

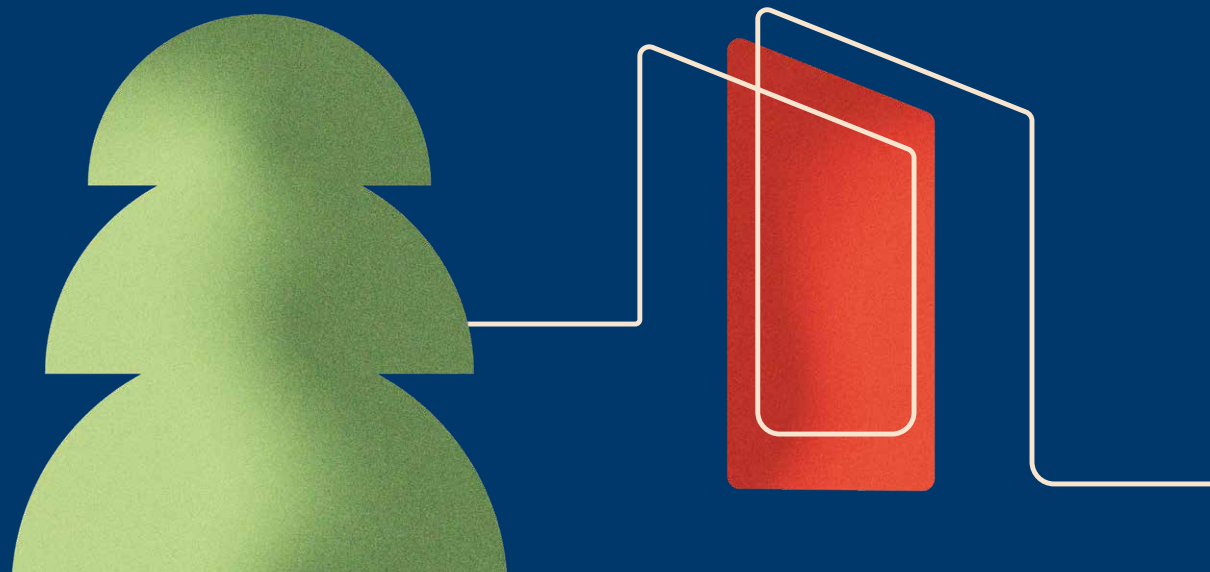


GRAND PARIS

CONFERENCE
PROGRAM
2023

- 📍 EIFFEL STAGE
- 📍 PARIS LA DÉFENSE STAGE
- 📍 PALAIS DES FESTIVALS

ENGLISH VERSION



IMPACT YOUR FUTURE



Paris Region is today's leading Region in Europe. I want to go even further to ensure that this momentum continues and our Region becomes greener, more attractive, more innovative with a powerful industry. I want our Region to continue to adapt to the great challenges of our time. A Region that offers the same chances and opportunities to everyone at every stage in life: to live, work and study.



Valérie Pécresse
President of Paris Region



In a post pandemic world, undergoing thorough economic, social and environmental changes, Paris Region must consolidate its position as the most attractive Region in Europe: with its strong industry, cutting-edge, pool of international talents, global financial hub, and unique cultural heritage. Our Region is in an acceleration phase with major events coming up in 2023 and 2024. Paris Region is the destination for all opportunities in Europe!



Alexandra Dublanche
President of Choose Paris Region,
Vice President of Paris Region, in charge of Recovery, Attractiveness, Economic Development and Innovation



Because Paris Region plays a leading role as a world-class metropolitan Region and as the "economic lung" of France, our ambition is to create the conditions for collective success that reconciles territorial solidarity, industrial performance and environmental excellence. Our Region is indeed one of many opportunities!



Jean-Philippe Dugoin-Clément,
Vice-president of Paris Region in charge of housing, sustainable regional development and the SDRIF-E



Thanks to its action in the service of 7.2 million inhabitants and 131 municipalities, the Greater Paris Metropolis acts as a real lever for transitions. Recent and current crises have raised awareness of the need to build together a more sustainable, resilient, united and balanced Metropolis. By taking part in the organization of the upcoming Rugby World Cup and by building the Olympic Aquatic Center for the 2024 Games, the Greater Paris Metropolis is demonstrating its ability to take part in major international sporting events, which reflect France's influence and attractiveness.



Patrick Ollier
President of Greater Paris Metropolis

CHOOSE GRAND PARIS

Invest in Europe in the right place, at the right time.

12.3 M

inhabitants
(INSEE, population estimate 2019)

252 000

new business in 2020
(INSEE)

1.9M sq. m

office take up (Immostat 2021, data 2021, Source Immostat 2020)

632 100

Scientists and engineers
(Eurostat 2021)

€21.3 B

invested in R&D each year
(Ministry of Education, Research 2021)

TUESDAY MARCH 14 2023

10:00 - 11:00 AM | ♥ EIFFEL STAGE

VISION & LEADERSHIP

Paris Region ever more sustainable, ever more attractive!

As Europe's largest Region in terms of population and wealth production, Paris Region is charting a course that will allow it to continue to be an impressively efficient region that succeeds in concentrating more and more activities and inhabitants within a limited area, and offer its inhabitants a quality of life and diverse landscapes with a rich biodiversity to be preserved and an exceptional heritage. Paris Region 2040: what vision, what method, what tools?

Moderator: Cécile Maisonneuve

SPEAKERS

Jean-Philippe Dugoin Clement, Vice President of Paris Region in charge of housing sustainable regional development, and the SDRIF-E

Alexandra Dublanche, Chairman of Choose Paris Region and Paris Region Invest, Vice President of Paris Region in charge of attractiveness, Economic Development and Innovation

11:00 - 11:30 AM | ♥ BITV - EIFFEL STAGE

THE BIGGEST OPPORTUNITIES IN EUROPE

Is Paris Region still bankable?

**BUSINESS
IMMO**
Colas Group

How are Paris and Paris Region positioned on the global and European scene?
What are the strengths of the Paris metropolitan area compared to other European capitals?
What do investors think? What is their allocation in Paris Region?

SPEAKERS

An executive from **Choose Paris Region**.

Sophie van Oosterom, Schroders, Real Estate Manager, Schroder Investment Management Limited,

Béatrice Guedj, Head of Research and Innovation, Swiss Life Asset Managers France

11:30 AM - 12:00 PM | ♥ EIFFEL STAGE

VISION & LEADERSHIP

Greater Paris Metropolis: Planning, building and innovating in the City of the Future

Inventing new, ever more virtuous urban logics, combining environmental ambition and innovation: a paradigm shift is underway. An example of how this can be demonstrated by zooming in on the flagship projects of Greater Paris Metropolis. Presentation of an LIGPM project: Marne Europe - Brie Villiers Champigny

Moderator : Cécile Maisonneuve

SPEAKERS

Patrick Ollier, President of the Greater Paris Metropolis Area

Eric Cesari, Vice Chairman delegated to Strategy and Institutional Partnerships of Greater Paris Metropolis

Quentin Gesell, Delegate Vice President for Sports Development of Greater Paris Metropolis, Mayor of Dugny

Geoffroy Boulard, Vice President Delegate for Communication and Digital Innovation of Greater Paris Metropolis, Mayor of the 17th arrondissement of Paris

Jacques-Alain Benisti, Metropolitan Councillor in charge of monitoring « Let's Invent Greater Paris Metropolis » and major metropolitan operations, Mayor of Villiers-sur-Marne

TUESDAY MARCH 14 2023

12:00 - 12:30 PM | EIFFEL STAGE

VIBRANT & BUSINESS OPPORTUNITIES

The opportunities of Metropolitan Development Operations

What opportunities lie ahead in Greater Paris Metropolis?

Focus on operations of metropolitan interest :

Noisy Le Grand & EPA MARNE, Livry Gargan

Noisy Le Grand, Villeneuve la Garenne

Moderator: Cécile Maisonneuve

SPEAKERS

Pascal Pelain, Mayor of Villeneuve-la-Garenne

Pierre-Yves Martin, Mayor Of Livry- Gargan

12:30 - 1:00 PM | EIFFEL STAGE

INNOVATION - WINE & CHEESE FORM

Metropolitan Innovation Districts: Urban Innovation - Experiments to build cities

The Grand Paris Metropolitan Area is launching Metropolitan Innovation Districts. Approved by the Metropolitan Council on October 21, 2022. This program operated by Paris & co offers municipalities the opportunity to host innovative structures for an 18-month period of experimentation of innovative projects for the benefit of their residents. For this first edition, 3 municipalities will take part in this program: come and discover them!

SPEAKERS

Geoffroy Boulard, Vice President of the GPMA

Loïc Dosseur, Managing Director Paris&Co

2:00 - 2:30 PM | EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

Opportunities for the development of a Health & Wellness sector in Grand Paris

Through the examples of tomorrow's food, biotech and sports, we will take a look at the real estate opportunities generated by the development of R&D and production activities, the stakes of which are considerable. A study analyzing Paris' potential to become the world's sports capital will be discussed.

SPEAKERS

Philippe Sueur, President of CEEVO
First Vice President of the Val d'Oise Departmental Council,
Mayor of Enghien-les-Bains

Steven Marcus, CEO Runlabs

Damien Patriarche, President of the Patriarche Group

Chloé Voisin-Bormuth, Greater Paris Investment Agency

2:30 - 3:00 PM | EIFFEL STAGE

HÉRITAGE & INNOVATION

The transformation of north-east Paris

For several years now, the northeastern part of Paris has been revealing its potential, and the projects it is hosting are all opportunities. The city of Paris will present its objectives for the territory, including an illustration of the current situation in the Gare des Mines sector.

Moderator: Julien Gagliardi

SPEAKERS

David Crave, Urban Planning Department, City of Paris

Sylvie Borst, Managing Director of Paris & Métropole Aménagement

Adeline Chambe, Director of Development, Paris & Métropole Aménagement

3:00 - 3:30 PM | EIFFEL STAGE

VISION & LEADERSHIP

Invest in Europe, invest in the New World

Investing in the European real estate market is more than just investing in real estate projects. European cities are also places where European values are tested in everyday life. Balance, human approach, leadership in sustainable growth, quality of life, innovative multicultural talents, support and facilitation from local authorities, access to all European markets: these are the 7 values and assets that are at the heart of the Choose Europe initiative. Welcome to Europe, welcome to the new world!

Moderator: Cécile Maisonneuve

SPEAKERS

Asbjørn Overgaard Christiansen, CEO Copenhagen Capacity

Lionel Grotto, CEO Choose Paris Region

Eric Menges, President & CEO FrankfurtRheinMain GmbH International

3:30 - 4:00 PM |  EIFFEL STAGE

VISION & LEADERSHIP

«Regeneration, Real Estate and Rebranding»

FDI strategies are undergoing a major overhaul. Investors are looking to lower their footprint, improve the sustainability of their investments and the race for talent has never been more intense. It is therefore urgent for cities to adapt their strategy, operating model and promotion around ESG, digital, talent attraction, sector resilience, quality over quantity, etc. In this new paradigm, cities must embrace a new balanced place proposition and ambition for citizens, visitors, investors and students. Lionel Grotto - CEO of Choose Paris Region - and Judith O'Doherty of Eutopia - who leads brand development for Dublin City Council - will share their thoughts and experiences on the journey and rationale for a revised vision and associated branding strategy that takes into account the importance of place factors, more broadly the rebalancing of FDI

Moderator: Mark O'Connell – OCO Global

SPEAKERS

Lionel Grotto, CEO Choose Paris Region,
Judith O'Doherty, Eutopia Strategy,
Richard Shakespeare, Deputy CE of Dublin

4:00 - 4:45 PM |  PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

Paris La Défense: Projects and Perspectives

Paris La Défense is continuing its transformation, launching several ambitious and sustainable urban and real estate projects. Overview of projects that exemplify the new face of the district. Highlights: transformation of the Esplanade into an urban park, modernization of Place de la Défense, the Les Groues district, The Link, Altiplano, Lightwell, and many other projects to be discovered!

SPEAKERS

Olivier Schoentjes, Head of Urban and Real Estate Projects, Paris La Défense
Myriam Diguët, Deputy Head of Urban and Real Estate Projects, Paris La Défense

4:00 - 4:45 PM

 EIFFEL STAGE

VISION & LEADERSHIP

Paris Region: New territorial dynamics, New real estate dynamics, New investment opportunities

Telecommuting, a yearning for nature: the health crisis, while not resulting in an urban exodus, is shaping new territorial and real estate dynamics, and even more so in an economic and financial context that is witnessing the return of inflation and rising interest rates. Meanwhile, the acceleration of the climate crisis and the measures taken to address it are also reshaping our territories as well as our ways of living, moving and working. This fluid, open and uncertain context is opening up new investment opportunities in a region that is working to shape its sustainable future and international attractiveness!

Moderator: Cécile Maisonneuve

SPEAKERS

Valérie Péresse, President of Paris Region,
Mark Dixon, Chairman and Founder of IWG,
Guillaume Poitral, Co-founder of Woodeum and Wo2
Olivier Wigniolle, Chief Executive Icade

4:45 - 5:00 PM |  EIFFEL STAGE

The Rugby World Cup «D-177 France 2023»

- Jacques Rivoal, President of the Public Interest Group, France 2023
- Julien Colette, General Director of the Organizing Committee for the Rugby World Cup France 2023
- A «surprise» ambassador for the Rugby World Cup France 2023.

5:00 PM

Opening cocktail

Speech by **Patrick Ollier**, President of Greater Paris Metropolis

Speech by **Valérie Péresse**, President of the Paris Region



WEDNESDAY MARCH 15 2023

9:30 - 10:00 AM | ♥ EIFFEL STAGE

HÉRITAGE & INNOVATION

Paris-Saclay : the second Rocket stage. New opportunities from the innovation playground

Now that the programming of its academic facilities has been completed, Paris-Saclay is accelerating its development. The upcoming arrival of line 18 of the Grand Paris Express, which is currently under construction, is bringing a new dynamic to this major innovation playground, both in Essonne and in the Yvelines. Come and discover the new opportunities, ranging from supporting the real estate journey of deeptech companies to offering innovative and sustainable housing.

Moderator: Cécile Maisonneuve

SPEAKERS

Benoit Lebeau, Director of Planning
Jérémy Hervé, Director of Innovation and Sustainable Development.
Germain Audinas, Director of Development at AXA IM Real assets

11:00 AM - 12:00 PM | ♥ EIFFEL STAGE

VISION & LEADERSHIP

How can the digital twin rethink our planning policies? The example of Paris-Saclay

Testing life-size ideas... in the virtual world, the digital twin offers a revolutionary tool to public decision-makers, urban planners and private stakeholders involved in the creation of the territory. The Paris-Saclay urban area is relying on Dassault Système's know-how to use this innovation for the benefit of its inhabitants and the international cluster's renown. Steering 4.0, decision support for elected officials, decarbonization of the territory ... the digital twin unveils its potential.

Moderator: Cécile Maisonneuve

SPEAKERS

Grégoire de Lasteyrie, President of the Paris-Saclay Urban Area
Jacques Beltran, Vice President Cities & Public Services, Dassault Systèmes

10:00 - 10:30 AM | ♥ EIFFEL STAGE

HÉRITAGE & INNOVATION

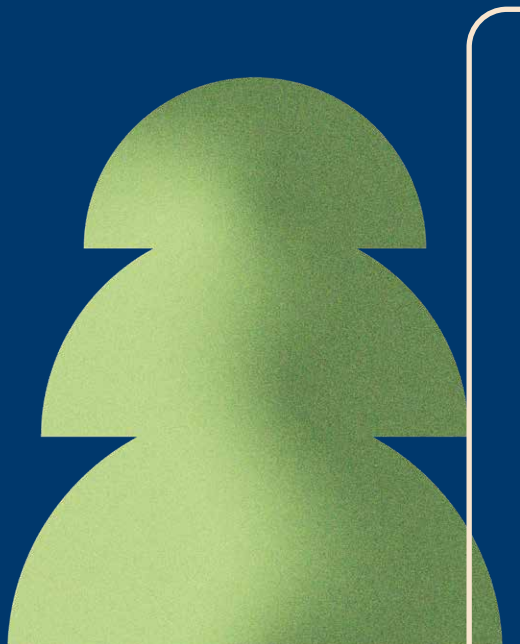
From industry to Culture: stories of new neighborhoods

A territory with a strong industrial footprint, Plaine Commune is showing its ambitions and is committed to the diversification of its land, for an increasingly resilient and productive city. Focus on the reconversion projects of industrial sites, which aim to reintroduce cultural venues in the heart of these new living areas.

Moderator Julien Gagliardi

SPEAKERS

Mathieu Hannotin, Mayor of Saint-Denis and President of Plaine Commune



10:30 - 11:15 AM | ♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

Transformation of the Michelet neighborhood

Easily accessible by public transportation, the Michelet neighborhood is undergoing a thorough transformation targeting public spaces on either side of an orderly urban thoroughfare. Presentation of an ambitious urban project set to welcome The Link, the future head office of TotalEnergies, as of 2025.

SPEAKERS

Myriam Diguët, Deputy Head of Urban and Real Estate Projects, Paris La Défense

Adrien Larcade, Project Manager, Paris La Défense

Joëlle Ceccaldi-Raynaud, Mayor of Puteaux

11:00 - 11:30 AM | ♥ BITV EIFFEL STAGE

KEYS TO PARIS REGION FOR INVESTORS

Invest in Paris: yes, but where?

BUSINESS
MIND

What types of assets are favored by international investors? What do they find in Paris? At what price? How are international investors addressing environmental challenges and changing uses in their strategy?

SPEAKERS

An executive from the **Greater Paris Metropolis**,

Grégoire de Lasteyrie, Mayor of Palaiseau, President of the Paris-Saclay Area, and Regional Counselor of Paris Region.

11:30 AM - 12:15 PM
♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

Transformation of CNIT into a shopping destination

Featuring new shops and services, a food court and renovated seminar and convention venues, CNIT is set to become a new shopping destination in Paris La Défense.

SPEAKERS

Olivier Schoentjes, Head of Urban and Real Estate Projects, Paris La Défense

Anne-Sophie Sancerre, COO for Southern Europe, Unibail-Rodamco-Westfield

Vincent Jean-Pierre, Managing Director, Offices France & Mixed-Use Europe, Unibail-Rodamco-Westfield

11:00 AM - 12:00 PM | ♥ EIFFEL STAGE

ARCHITECTURE & INNOVATION

Heritage, Public Space and Nature: from the surroundings of Notre-Dame to the Paris Region territory, how to satisfy urban people's desire for nature?

The health crisis has exacerbated urban dwellers' demand for nature, an issue that adaptation to climate change also places at the heart of urban planning and development policies. How to respond by working on the triptych: Heritage, public space and nature? Three views will focus on the complex interactions governing this triptych, starting with the focus on the redevelopment of the Parisian cradle. The team led by landscape designer Bas Smets has been chosen as the winner for the redevelopment of the surroundings of Notre-Dame Cathedral. This project, which will begin in 2024, will leave a large place for vegetation. Marion Waller, urban planner and environmental philosopher, who took over the direction of the Pavillon de l'arsenal in January 2023, will put the subject into perspective in the Paris Region context, while Nicolas Bauquet will discuss the accessibility of Paris Region's natural heritage.

Moderator: *Cécile Maisonneuve*

SPEAKERS

Marion Waller, Director of the Pavillon de l'Arsenal

Bas Smets, Landscape Architect

Nicolas Bauquet, CEO of the Paris Region Institute

12:00 - 12:30 PM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECT

Grand Paris Express: for a responsible development of station districts

With 200 km of automatic metro and 68 new stations around Paris, the Grand Paris Express will accelerate the urban transformation of many areas within the metropolitan area. The project owner of this new metro, Société du Grand Paris, will develop about a hundred real estate projects in co-promotion, using design and construction methods that take into account all the issues, particularly in the social and environmental fields, of an urban project in a dense area.

Moderator: *Julien Gagliardi*

SPEAKERS

Pierre-Emmanuel Becherand, Director of Architecture, Culture, Design and Creation

Antoine Bourguignon, Director of Real Estate

Audrey Avias, Head of Forward Planning and Development



2:00 - 2:30 PM |  EIFFEL STAGE

JOP 2024

Large Events in Europe !

Creating a lasting positive impact from mega-events is a big challenge. The balance between costs and benefits is no longer self-evident and the organization of the Olympic Games is no longer perceived as attractive as it once was. Ten years after the London Olympics - and less than two years before the Paris Games - the session will explore how to host a global sporting, business and cultural event and ensure that there is a lasting legacy for the metropolitan region and its citizens.

Moderator: Vincent Raufast, Oco Global

SPEAKERS

Laura Citron, CEO of London & Partners,
Quentin Gesell, Greater Paris Metropolis, Vice-President in charge of Sports,
David Monteau, Greater Paris Metropolis Director of Attractiveness and Innovation

12:30 - 1:00 PM |  EIFFEL STAGE

INNOVATION (WINE & CHEESE)

IA in CRE: one step at a time

AI is currently in vogue with several models in the news but can it be applied to real estate? How should a real estate AI be formed, what are the limitations, ... Let's talk about how AI could take over real estate in the near future.

Moderator: Cécile Maisonneuve

SPEAKERS

Sébastien Chemouny, Head of France, Co-Head of Asset Management Europe @PIMCO Prime Real Estate
Robin Rivaton, CEO Stonal

1:00 - 1:30 PM |  EIFFEL STAGE

INNOVATION (FORMAT WINE & CHEESE)

Together for a low tech city: meeting the major challenges of frugality

The year 2023 began with the imperative need to take action on climate change and the depletion of our resources. To achieve this, we need to be more frugal in our social choices. It is a path that has to be traced, a (re)organization at all levels that we must encourage. Paris&Co, AREP and SNCF Immobilier will speak at this conference about their concrete and collective actions for greater frugality in the urban fabric, as recently embodied in the Manifesto «Together for a low-tech city».

SPEAKERS

Katayoune Panahi Director of SNCF Immobilier, President of ICF Habitat, President of Espaces Ferroviaires
Raphaël Ménard, Chairman of the Board of Arep
Loïc Dosseur, Managing Director of Paris&Co

2:30 - 3:00 PM |  EIFFEL STAGE

ARCHITECTURE & INNOVATION

What is the planner's role in responding to health issues in the territories?

Integrating health issues into urban development projects is an ambitious and multifaceted challenge: certifying indoor air quality, working on the well-being of residents, quality of life in housing, active mobility in public spaces, and stimulating the production of housing for health care personnel. On these crucial issues, Grand Paris Aménagement will initiate discussions to take stock of the situation and present its action plans.

Moderator: Cécile Maisonneuve

SPEAKERS

Jean-Philippe Dugoin-Clément, President, Grand Paris Aménagement
Soraya Hamrioui, Deputy Director General of Development at Grand Paris Aménagement
Véronique Pappé, Director - EKOPOLIS
Arnaud Lunel, Director of Real Estate and Investments, Assistance Publique - Hôpitaux de Paris



2:30 - 3:15 PM | ♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

New mobility in Paris La Défense

A comprehensive action plan will be implemented over the coming years, including a Bike strategy aimed at enhancing the popularity and sustainability of cycling, a parking lot overhaul to accentuate electric mobility, as well as a review of Coeur Transport to adapt the transportation hub to ever-higher passenger numbers and facilitate access for the 85% of business district employees who use public transit.

SPEAKERS

Christophe Dalstein, Head of Engineering and District Services, Paris La Défense

Michèle Salvadorette, General Manager, Q-Park

2:45 - 3:45 PM | ♥ PALAIS DES FESTIVALS
SALON CROISSETTE

VISION & LEADERSHIP

Inventing Greater Paris Metropolis: revitalizing communities and development prospects

Announcements of awards winners.

SPEAKERS

Patrick Ollier, President of Greater Paris Metropolis

Jacques-Alain Benisti, Mayor of Villiers-sur-Marne

Jean-Paul Jeandon, Woodeum

Didier Gonzales, Mayor of Villeneuve-le-Roi Python Duvernois

3:00 - 3:30 PM | ♥ EIFFEL STAGE

VISION & LEADERSHIP

Paris in 2030, the new local urban plan of the City of Paris

The City of Paris is revising its Local Urban Plan (LUP) for a bioclimatic LUP. What is this about? Decoding the innovations and future applicable rules that concern real estate and urban planning professionals.

Moderator: Julien Gagliardi

SPEAKERS

Stéphane Lecler, Director of Urban Planning for the City of Paris

3:30 - 4:00 PM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

Land development, environmental and social values: same fight!

At a time of climatic urgency and in the face of social demands for a better quality of life, real estate development is changing its software: it is possible to integrate the creation of environmental and social value into land development. Katayoune Panahi will explain how, with Florian Dupont and Michèle Raunet.

Moderator: Cécile Maisonneuve

SPEAKERS

Katayoune Panahi, Managing Director, SNCF Immobilier

Florian Dupont, Co-founder of Zefco

Michèle Raunet, Notary partner and Managing Director of Cheuvreux

3:30 - 4:15 PM | ♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

HOPEN: The ambition of an open Tower and a renewed sense of purpose

HOPEN, or the rebirth of a Tower that has become new through a virtuous redevelopment program driven by environmental, social and societal ambitions. A new tower open to all, where frugality meets excellence in both its design and day to day operations. HOPEN sets a new model for La Défense.

SPEAKERS

Olivier Schoentjes, Head of Urban and Real Estate Projects, Paris La Défense

Grégory Frapet, Chairman of the Management Board, Primonial REIM

Charles Ragons, Head of Asset Management, Primonial REIM

Jean Mas, Architect, Associate – Ateliers 2/3/4

Camille Hartmann, Impact Manager – Groupe SOS Consulting



4:00 - 4:30 PM |  EIFFEL STAGE

VISION & LEADERSHIP

Economic and social value: RATP's solutions for the city

The health crisis has reignited the debate on the proximity of work and home. Thanks to a new approach to real estate projects led by mobility stakeholders, a new urbanism of proximity is emerging, for a city and companies that are more attractive and more efficient.

Moderator: *Cécile Maisonneuve*

 **SPEAKERS**


Valère Pelletier, Managing Director - RATP Solutions Ville
Céline Tignol, Director of Real Estate - RATPgroup
Arnaud Lunel, Director of Investment and Real Estate - APHP

5:00 - 5:30 PM |  EIFFEL STAGE

HÉRITAGE & INNOVATION

Greater Paris Metropolis Attractive: Two major development projects

Transforming neighborhoods to make them more attractive! What are the tools and actions underway within the Metropolitan Area?

Moderator: *Cécile Maisonneuve*

 **SPEAKERS**


Patrick Ollier, President of Greater Paris Metropolis
Thierry Meignen, Senator of Seine Saint Denis
Eric Cesari, Greater Paris Metropolis Vice-President in charge of Strategy and Partnerships
Didier Gonzales, Mayor of Villeneuve-le-Roi (Val-de-Marne)

4:30 - 5:00 PM |  EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

River logistics and new business clusters: opportunities along the Seine

The Seine is a common thread that runs through the region and also generates innovative opportunities, whether it be the development of river logistics or new business districts designed around the river.

Moderator: *Julien Gagliardi*

 **SPEAKERS**


Jonathan Sebbane, CEO Sogaris
Antoine Berbain, CEO Haropa
Emmanuel Mercenier, Managing Director of EPAMSA

5:30 - 6:00 PM |  EIFFEL STAGE

ARCHITECTURE & INNOVATION

Putting buildings at the service of the energy transition: new views on the performance of buildings

Buildings represent the second largest source of greenhouse gas emissions in France and are also one of the largest sources worldwide. How to deal with the existing (or the already existing), how to massify the energy renovation and how to envisage future constructions? New methods, new stakeholders, new construction methods and new materials: it is time to make the building industry a driver of the energy transition.

Moderator: *Cécile Maisonneuve*

 **SPEAKERS**


Marc Verrecchia, President of Verrecchia
Pierre Maillard, PDG of Hellio

4:30 - 5:15 PM |  PARIS LA DÉFENSE STAGE

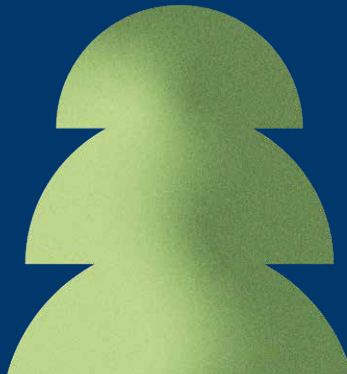
SUSTAINABLE & INCLUSIVE PROJECTS

From Raison d'Être to Proactive Purpose

Eighteen months after the decision to pursue a post-carbon future for Paris La Défense, we will offer a sweeping overview of initial concrete actions, the collective momentum at work in the district and perspectives for transformation.

 **SPEAKERS**


Georges Siffredi, President of Paris La Défense and the Hauts-de-Seine Departmental Council
Céline Crestin, Chief Strategy and Sustainability Officer, Paris La Défense



THURSDAY MARCH 16 2023

9:30 - 10:00 AM | ♥ EIFFEL STAGE

HERITAGE & INNOVATION

Review of the Major Paris Region Projects 2023- 2028

In partnership with the Journal du Grand Paris, Jacques Paquier will present a review of the major projects and focus on the GPMA, Ceevo and Grand Paris South!

Host & Moderator: Jacques Paquier, Editor-in-Chief of the Journal du Grand Paris

 SPEAKERS →

Jean-François Benon, Director General of CEEVO
Christian Mourougane, Director of Metropolitan Planning
Michel Bisson, President of Grand Paris South

10:00 - 10:30 AM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

The metamorphosis of office space into housing, an opportunity for a more sustainable and inclusive city

The new managing director of the Atelier Parisien d'Urbanisme will present a study on the monitoring of the transformation of office space into housing over the last decade. According to the Knight Franck source, Paris Region has recorded a mere 123 projects since 2019, mainly in Paris Region's western crescent. What will this new (intramural) study unveiled at the Mipim? and the new bioclimatic local urban plan tell us? This expert, the former director of the Pavillon de l'Arsenal, will discuss successful examples such as the Morland Pavilion, which will be inaugurated in 2022!

Moderator: Julien Gagliardi

 SPEAKERS →

Alexandre Labasse, Managing Director of the Atelier Parisien d'Urbanisme

10:30 - 11:00 AM | ♥ EIFFEL STAGE

VISION & LEADERSHIP

Adapting to climate change: a better life in 2050 needs to be planned today

In March 2022, the Intergovernmental Panel on Climate Change (IPCC) published its first report on the need for cities and territories to adapt to climate change, and presented a number of possible solutions. How is Grand Paris Aménagement addressing these resilience scenarios to 2050? Bioclimatic design of projects, fight against heat islands, the role of nature as an ally of the city... : Grand Paris Aménagement will present the first implementations of this new requirement in urban design and construction, both in terms of buildings and urban development.

Moderator: Cécile Maisonneuve

 SPEAKERS →

Stéphan de Fay, Managing Director - Grand Paris Aménagement
Clémence Bechu, Director of Development and Innovation - Bechu + associés
Laurent Husson, Co-Founder & Chairman of The Climate Company
Jean-Philippe Dugoin-Clément, President, Grand Paris Aménagement

10:30 AM | ♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

Paris La Défense: projects and perspectives

Paris La Défense is continuing its transformation, launching several ambitious and sustainable urban and real estate projects. Overview of projects that exemplify the new face of the neighborhood. Highlights: transformation of the Esplanade into an urban park, modernization of Place de la Défense, the Les Groues district, The Link, Altiplano, Lightwell, and many other projects to be discovered!

 SPEAKERS →

Olivier Schoentjes, Head of Urban and Real Estate Projects, Paris La Défense
Myriam Diguët, Deputy Head of Urban and Real Estate Projects, Paris La Défense

11:00 - 11:30 AM | ♥ BITV EIFFEL STAGE

KEYS TO PARIS REGION FOR INVESTORS

How to invest in real estate products?



- What types of assets are favored by international investors?
- What do they find in Paris? At what price?
- How are international investors addressing environmental challenges and changing uses in their strategy?



Two guest waiting for confirmation

Virginie Wallut, Director of research and Real Estate, Groupe La Française

11:15 AM - 1:30 PM | ♥ CALIFORNIA CANOPY IN THE PALAIS DES FESTIVALS

BIGGEST OPPORTUNITIES

Invest in France

Why is France still the most attractive country for FDIs for the 3rd time in a row? What advantages does it have when it comes to seducing and retaining major international entities? And moreover, is there a role to be played by real estate professionals? 5 focus with international companies.

Moderator: Sarah Russis Kraiem



Elise Cola, Kadans, Development Director of Kadans Home Serve
Jean-David Habib, President of Maison.fr
Pauline Carpentier, Talent Garden,
Kaori Oda, Board Member of Horiba Corporation.

11:30 AM - 12:00 PM | ♥ EIFFEL STAGE

JOP 2024 & VIBRANT BUSINESS OPPORTUNITIES

The 2024 Olympic Games, the catalyst for urban transformation

As host community, Saint-Quentin-en-Yvelines will host 5 sporting disciplines at 4 Olympic sites, a magnificent opportunity to increase its already well-established reputation. In view of the 2024 Olympic and Paralympic Games, SQY's ambition is to reinvent the hypercenter, one of the urban area's main focal points, and a true economic lung for the territory.

Moderator: Julien Gagliardi



Jean-Michel Fourgous, President of Saint-Quentin-en-Yvelines
Lorrain Merckaert, SQY vice-president in charge of urban and regional planning

Alexandra Rosetti, SQY's vice-president in charge of economic development and attractiveness of the territory

Thierry Behiels, Chairman of Codic

11:30 AM - 12:15 PM | ♥ PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

The Bords de Seine sector: a mixed-use development program for Nanterre

The Bords de Seine sector in Nanterre, one of the last neighborhoods of the Seine Arche ZAC to be developed, includes part of the Université de Paris Nanterre campus. The public development program designed for this sector aims to rebuild a coherent urban fabric thanks to a new mixed-use neighborhood, alongside initiatives to open the campus up to its surrounding environment by renovating public spaces and thoroughly revising traffic patterns, all while making nature an integral part of the urban landscape.



Aurélie Boisselet, Project Manager, Paris La Défense

Patrick Jarry, Mayor of Nanterre

12:00 - 12:30 PM |  EIFFEL STAGE

ARCHITECTURE & INNOVATION

Restructuring brownfields into innovative projects: 3 innovative developers

Through three brownfield redevelopment projects, Redman, Spirit and Quadral are investing in the city of the future. Review of a selection of their most innovative projects that put urban transformation and green building methods at the heart of their priorities.

Moderator: *Julien Gagliardi*

 SPEAKERS

Sonia Landoulsi, General Manager of Quadral

Félix Bertojo, co-chairman of Spirit

Matthias Navarro, Co-founder and CEO of Redman Group

Germain Aunidas, Development Director of AXA-IM Real Assets

12:30 - 1:30 PM |  EIFFEL STAGE

INNOVATION (FORMAT WINE & CHEESE)

Grand Paris: a territory of innovation

Urban revegetation, energy saving, well-being, circular economy, citizen consultation» In this conference, Paris&Co will introduce you to 12 entrepreneurs for sustainable cities. Together, they are working to transform the Metropolitan area into a territory of innovation worldwide.

 SPEAKERS

12 innovative project pitches deployed throughout the territory
Beeldi, Fitters, Geosophy, Intent, Technologies, LesCityZens, LIFE-01, Merci Raymond, Nielsen, Concept Mobility, Sezaam, Skop, Smart Impulse, Square Sense.

2:00 - 2:30 PM |  EIFFEL STAGE

JOP 2024 & VIBRANT BUSINESS OPPORTUNITIES

Olympic Games 2024, a major catalyst for the Region's transformation

By hosting the Olympic Village, Plaine Commune is anticipating the city of the future. How the arrival of this infrastructure amplifies the restructuring of the territory by integrating it sustainably in its economic, solidarity and environmental ambitions.

Moderator: *Julien Gagliardi*

 SPEAKERS

Stéphane Troussel, Plaine Commune Councillor, President of the Seine-Saint-Denis Department

2:30 - 3:00 PM |  EIFFEL STAGE

ARCHITECTURE & INNOVATION

When heritage meets innovation

Living in a historic place is often a dream! But a dream that requires expertise and good knowledge! The heritage in France and in Paris Region is our most beautiful asset! It is an investment in our history and our future! Our expert will show us that limitations are the driving force behind human and technical creativity.

Moderator: *Cécile Maisonneuve*

 SPEAKERS

Arnaud Baudel, Executive Vice President, History and Heritage

2:45 - 3:30 PM |  PARIS LA DÉFENSE STAGE

VISION & LEADERSHIP

Invest La Défense 2050 Conference organized by Groupama Immobilier

The Link (Total Energies HQ), designed by PCA Stream projects the office building into a new era. GROUPAMA Real Estate has put the quality of work at the heart of its concept to create a walkable, especially designed to increase human interaction. Links, planted terraces, garden and rooftops make it the first open-air tower. It will create a forecourt at the street level, a move unprecedented in the district, to connect the tower with the Puteaux city center and pacify the local ring road. Besides The Link, GROUPAMA Real Estate aims to introduce a deep evolution of La Defense business district.

 SPEAKERS

Pierre-Yves Guice, CEO, Paris La Défense

Eric Donnet, CEO, Groupama Immobilier

Roland Cubin, Head of Operations, Groupama Immobilier

Chloé Laurent, Project Head, Groupama Immobilier

3:00 - 3:30 PM |  EIFFEL STAGE

INNOVATION

Data quality: the Achilles heel of commercial real estate

It's about data quality: Is real estate ready for AI? Only if it goes through a data revolution first! The industry deals with a lot of data that is often divided into silos, that are not linked together, and not analyzed. In order to get the most out of AI's capabilities, it is essential to start by using it as a data mining tool. This will allow us to work with quality data and then use it to optimize asset management.

 SPEAKERS

Guillaume Fiastre, SVP @Altus Group

Robin Rivaton, CEO Stonal

3:30 - 4:00 PM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

Urban recycling, creator of ecological and real estate value

At a time of land sobriety and the transition to carbon neutrality, brownfields, particularly railroads, are becoming strategic assets. Whether in the heart of Paris, in the outer suburbs of Paris Region or in a medium-sized city served by the TGV, wastelands are being transformed into urban projects that combine frugal construction and the development of mobility.

Moderatrice : Cécile Maisonneuve

SPEAKERS

Fadia Karam, Managing Director of Espaces Ferroviaires, Director of Development at SNCF Immobilier

Maud Leforestier, Founder of the LA/BA Architects agency,
Emmanuelle Cerdelli, Director of the development division at EPAMSA - Public Development Establishment of the Mantois Seine Aval

4:30 - 5:00 PM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

Investing in urban logistics: a metropolitan area in action

Urban logistics has become an essential tool of sustainable cities and a trademark of Grand Paris. The infrastructure and dedicated facilities are gradually taking shape and beginning to shape the new face of the metropolitan area. A public stakeholder, an institutional investor and a developer will take the floor to paint a portrait of a metropolitan area in action and on the initiative.

SPEAKERS

Jonathan Sebbane, CEO Sogaris

Jean-Michel Genestier, Advisor for Logistics Greater Paris Metropolis

4:00 - 4:30 PM | ♥ EIFFEL STAGE

SUSTAINABLE & INCLUSIVE PROJECTS

Real estate investments: new criteria to meet environmental challenges

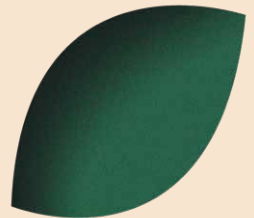
Through the analysis of a leading financier and a committed developer, a review of the challenges and new investment criteria for real estate companies in terms of sustainable development.

Moderator: Julien Gagliardi

SPEAKERS

Richard Curnier, CEO Paris Region Banque des Territoires

Nicolas Ponson, Co-founder and CEO of Redman Group



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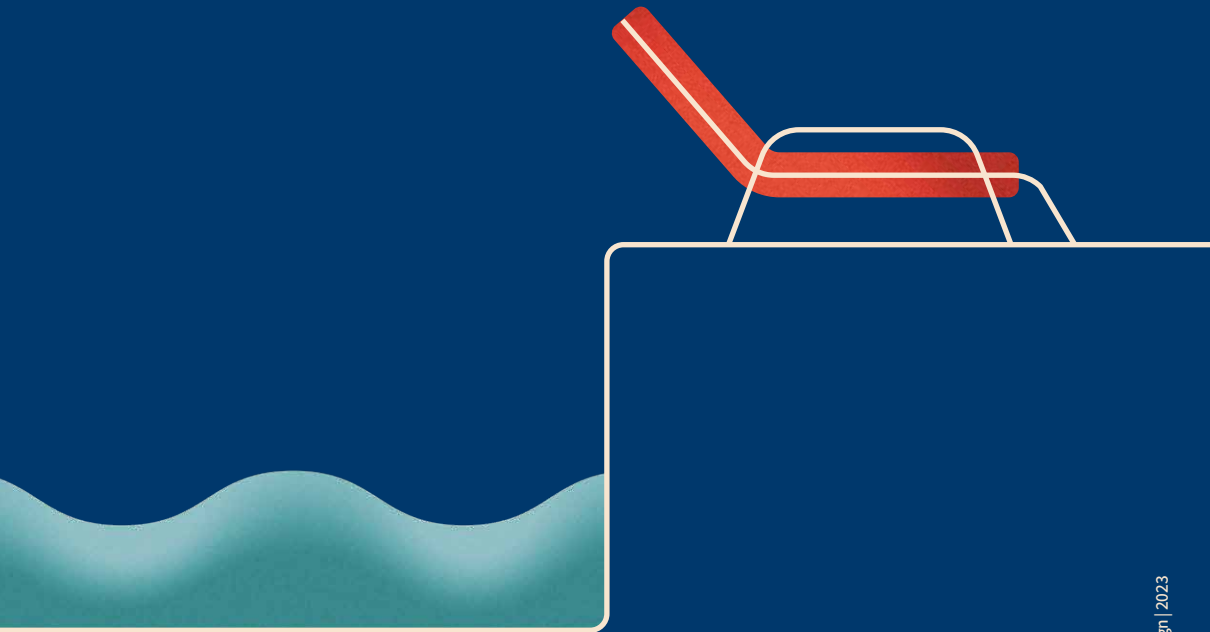


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