Sénart dans le Grand Paris et les projets du territoire

Sénart in Grand Paris and its projects

- **Michel Bisson**, président du conseil d'administration de l'EPA Sénart
- **Bruno Depresle**, directeur général de l'EPA Sénart

12h00 > 13h00 PLAINE DE FRANCE

Le Bourget, berceau de l'aviation, devient un pôle aéronautique de renommée mondiale

Le Bourget, birthplace of aviation, becomes a world-renowned aeronautical cluster

- **Damien Robert**, Managing Director – Plaine de France Public Development Authority
- **Jean-Claude Faradian**, Managing Director – Eurocopter
- **François Charritat**, Managing Director – Le Bourget Airport/ ADP
- **Vincent Capo Canellas**, Chairman – Le Bourget Airport Urban Area Community

14h30 > 15h15 LA DÉFENSE SEINE ARCHE / DEFAC TO

EPADESA et Defacto : des actions complémentaires pour le rayonnement de La Défense

EPADESA and Defacto: complementary actions for La Défense's worldwide reputation

- **Philippe Chaix**, Managing Director – EPADESA
- **Katayoune Panahi**, Managing Director – Defacto

Moderator: Michèle Leloup, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

15h15 > 15h45 MARNE-LA-VALLÉE

Marne-la-Vallée – Cité Descartes : un nouveau quartier d'affaires «développement durable» d'avenir

Marne-la-Vallée – Cité Descartes : a new promising « sustainable development » business district

- **Michel Salem-Sermanet**, Deputy Managing Director in charge of development – Epamame / Epafrance
- **Moïse Mitterrand**, Member of the Management Board, Real Estate Manager, Les Nouveaux Constructeurs (to be confirmed)
- **Claire Piguet**, Urban Planning Architect – Ateliers Lion Associés

15h45 > 16h15 PLAINE DE FRANCE

Le Grand Roissy, une ville aéroportuaire au cœur des échanges internationaux

Le Grand Roissy, an airport city at the heart of international exchanges

- **Damien Robert**, Managing Director – Plaine de France Public Development Authority
- **Patrick Renaud**, Chairman – Portes de France Urban Area Community and of the Association of Grand Roissy Communities
- **Philippe Lemoine**, CEO – Silic Socomie
- **Alain Chaillé**, Vice Chairman – FEDEX France

Suivi d'un cocktail – followed by a cocktail reception

16h15 > 16h45 ATRP

AérolionsPARIS, le parc international d'affaires aux portes de l'aéroport Roissy Charles de Gaulle

AérolionsPARIS, the international business park close to the Roissy Charles de Gaulle airport

- **François Asensi**, Chairman – Terres de France Urban Area Community
- **François Delarue**, CEO – ATRP

16h45 > 17h30 PARIS-SACLAY

EDF à Paris-Saclay : le choix d'un utilisateur

EDF at Paris-Saclay, the choice of an investor

- **Alain Gosselin**, Managing Director – Sofilo-EDF Group
- **David Bodet**, President – Urban Aera Community of Saclay plateau
- **Pierre Veltz**, CEO – Paris-Saclay Public Authority

Moderator: Michèle Leloup, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

17h30 > 18h15 SOCIÉTÉ DU GRAND PARIS

Les gares du Grand Paris : quelle intégration dans leurs quartiers ?

Grand Paris Express stations: integrating them into their neighbourhoods

- **Jacques Ferrier**, Advisor architect – Société du Grand Paris
- **Pierre-Antoine Gailly**, President – Paris Chamber of Commerce and Industry
- **Etienne Guyot**, Chairman of the Executive Board – Société du Grand Paris
- **Valérie Vernet**, Head of design – Société du Grand Paris

Moderator: Rémi Cambau, editor in chief – cadredeville.com

LA DÉFENSE SEINE ARCHE**La Défense Seine Arche: from the Seine to the Seine, a sustainable ambition**

© EPADESA / YANNICK MONGET

Speakers:

- **Stéphan de Faÿ**, Deputy Managing Director in charge of Administration and Finance – EPADESA
- **Dorian Kelberg**, Managing Director – FSIF (Fédération des sociétés immobilières et foncières – Federation of Property and Real Estate Firms)
- **Philippe Pelletier**, Chairman of the Building Plan

Moderator:

- **Michèle Leloup**, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

Whilst La Défense is known around the world as the leading business district in Europe, it also deserves recognition for its groundbreaking role in terms of sustainable development right from the beginning, with France's 1st urban cooling network in 1967, a record rate of public transportation use (85%), and an urban layout designed to optimise land consumption. Starting in 2006, i.e. four years before the Grenelle II Law, the public authority imposed environmental multi-certification (HQE, LEED and/or BREEAM).

This conference will present EPADESA's strong ambitions in terms of sustainable development, its coordination with the Government's priorities and the tools applied to bring this ambition to life in projects strengthening the social mix and value.

**MARNE-LA-VALLÉE****Marne-la-Vallée – Two major eco-districts: 7,000 housing units to meet the housing needs in the Île-de-France Region**

© EPAMARNE / ARCHITECTE : C. DEVILLERS / PAYSAGISTE : URBICUS / PHOTO : ERIC MORENY

Montévrain eco-district – Val d'Europe : Villa Evrini housing units overlooking the Parc du Mont Evrin

Speakers:

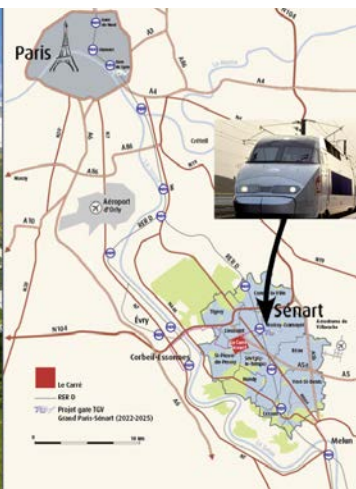
- **Marie-Emeline Guignot**, Project Manager for the Sycomore eco-district – Epamarne
- **Rachel Holdrinet**, Project Manager for the Montévrain eco-district – Epamarne

These two operations benefit from “eco-district” agreements formalising their partnerships with the French Government and the municipalities of Montévrain and Bussy Saint-Georges. The goal is to meet the Île-de-France Region's needs by aiming to build 7,000 housing units by the year 2020, including the 1,300 that have already been completed in Montévrain (to encourage economic development and to bring in the businesses needed to achieve a good housing-jobs balance in the two municipalities, the planning for these two eco-districts calls for setting up a 150,000-m² service-sector cluster with shops and businesses that are compatible with the nearby residential areas). This will be followed by the development of a major 85-ha industrial estate in the sector of La Rucherie, owned by the Public Authority.



SÉNART

Sénart dans le Grand Paris et les projets du territoire



Le Carré Sénart, le centre urbain de l'agglomération

A 30 km de Paris, des dessertes performantes et à l'horizon 2022 le projet de gare TGV Grand Paris – Sénart

Intervenants :

- **Michel Bisson**, président du conseil d'administration de l'EPA Sénart
- **Bruno Depresle**, directeur général de l'EPA Sénart

La ville nouvelle s'engage aujourd'hui dans une nouvelle phase de son développement, se traduisant aussi bien par la diversification de son économie que par la réalisation de nouveaux quartiers urbains plus denses et mieux desservis en cœur d'agglomération.

La ville nouvelle de Sénart aujourd'hui :

- A 30 km de Paris
- 10 communes (2 en Essonne et 8 en Seine et Marne)
- 114 200 habitants, 42 000 emplois
- un territoire de 12 000 ha (la superficie de Paris) dont 3 000 ha de réserves foncières

La ville nouvelle de Sénart demain :

- 12 000 logements à construire
- 25 000 emplois à créer
- 1 gare TGV Grand Paris-Sénart (en projet)



PLAINE DE FRANCE

Le Bourget, birthplace of aviation, becomes a world-renowned aeronautical cluster



Speakers:

- **Damien Robert**, Managing Director – Plaine de France Public Development Authority
- **Jean-Claude Faradian**, Managing Director – Eurocopter
- **François Charritat**, Managing Director – Le Bourget Airport/ ADP
- **Vincent Capo Canellas**, Chairman – Le Bourget Airport Urban Area Community

The Bourget airport host the world's « Paris Air Show » and is the first business airport in Europe. With Eurocopter and EADS Innovation Works implantation next to the runways, a new emblematic site emerges with an interesting property development outlook.

A metropolitan area with 1st-rate assets...



© ALAIN ERVOULT POUR LE SIAE

LA DÉFENSE SEINE ARCHE AND DEFACTO

EPADESA and Defacto: complementary actions for La Défense's worldwide reputation



© 1146 POUR DEFACTO

Speakers:

- **Philippe Chaix**, Managing Director – EPADESA
- **Katayoune Panahi**, Managing Director – Defacto

Moderator:

- **Michèle Leloup**, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

At the centre of the stakes facing Grand Paris, La Défense has taken up the challenge of strengthening its status as one of the world's major business districts.

Two public authorities are in control to meet this objective: EPADESA, as a Government public authority, handles development on this 564-hectare territory. Defacto manages, coordinates and promotes the business district for the local authorities.

Their shared action consists in developing urban services and facilities in the area, emphasising sustainable development, operating efficiency, innovation and the development of a cultural offer and ambitious services.



Defacto
Établissement public de gestion du quartier d'affaires de La Défense



MARNE-LA-VALLÉE

Marne-la-Vallée – Cité Descartes : a new promising « sustainable development » business district



© EPAMARNE / PHOTO: ERIC MORENCY, 2012

Cité Descartes, the heart of the Grand Paris centre of excellence dedicated to sustainable cities

Speakers:

- **Michel Salem-Sermanet**, Deputy Managing Director in charge of development – Epamarne / Epafrance
- **Moïse Mitterrand**, Member of the Management Board, Real Estate Manager, Les Nouveaux Constructeurs (to be confirmed)
- **Claire Piguët**, Urban Planning Architect – Ateliers Lion Associés

A centre of excellence in Grand Paris, Cité Descartes seeks to become a catalyst for innovation and the future world reference centre for design, construction and services for sustainable cities. The 840,000 m² to be developed will have accessibility, an international reputation, a research and development centre, business services and the future site of one of the five emblematic stations of the Grand Paris Express transportation network. It will meet the conditions for successful investment in this promising « sustainable development » business district, making this sector a major centre of the Île-de-France metropolitan area.

MARNE LA VALLÉE
EPAMARNE / EPAFRANCE

PLAINE DE FRANCE

Le Grand Roissy, an airport city at the heart of international exchanges



© PHILIPPE GIGNARD / AIR IMAGES

In partnership with Aérotopolis Europe and Hubstart – Paris

Speakers:

- **Damien Robert**, Managing Director – Plaine de France Public Development Authority
- **Patrick Renaud**, Chairman – Portes de France Urban Area Community and of the Association of Grand Roissy Communities
- **Philippe Lemoine**, CEO – Silic Socomie
- **Alain Chaillé**, Vice Chairman – FEDEX France

Just 20 km from Paris, with two airports: Paris – Charles-de-Gaulle and Le Bourget, with major facilities nearby such as the Parc International des Expositions, Le Grand Roissy has undeniable assets, including exceptional location and accessibility. 2,000 ha for business offices, industrial estates, amenities and shops.

The conference will be followed by a presentation of the scale model of the area and a networking cocktail party.

AFTRP

AéroliansPARIS, the international business park close to the Roissy Charles de Gaulle airport



© ARCHITECT: LUC WEDMANN, TOT & ASSOCIES AND ATELIERS AFA

Speakers:

- **François Asensi**, Chairman – Terres de France Urban Area Community
- **François Delarue**, CEO – AFTRP

This major operation at an exceptional 200-hectare site near Paris – Charles de Gaulle Airport and the Parc des Expositions de Villepinte is the latest one of this size just outside Paris for the short term (2014-2015).

Open to Europe, and with especially good transportation access, AéroliansPARIS will hold 850,000 m² of international businesses (high value-added logistics, trade, innovation, the knowledge-based economy, services for businesses and employees) and the expansion of the Parc des Expositions de Paris-Nord Villepinte (PEX).



PARIS-SACLAY

EDF at Paris-Saclay, the choice of an investor



© ECDM ET FRANCIS SOLER

Speakers:

- **Alain Gosselin**, Managing Director – Sofilo-EDF Group
- **David Bodet**, President – Urban Aera Community of Saclay plateau
- **Pierre Veltz**, CEO – Paris-Saclay Public Authority

Moderator:

- **Michèle Leloup**, journalist, Head of the architecture and urban planning department, Agence 14 Septembre

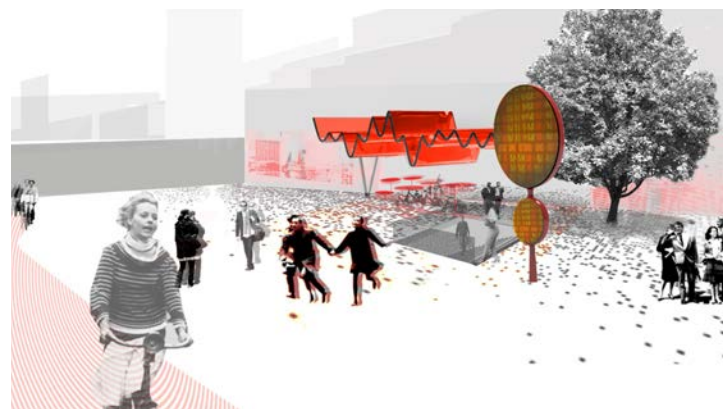
EDF has chosen to bring together its Research & Development Centre and its Training Campus and to integrate the national scientific and technological cluster of Paris-Saclay in Palaiseau. This decision confirms EDF's strategy of developing synergies between research and training, innovation and skills that create value for national growth.

EDF's Research & Development Centre and its Training Campus will be delivered in 2015 and 2016, respectively. The first was designed by Francis Soler, the second by Emmanuel Combarel and Dominique Marrec of the ECDM architecture firm. The scope of the investment in research and training, the quality of the architecture and its urban integration, as well as the environmental quality that characterises these two projects, have been noticed by Paris Métropole and the Ministry of Cities, which have awarded them the Grand Paris Label.

PARIS-SACLAY

SOCIÉTÉ DU GRAND PARIS

Grand Paris Express stations: integrating them into their neighbourhoods



© SENSUAL CITY STUDIO - JACQUES FERRIER ARCHITECTURES

Speakers:

- **Jacques Ferrier**, Advisor architect – Société du Grand Paris
- **Pierre-Antoine Gailly**, President – Paris Chamber of Commerce and Industry
- **Etienne Guyot**, Chairman of the Executive Board – Société du Grand Paris
- **Valérie Vernet**, Head of design – Société du Grand Paris

Moderator:

- **Rémi Cambau**, editor in chief – cadredeville.com

Underground stations are a major challenge for the city of the future. Beyond their functions as a gateway to the metropolitan area's transportation network, the new Grand Paris Express stations will contribute to the development of the neighbourhoods served. Integrated into their environments and open to the city, the stations will be new living places serving travellers and neighbours, and public facilities for facilitating everyday life and intensifying urban development.

Presentation of the challenges of integrating Grand Paris Express stations into their urban surroundings.

Société
du Grand
Paris

10h00 > 10h30 MARNE-LA-VALLÉE

Marne-la-Vallée – Val d'Europe : un territoire en croissance renouvelée

Marne-la-Vallée – Val d'Europe: an area of renewed growth

- **Pierre-Charles Decoster**, Director of Development for Eastern sector – Epamarne / Epafrance
- **Francis Borézée**, Vice Chairman – EuroDisney

10h30 > 11h00 LA DÉFENSE SEINE ARCHE

Présentation du territoire, ses projets et ses enjeux autour de la maquette par Philippe Chaix, Directeur général de l'ÉPADESA

Presentation by ÉPADESA Managing Director Philippe Chaix, of the La Défense Seine Arche Public Development Authority territory, its projects and challenges, using the scale model

11h00 > 11h45 LA DÉFENSE SEINE ARCHE

La Valeur du quartier de La Défense est aussi immatérielle !

La Défense's value is also intangible!

- **Raphaël Catonnet**, Deputy Managing Director in charge of urban development and real estate – ÉPADESA
- **Alan Fustec**, Founder and CEO – Goodwill Management

Moderator: Michèle Leloup, journalist, Head of the of architecture and urban planning department, Agence 14 Septembre

11h45 > 12h30 SOCIÉTÉ DU GRAND PARIS

Les consultations de promotion-conception autour des gares du Grand Paris

Call for property developers and architects for the urban surroundings of Grand Paris Express stations

- **André Santini**, Chairman of the Supervisory Board of the Société du Grand Paris, Former Minister, MP for the Hauts-de-Seine department, Mayor of Issy-les-Moulineaux
- **Etienne Guyot**, Chairman of the Executive Board – Société du Grand Paris
- **Benoît Labat**, Director of Property Development – Société du Grand Paris

Moderator: Rémi Cambau, editor in chief – cadredeville.com

14h30 > 15h15 SEINE AVAL

Confluence, Seine Aval et le Grand Paris

Confluence, Seine Aval and Grand Paris

- **David Morgant**, Managing Director of the Mantois Seine Aval Public Development Authority
- **François Decoster**, one of the 10 urban planning architects in the Grand Paris consultations
- **Alexis Rouque**, Managing Director of the Ports de Paris
- **Marc Desforges**, Associate Director, CM International

15h15 > 16h00 ICADE

Eqho – Pourquoi choisir le campus vertical ?

Eqho – Why choose the vertical campus?

- **Marianne de Battisti**, Executive committee member, Head of key accounts, corporate relations and communication
- **Dominique Beghin**, Executive committee member, Head of the commercial property investment division and international business

16h00 > 16h45 AVIVA / PREDICA

Carpe Diem, une nouvelle référence à La Défense

Carpe Diem, a new reference at La Défense

- **Joëlle Chauvin**, CEO of Aviva Investors Real Estate France
- **Thierry Laroue-Pont**, Deputy Chief Executive and Executive Chairman Advisory of BNP Paribas Real Estate
- **Olivier Gérard**, Président de Cushman & Wakefield France
- **Maurice Gauchot**, Président CBRE France

16h45 > 17h45 VINCI

Au centre de la métropole du Grand Paris, le chantier du réaménagement des Halles, réalisé par VINCI, bat son plein

At the centre of the Grand Paris metropolitan area, VINCI is hard at work on the Les Halles redevelopment project

- **Patrick Tondat**, Director of Development for Grand Paris – VINCI

17h45 > 18h45 UNIBAIL-RODAMCO

Majunga, la Tour Réinventée

Majunga, the Reinvented Tower

- **Olivier Bossard**, Group Managing Director of Development – Unibail-Rodamco
- **Jean-Paul Viguier**, Architect

MARNE-LA-VALLÉE

Marne-la-Vallée – Val d'Europe: an area of renewed growth



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Carré Bourbon housing units in the Lac district at Serris, Val d'Europe

Speakers:

- **Pierre-Charles Decoster**, Director of Development for Eastern sector – Epamarne / Epafrance
- **Francis Borézée**, Vice Chairman – EuroDisney

Located to the east of the new town, Val d'Europe has grown from 5,000 inhabitants and a few dozen agricultural jobs in 1989 to 28,000 inhabitants and 25,000 jobs in 2012. This section of Marne-la-Vallée is now undergoing a new phase of urban and economic development. Over 1.2 billion euros in public and private investments should lead to the construction of 3,500 housing units, nearly 3,000 hotel rooms, over 200,000 m² of office space and shops and some 15 hectares of businesses by the year 2020. These new investments will have a major economic impact on the Marne-la-Vallée area.

MARNE LA VALLÉE
EPAMARNE / EPAFRANCE

LA DÉFENSE SEINE ARCHE

La Défense's value is also intangible!



© EPADESA / CAROLE BARRIGAUD-TREUILLE

Speakers:

- **Raphaël Catonnet**, Deputy Managing Director in charge of urban development and real estate – EPADESA
- **Alan Fustec**, Founder and CEO – Goodwill Management

Moderator:

- **Michèle Leloup**, Journalist, head of the department of architecture and urban planning, Agence 14 Septembre

Intangible capital designates the wealth of a company whose financial statements are silent: value of the clientele, human capital, brands, expertise and patents, etc. – up to 2/3 of the total value of a company! France is a world leader in the way it measures intangible capital (notably the Thesaurus-Bercy method).

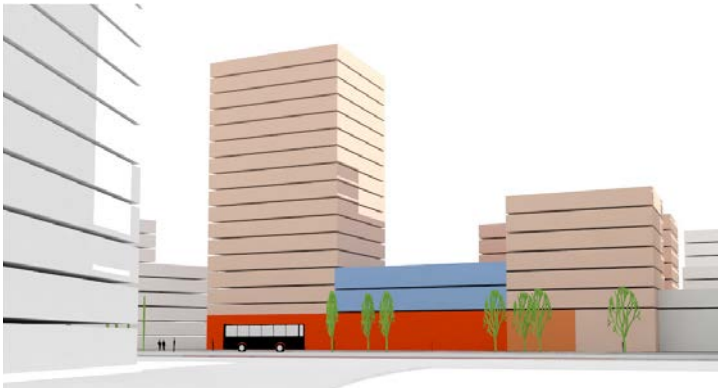
This approach was recently transposed to real estate and can be used to demonstrate that the intangible intensity of a building can be considerable.

Fully aware of the growing importance of this dimension for investors and businesses, EPADESA is seeking to coordinate this approach for the entire La Défense business district, demonstrating the intangible value of its many assets.

EPADESA
ÉTABLISSEMENT PUBLIC D'AMÉNAGEMENT
DE LA DÉFENSE SEINE ARCHE
OPÉRATION D'INTÉRÊT NATIONAL

SOCIÉTÉ DU GRAND PARIS

Call for property developers and architects for the urban surroundings of Grand Paris Express stations



© SOCIÉTÉ DU GRAND PARIS / AS ARCHITECTURE STUDIO

Speakers:

- **André Santini**, Chairman of the Supervisory Board of the Société du Grand Paris, Former Minister, MP for the Hauts-de-Seine department, Mayor of Issy-les-Moulineaux
- **Etienne Guyot**, Chairman of the Executive Board – Société du Grand Paris
- **Benoît Labat**, Director of Property Development – Société du Grand Paris

Moderator:

- **Rémi Cambau**, editor in chief – cadredeville.com

The Grand Paris Express stations will be fully integrated into their urban surroundings. They will help in the development of property operations mainly for housing, but also for offices or commercial activities.

During this conference, the Société du Grand Paris will present the approach adopted to develop the assets acquired for the construction of the Grand Paris Express through related property operations (housing, offices, etc.).

In constant dialogue with local councillors, the Société du Grand Paris will launch a series of design and development consultation processes with interested and suitable property developers throughout 2013.



SEINE AVAL

Confluence, Seine Aval and Grand Paris



© EPAMSA / LAUC / FRANÇOIS DECOSTER

Confluence Seine Oise, an urban, economic and waterway territory

Speakers:

- **David Morgant**, Managing Director of the Mantois Seine Aval Public Development Authority
- **François Decoster**, one of the 10 urban planning architects in the Grand Paris consultations
- **Alexis Rouque**, Managing Director of the Ports de Paris
- **Marc Desforges**, Associate Director, CM International

The conference will propose an original look at the challenges facing Grand Paris through the questions of waterway services and territorial initiatives, excluding the automatic metro. The wealth of content for the future Territorial Development Contract, for which the studies were carried out by EPAMSA, provides an opportunity to deal with the wide range of concerns expressed during the initial consultation on Grand Paris.



ICADE

Eqho – Why choose the Vertical Campus?

Speakers:

- **Marianne de Battisti**, Executive committee member, Head of key accounts, corporate relations and communication
- **Dominique Beghin**, Executive committee member, Head of the commercial property investment division and international business



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Large surface areas, accessibility using several methods of transport and green spaces are often the first criteria when choosing to move to a business campus. With a few months to go before delivery of Eqho, Icade gives us its definition of the first Vertical Campus:

Eqho

79,000m² of certified and innovative offices located between the La Défense esplanade and Courbevoie.

«Sustainable Development: with HQE® and BREEAM® Very Good certification and the BBC Effinergie® Rénovation label, boasting a design and choice of materials guaranteeing controlled operating costs and ease of use.

High-end services: varied choice of five restaurants, including one with panoramic views, a concierge service and luggage room, an auditorium and a business center, a fitness center and two squash courts... A total of 6000m² dedicated to amenities.

Optimized communicating areas: double entrance onto the esplanade and onto the Courbevoie side, fluidity of movement between floors, modular planning of space, green spaces and sociable areas at every level.»



Foncière-développeur

AVIVA / PREDICA

Carpe Diem, a new reference at La Défense

Speakers:

- **Joëlle Chauvin**, CEO of Aviva Investors Real Estate France
- **Thierry Laroue-Pont**, Deputy Chief Executive and Executive Chairman Advisory of BNP Paribas Real Estate
- **Olivier Gérard**, Président de Cushman & Wakefield France
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Carpe Diem

Delivered in 2013, Carpe Diem truly meets the new environmental challenges facing us, notably with its beautiful, innovative design in harmony with its environment and its innovative, high-performance technical equipment ensuring user wellbeing.

The first tower to seek a double certification from Leed Gold and HQE, Carpe Diem has 44,000m² of floor space on 38 levels in the heart of La Défense.



VINCI

At the centre of the Grand Paris metropolitan area, VINCI is hard at work on the Les Halles redevelopment project



© ALINE BOPIOS

Forum des Halles

Speaker:

- **Patrick Tondat**, Director of Development for Grand Paris – VINCI

After presenting the project for the “Tottenham Court” multimodal station in the centre of London (CROSSRAIL project) at MIPIM 2012, VINCI takes you into the heart of Grand Paris for an exceptional project: the Les Halles redevelopment project.

Patrick Tondat, Director of Development for Grand Paris, will present the proposals that VINCI is currently applying at all levels of this fully operating, multi-layered structure combining a shopping centre, underground passageways and RATP interchange stations, while working within the constraints of large-scale architectural design.

UNIBAIL-RODAMCO

Majunga, the Reinvented Tower

Speakers:

- **Olivier Bossard**, Group Managing Director of Development – Unibail-Rodamco
- **Jean-Paul Viguier**, Architect

The Majunga Tower, designed by Unibail-Rodamco and Jean-Paul Viguier, will contain 60,000m² of new-generation offices to be delivered in the first half of 2014.

Majunga’s architecture combines performance, modularity and innovation, such as the loggias opening outward on each floor and over 2,000m² of private gardens providing the future occupants with an unequalled working environment at the heart of La Défense.

At the forefront of sustainable development, Majunga’s exceptional environmental performances will enable its future users to significantly reduce their energy consumption and their carbon footprint. It received the BREEAM Award in 2012 and its performances will be validated by HQE certification and BREEAM certification with an “Excellent” rating.



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