



(January 2011)

PARIS

ÎLE-DE-FRANCE

THE BUSINESS
TRAVEL CAPITAL



CONTACT

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SUMMARY

Paris Île-de-France can rightly claim to be a global **centre of decision-making**. It is among the top-ranking European cities in terms of GDP, registered offices of the 500 largest international companies, education and training (17 universities, 350 higher education establishments, 600,000 students), research and development (3.1% of the GDP of the Île-de-France region, 14.5 billion euros, 136,000 researchers and technicians), and number of patents filed (6% of European patents filed), and is also the second financial market after London. With a high level of specialization in a range of sectors, Paris is one of the most competitive destinations in Europe. The competitiveness clusters, which receive support from the public authorities, give its sectors of excellence high international visibility and legitimacy.

As a global tourism destination, Paris Île-de-France welcomed more than 27 million visitors in 2009, all types of accommodation included. As many as 99% of visitors say they would like to return to Paris ⁽¹⁾.

In terms of accessibility, it is hard to beat Paris Île-de-France, **uniquely situated at the very heart of Europe**. Its air transport hub is the largest in mainland Europe, with 14,000 flights a week serving more than 526 cities in 136 countries. Thanks to the high-speed train (TGV) network, Paris is less than four hours from the major European capital cities. And once in Paris, it is easy to get around, using the metropolitan railway (Métro), bus, tram, or Vélib' (self-service bicycle hire). There are also 16,600 taxis, and transfers between Roissy and Paris will soon be made more fluid with the introduction of a dedicated rush-hour traffic lane on the A1 between Paris and Charles de Gaulle airport. The CDG Express between Paris and the airport will soon also be in service.

In addition to these transport services, a key factor in the destination's attractiveness is its extensive range of hotel accommodation – nearly 8,000 rooms (all categories included) within easy reach of the 18 congress and exhibition centres located in Paris Île-de-France. **Paris caters for all tastes and all budgets**. With more than 5,000 beds in youth accommodation, 14,000 in apartment hotels and 76,000 hotel rooms in inner Paris, there are accommodation solutions to suit the needs of organizers of any event. **Paris's two- and three-star hotels account for 77% of the number of hotel rooms**. With its rich architectural heritage, constantly being renovated, Paris also boasts countless historic or contemporary sites that can also be used as meeting or event venues.

The City Council of Paris is committed to reducing pollution and noise levels, aiming to place the French capital in the forefront of European cities in tackling environmental concerns. **Meeting the challenges of sustainable development** is a decisive factor in maintaining international attractiveness. Paris innovates and remains at the cutting edge of economic growth.

(1) Source: satisfaction survey of clients who booked their hotel via the parisinfo.com website in 2009.



SUMMARY



Despite the fiercely competitive economic climate, the meetings industry in Paris is growing. The business travel sector covers fairs, trade shows, congresses and corporate events. **Business travellers account for 43% of hotel overnights in inner Paris.**

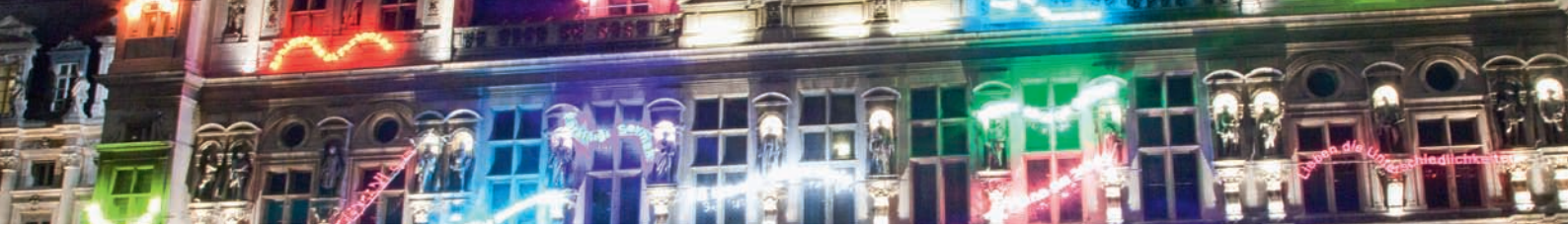
In 2009, trade fairs, trade shows, congresses and company meetings generated a turnover of **more than 5 billion euros** in Île-de-France ⁽²⁾, a considerable contribution for the city and its region. The public authorities have therefore joined other major players in the sector to increase the attractiveness of the destination so that Paris remains the world capital for professional meetings.

The sector as a whole is committed to improving the welcome offered by Paris and boosting its international attractiveness. Examples include the “Air France-KLM Global Meetings” service introduced by Air France; the RATP (Paris Transport Authority) Convention Card which combines à la carte services with an individual transport card; and the Aéroports de Paris’s events welcome desk facility, soon to be rolled out in the main railway stations. The creation of VIPARIS is another perfect illustration: 10 exhibition and congress centres are now united under the same banner, together offering a wide range of locations and facilities. Like many other Parisian site managers, VIPARIS, the new leading player in Europe (nearly 600,000 m² of exhibition space) is increasing its capacity and renovating its sites. It has also introduced a “Reception Pack” (information desks at the main railway stations and airports, signage for participants on arrival, shuttle service, and bellboy and concierge services on site). The Paris Bercy hub, managed by the economic interest grouping Paris B. Events, is also equipping itself to boost its international image. There is a tangible sense of a collective awareness across the sector, and tourism professionals work actively towards a common goal – increasing the attractiveness of Paris as a destination. The Paris Convention and Visitors Bureau is of course working closely alongside them to achieve this goal.

There are plenty of plans too for **new meeting and event venues** (Airapolis, Cœur d’Orly) and an additional 7,000 hotel rooms in Paris Île-de-France by 2020, including a two- or three-star large-capacity hotel, which will help to meet increasing demand.

With the aim of attracting as many events, association congresses and corporate meetings as possible to Paris, the Bureau acts as an unbiased interface between Paris-based service providers (its 448 “business travel” members) and organizers of events. It offers a wide range of tools (guides, a newsletter, photo library, etc.) and services, which can be accessed, free of charge, from its website at **www.convention.parisinfo.com**.

(2) Source: *Key Figures*, Agence Régionale de Développement (ARD), 2010.



PARIS, A UNIQUE DESTINATION

IDENTITY CARD

- **Surface area: 105.40 km²**

Paris represents 0.9% of the surface area of the Île-de-France region (12,012 km²) and 0.02% of the surface area of France.

- **Accessibility:** 3 airports (including one business airport), 7 railway stations, 16 underground railway (Métro) lines, 5 RER (regional express) lines, 3 tram lines, 351 bus services (64 in Paris) including the Noctilien night bus services, and 16,600 taxis.

- **Population: the Paris Île-de-France region has a population of 11.6 million.** Paris, with 2.2 million inhabitants, accounts for 19% (or 1 in 5) of the population of the Île-de-France region.

- **Employment: the number of jobs in Île-de-France in 2009 totalled 4,089,893. Of these, 1,234,948 were in Paris, i.e. nearly 30% of jobs in the region. The fairs, trade shows and congresses sector represents 55,500 jobs (full-time equivalent) in 2008.**

- **Start-ups: 25,139 new businesses were created in Paris, and 64,839 in Île-de-France in 2009, 25% of the total for France.**

- **Sectors of excellence:** the Île-de-France region has a **multi-sector economy with a level of specialisation that is unique in Europe**, as attested by its **eight European and global dimension competitiveness clusters**.

- **Meetings industry: more than 5 billion euros** of economic benefits in Paris Île-de-France, 43 to 46% of Paris overnights according to year.

- **Infrastructure: 18 congress and exhibition centres**, 10 of which are now grouped together under the VIPARIS banner, some 25 major conference hotels and several thousand venues constantly being renovated.

- **Hotel accommodation:** the largest capacity in the world, with a total of 149,000 rooms in the region (**1,466 hotels and 76,048 rooms in Paris**, nearly half the hotel capacity of the Île-de-France region). A further 19,000 beds are available in Paris in apartment hotels and youth accommodation.

- **Trade shows in Paris Île-de-France:** Paris is Europe's top-ranking destination, with a 600,000 m² exhibition surface area and 97,000 exhibitors spread over **441 trade shows** which attracted 10 million visitors (2008 data).

- **Congresses in Paris:** 3rd position in the world for number of congresses according to the ICCA (International Congress & Convention Association) rankings 2009 and 3rd position in Europe for the number of congresses according to the UIA (Union of International Associations). **More than 940 congresses and 660,000 participants in 2010.**

PARIS, A UNIQUE DESTINATION



AN ECONOMIC CAPITAL AT THE HEART OF EUROPE

Resolutely international, wealth-creating and innovative, Paris Île-de-France has all the human, geographic, technological and cultural assets required to guarantee the success and rapid expansion of business projects in Europe.

AN INTERNATIONAL ECONOMIC FABRIC

With 480 billion euros, 29% of the national wealth, Île-de-France is the top-ranking European region in terms of Gross Domestic Product (GDP), ahead of Lombardy and Greater London. It also comes **first in terms of international companies opening new offices** (200 new registrations of foreign companies each year, creating 10,000 direct jobs and 14,000 indirect jobs over three years). In the Fortune 500 ⁽¹⁾ ranking, Paris Île-de-France is number one in Europe and number two worldwide in the ranking of cities with Global 500 companies (ahead of London and New York, and just behind Tokyo). The Paris Île-de-France region is renowned for its financial expertise (it is the **second European financial market after London**) ⁽²⁾.

THE HIGHEST DENSITY SCIENTIFIC NETWORK IN EUROPE

The Paris Île-de-France region is a European centre of excellence in training and education, with over 600,000 students, 17 universities and more than 350 higher education establishments. With its 136,000 researchers and technicians and 14.5 billion euros (3.1% of regional GDP) spent each year on Research and Development, it is not surprising that the Paris Île-de-France region has the highest R&D concentration in Europe. In addition to this, thanks to an exceptional network of infrastructure and facilities, it is the largest platform in Europe for hospital services and clinical tests. **Recognizing the importance of these sectors, the Paris City Council is investing one billion euros between 2008 and 2014 in innovation, the universities, and research.**

A HIGHLY SPECIALIZED, MULTI-SECTOR AND STRUCTURED ECONOMIC AND SCIENTIFIC NETWORK

Île-de-France is unique in Europe for its high degree of specialization in numerous high-technology sectors, known as sectors of excellence. In a fiercely competitive climate, France's "competitiveness clusters" policy launched in 2005 has given these sectors a new impetus.

PARIS ÎLE-DE-FRANCE'S SECTORS OF EXCELLENCE

- **Aeronautics:** 200,000 jobs, 35% of the sector's national workforce, 900 sites, 1,100 companies based at the region's airports ⁽³⁾.
- **Automotive industry:** 150,000 jobs, 17% of the French workforce, 40% of national capital expenditure, 380 sites, 68 equipment manufacturers.
- **Cosmetics:** 17,000 direct jobs, 40% of French cosmetics companies, 40% of perfume wholesalers, 50% of the French workforce in this sector, a turnover of 14,568 billion euros.
- **Eco-business:** 112,000 jobs in the environment sector, a turnover of 17 billion euros, 35,000 core sector direct jobs.

(1) Fortune Global 500 is a ranking of the world's largest 500 companies as measured by revenue. It is published annually by *Fortune magazine*, which also publishes a ranking of American companies: Fortune 500.

(2) Sources: Sectors of excellence in Paris Île-de-France, the Paris region's Economic Development Agency (ARD).

(3) Source: GIFAS (Groupement des Industries Françaises Aéronautiques et Spatiales) French aerospace industries association.



- **Imaging and multimedia:** 10,700 companies, 160,000 people, 12,000 researchers.
- **Logistics:** 2 million m² of logistics platforms, 29 million m² of warehousing facilities, 30 million m² of industrial premises, 270 million tons of freight.
- **Healthcare and life sciences:** 320 pharmaceutical companies (57% of the national total), 32,200 jobs, 360 medical equipment and supplies companies (30% of the national total), 150 biotechnology companies (50% of the national total), 57,000 jobs.
- **Financial services:** 9,000 financial institutions, including 450 foreign banks, 270,500 jobs, 4.5% of France's GDP.
- **Information and communication technologies:** 18,000 companies, 423,000 jobs.

WHAT IS A COMPETITIVENESS CLUSTER?

It is the combination, in a given geographical area, of companies, training centres, and public or private research centres working in synergy on joint projects of an innovative nature. These partnerships are structured around a specific related market and technological or scientific field, and need to achieve a critical mass in order to attain international competitiveness and visibility.

8 COMPETITIVENESS CLUSTERS, 8 SECTORS OF EXCELLENCE IN PARIS ÎLE-DE-FRANCE

- **Advancity – sustainable city, sustainable mobility:** a **national** competitiveness cluster spanning buildings, infrastructure, urban development and transport, with the emphasis on sustainable development.
- **ASTech Paris Region:** a **national** competitiveness cluster bringing together all the key regional players in propulsion systems, space transportation, and business aviation.
- **Cap Digital:** competitiveness cluster with global ambitions devoted to information and communication technologies and digital content technologies.
- **Cosmetic Valley:** a **national** competitiveness cluster specializing in perfumery and cosmetics.
- **Finance Innovation:** a **global** competitiveness cluster whose aim is to develop high added-value industrial and research projects that will create jobs and boost Paris's position as a European centre of financial expertise.
- **Medicen Paris Region:** a **global** competitiveness cluster devoted to advanced healthcare technologies, drug research, and developing new gene, molecular and cell therapies.
- **Mov'éo:** a competitiveness cluster **with global ambitions** devoted to the automotive industry, public transport, aeronautics, and road engineering.
- **Systematic Paris Region:** a **global** competitiveness cluster dedicated to the mastery of key technologies (optics, electronics, and software technology) and complex systems focusing on four markets: telecommunications, automotive industry and transport, security and defence, systems design and development tools. ⁽⁴⁾

(4) Source: Paris region Economic Development.

PARIS, A UNIQUE DESTINATION



AN ACCESSIBLE AND WELCOMING CAPITAL

PARIS ÎLE-DE-FRANCE: ONE OF THE TOP INTERNATIONAL TOURISM DESTINATIONS

ONE OF THE MOST VISITED CITIES

France remains the **top global tourist destination** with nearly 74 million international arrivals. The Île-de-France region, with 30.2 million visitors, including 13 million foreign visitors, in 2009, and more than 62 million overnights, is not only the top destination in France in terms of hotel occupancy but also the world's number one tourism region. In 2009, Paris itself welcomed 27 million tourists, for 33.8 million hotel overnights ⁽⁵⁾.

A HIGHLY-PRAISED DESTINATION

The French capital leaves a lasting impression on its visitors, who are unanimous in rating it one of the top destinations. According to a survey carried out in 2008 by TripAdvisor, Paris comes in first place among European cities for gastronomy, shopping and its romantic atmosphere. According to the City Brand Index^{1 (6)}, Paris is the most charismatic city worldwide. And it is recognized as one of the best cities for shopping. According to a survey of American business travel professionals, carried out in October 2007 by Meetings & Conventions and Travel Weekly, concrete measures to welcome visitors as well as the use of English in Paris had increased by 14%. Both surveys acknowledge Paris as one of the European cities with the most exciting night-life. This attractiveness does not only relate to leisure tourism. **In the congress sector, participation is between 10 and 30% higher if the congress is held in Paris, compared to other destinations.**

A NEW CLIENT MIX

One respect in which Paris differs from the other major capital cities is the relatively equal numbers of leisure and business visitors, respectively 57% and 43% of the total in 2009. This mix means that there is always a solid client base. There is also a good balance between foreign and French visitors (respectively 64% and 36% of overnights). Paris benefits from the stability of mature markets (notably Great Britain and the United States). **Arrivals from a new client base – Eastern Europe and the BRIC countries (Brazil, Russia, India, China) – offer an opportunity for renewal in the long term.**

A WELL-SERVED METROPOLIS

MAINLAND EUROPE'S LARGEST AIR TRANSPORT HUB

With 14,000 flights a week, Paris's air transport hub is the largest in mainland Europe, serving more than 526 cities in 136 countries. In 2009, 83 million passengers arrived at one of Paris's two international airports, Paris – Charles-de-Gaulle (CDG) and Orly. In order to maintain its global competitive position and improve its response to the demands of the market, the airport operator Aéroports de Paris (ADP) is developing its infrastructures, continuously expanding the airports' capacity and improving access. In 2008, for example, Aéroports de Paris opened the new terminal 2E, which will be the terminus of the future Charles-de-Gaulle Express linking the airport with the Gare de l'Est in a 20-minute service due to be in operation in a few years.

(5) Source: Paris Tourism Research Department.

(6) Source: Anholt study, 2008.



SERVICES WITH THAT “ADDED EXTRA”

Recognizing that the quality of the welcome visitors receive at the airports is decisive for France’s image, the companies and agencies involved (the Paris – CDG airport, Border Police, Customs and indirect taxes, Air France KLM, BAR France, and the Airline Operators Committee) have established a protocol for the welcoming of passengers. As part of this multi-faceted operation, 4,000 agents have been trained to “smile and say hello”, fast track lanes have been introduced for priority passengers (designated as such by their airline companies) and access for people with disabilities has been improved. Aéroports de Paris has also adopted a new signage system to make circulation within the airport easier. This includes a “time planner” tool, indicating to passengers the time it takes to get from one point to another.

Lastly, designated parking spaces for shuttle services and courtesy cars have been reserved near to the terminals, in order to optimise transfers of participants attending congresses or corporate events. All these facilities are in addition to the Paris Île-de-France information desks at the airports.

AT THE HEART OF THE EUROPEAN RAIL NETWORK

Paris can be reached by means of an excellent rail network, which takes travellers to one of the seven railway stations situated right in the heart of the city. Thanks to the TGV, Paris is the European crossroads for rail travel. From points all over Europe, **425 high-speed (TGV) trains arrive in Paris every day**. The TGV is a particularly ecological mode of transport: it uses four times less energy than air travel and half that of road transport. The future outlook for the TGV and the European cities that it connects is therefore very bright.

→ SHORTER JOURNEY LENGTHS

Destination	Length of journey	Operator
Amsterdam (Netherlands)	3 h 15	Thalys
Basle (Switzerland)	3 h 25	TGV Est
Brussels (Belgium)	1 h 20	Thalys
Cologne (Germany)	3 h 15	Thalys
Frankfurt (Germany)	3 h 50	Thalys
Geneva (Switzerland)	3 h 20	TGV
London (United Kingdom)	2 h 15	Eurostar
Luxembourg (Luxembourg)	2 h 05	TGV Est
Strasbourg (France)	2 h 20	TGV Est
Barcelona (Spain)	5 h 30 (ca 2012)	TGV

Like the airports, **Paris’s railway stations are undergoing renovation**, integrating new eating and shopping areas with a welcoming atmosphere.

The Paris Convention and Visitors Bureau has set up **information desks** in the three main international railway stations: **the Gare du Nord, the Gare de l’Est and the Gare de Lyon**.

PARIS, A UNIQUE DESTINATION



A UNIQUE URBAN NETWORK

Getting around inner Paris couldn't be easier; all the sites and sights are easily accessible thanks to the **16 metropolitan railway (métro) lines** serving 384 regularly renovated stations, and **5 RER (regional express) lines**. **4,300 buses circulate along 320 bus routes** (including 64 in Paris itself) and **31 Noctilien** (night bus) routes. Paris also has **3 ecological, quiet tram lines** ⁽⁷⁾. There are also plans for a **public transport bypass** in 2020 to improve access between the peripheral areas.

EXTRA TAXIS, AND "GREEN" TAXIS

As a result of an agreement signed in May 2008 between the professional organizations concerned and the French Ministry of the Interior, **4,000 additional taxis** will come into service between now and 2012. This will bring the number of taxis operating in Paris to more than **20,000** (16,600 currently, 700 more than in 2007, distributed across 453 taxi ranks).

(7) Source: *Statistiques annuelles*, RATP, 2008.



A SUSTAINABLE AND RESPONSIBLE CAPITAL

Paris is the 4th greenest city in the world ⁽⁸⁾ and in 3rd place for air quality. This achievement is partly due to the City Council's proactive policy on transport and mobility (introduction of cleaner vehicles, reduction of car traffic, etc.). Residents and visitors are encouraged to use non-polluting modes of transport.

Paris is doing its utmost to ensure that residents and visitors alike enjoy a high quality living environment. The City Council has signed the Aalborg Charter ⁽⁹⁾ and has taken its commitment to sustainable development further by developing its own Agenda 21 ⁽¹⁰⁾. On 1 October 2007, the City Council adopted the Paris Climate Plan, which aims to reduce greenhouse gas emissions by 75% by 2050.



- **The tram service** came into operation in December 2006.
- The city's self-service bicycle hire scheme, called **Vélib'**, was introduced in July 2007. In total, 20,600 bicycles are available, 7 days a week, 24 hours a day, and can be borrowed from and returned to any one of the 1,681 automatic service points across the city or, since 2009, in 30 towns and villages of the Petite Couronne (the three administrative areas surrounding Paris).
- **Voguéo**, the new "waterborne métro", launched in 2008, operates between the Gare d'Austerlitz and the École vétérinaire de Maisons-Alfort.
- Finally, in the second half of 2011, the City of Paris will launch Autolib', a self-service "environmentally friendly" car hire system. 3,000 electric and hybrid vehicles will be available at 1,000 stations all over Paris (700 in Paris and 300 in the suburbs).

Companies, especially those in tourism-related sectors, are **taking eco-management increasingly seriously**, and ensuring that while developing their activities they keep the environmental impact to a minimum, despite the budgetary constraints they face.

(8) Source: study "Living Green" in the Readers' Digest (September 2007), by Matthew Kahn and Fran Lostys; ranking based on the basis of human development and sustainable development indicators established by the UNO and the IMF.

(9) Charter of European Cities & Towns towards Sustainability (1994).

(10) Agenda 21: programme of actions aimed at taking up the climatic challenges of the 21st century: «agenda» for action and «21» for 21st century.

PARIS, A UNIQUE DESTINATION

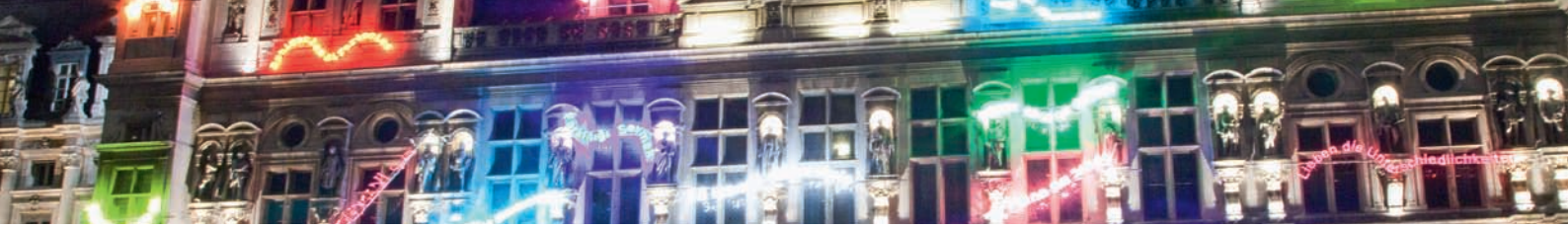


GREEN EVENTS

At the initiative of the Association of Communication Events Agencies (Association des agences de communication événementielle - Anaé), the communication events sector made a commitment in 2007 to promoting sustainable development by launching the “Charter of professional event management associations for sustainable development”. The website at www.eco-evenement.org lists good practices and suggests **how events can be organized in an environmentally responsible way**. Today, the various actors involved in business travel and event management — agencies, sites, activities — integrate sustainable development parameters into their services, their day-to-day operations, and their plans for new or renovated facilities.

In 2001, a nationwide programme was launched to promote improved accessibility for people with a physical or mental disability, or visual or hearing impairment. The **“Tourisme & Handicap”** label aims to provide reliable information on access to sites and on the facilities that are available for this target group with specific needs. As part of the programme, Paris City Council made the Paris Convention and Visitors Bureau one of the key contact points. The PCVB provides information and support for sites and other tourism operators wishing to obtain the label. More than 200 sites are currently labelled Tourisme & Handicap in Île-de-France (list online on parisinfo.com). This awareness-building policy comes within the framework of new regulations that will make it compulsory for **all public places to be made accessible for all types of disabilities before 2015**.





A DESTINATION FOR ALL TARGETS AND ALL BUDGETS

The intense economic activity of Paris Île-de-France benefits from the destination's extensive capacities for hosting meetings and events. **Paris has a vast and varied range of different types of venues to cater for all kinds of events** (congresses, evening events, meetings, etc.) **and suit the budgets of all categories of participants** (researchers, companies, students, etc.). What sets Paris apart from its rivals is its abundant and eclectic range of hotel accommodation. It benefits from the know-how of the major hotel chains, from one-star hotels to the most prestigious establishments. Venues range from specialized sites to more unusual places (museums, parks, etc.), and there are always new ones to choose from.

AN EXCEPTIONAL RANGE OF HOTEL ACCOMMODATION

It would be difficult to rival **the diversity and competitiveness of Paris's range of hotel accommodation**. The major chains account for 45.5% of hotel rooms in Paris, and, thanks to their know-how, resources and networks, guarantee a high quality of service across a full range of accommodation from basic comfort to luxury services. The large-capacity hotels provide a solution for organizers of large events by being able to accommodate all the participants in the same hotel. As for the range of independent hotels, these offer creativity and variety, constantly renewing the range and expanding possibilities: visitors can enjoy a private garden, in the heart of Paris, sleep in a room with a unique interior decoration created by a fashion designer, or in a bed of ice ... In Paris, 1,121 hotels (76%) have fewer than 50 rooms.

With three 4*Luxe rated establishments and twelve 5* rated ones (at 31 December 2009), Paris is renowned for its upscale hotels. Seven Paris hotels are regarded as palaces: The Plaza Athénée, The Ritz, Le Bristol, the Hôtel de Crillon, The Four Seasons Hotel George V, Le Meurice, and the Hôtel Fouquet's Barrière.

The top-of-the-range is far from being over-represented: **77% of Paris's hotels are either two- or three-star establishments** (in Île-de-France, two-star hotels are most numerous, and a large number of one-star or unclassified hotels complete the range).

Between the tried and trusted reputation of the chain hotels and the individual personality of the independent establishments, everyone can find the style and price range that suits them. Innovation and efficiency are guaranteed by the constant emulation of these two approaches. Competitive? Paris certainly is! In the middle-of-the-range segment, Paris rates are in line with the average rates charged in the 20 principal metropolitan tourism destinations worldwide.

→ HOTEL CAPACITY IN INNER PARIS

Category	Number of establishments	Share in total	Number of rooms	Share in total
0*	35	2.4%	1,746	2.3%
1*	112	7.6%	3,120	4.1%
2*	540	36.9%	23,272	30.5%
3*	587	40.1%	26,350	34.5%
4*	184	12.6%	20,937	27.4%
4* Luxury	7	0.5%	884	1.2%
5*	1,465	100.0%	76,309	100.0%
TOTAL	62		14,000 beds	
Apartment hotels	26		6,000 beds	
Youth Accommodation	29		5,000 beds	

Au 31 décembre 2009.

PARIS, A UNIQUE DESTINATION



A WIDE VARIETY OF VENUES FOR CORPORATE MEETINGS AND EVENTS

Paris Île-de-France boasts a wide range of venues for hosting business meetings and corporate events of all kinds, from congresses and trade shows to business conventions and evening events. What is more, the range of venues is constantly growing and being renewed.

CONGRESS AND EXHIBITION CENTRES: À LA CARTE FACILITIES

Boasting functional and modular spaces, equipped with the latest technologies, the **18 congress and exhibition centres** in Paris and the Paris region can cater for all needs. Thanks to their easy access and the range of services proposed, it is possible to organize any kind of event. High-tech or traditional, gigantic or on a human scale, in the heart of Paris or on the outskirts: anything is possible!

HOTELS WITH MEETING ROOMS: FROM LARGE-CAPACITY ESTABLISHMENTS TO HOTELS OF CHARM AND CHARACTER

From the airport hotels to Disneyland Paris, Paris has some **25 two- to four-star conference hotels with more than 300 rooms**. Recently taken over and renovated by some of the largest international hotel groups, these hotels – ranging from the prestigious and unique (InterContinental Paris Le Grand, Westin Paris, etc.) to the resolutely modern (Concorde La Fayette, Marriott Rive Gauche, Méridien Étoile, Pullman Paris Bercy, etc.) – can host events for up to 1,500 participants. And more than 700 hotels have purpose-built meeting rooms for between 50 and 300 people.

MEETING ROOMS AND EVENT VENUES: A MULTITUDE OF SITES

A city steeped in art, history, and culture, many of whose cultural sites have been renovated, modernized or recently inaugurated, Paris boasts **more than a hundred meeting rooms**. In addition, there are **a thousand traditional, modern or unusual venues** (boats, museums, monuments, chateaux, restaurants, cabarets, etc.) which have diversified their activities and are now able to host events for from 10 to 10,000 people.

NON-COMMERCIAL VENUES: VENUES IN THEIR OWN RIGHT

Renowned for their scientific research or activities in the field of medicine, a number of teaching establishments, research centres, institutes, hospitals and universities also offer conference facilities. While this diversification may initially come as a surprise, it in fact reflects the interrelation between the economic and scientific fabric and the conference and congress sector. There are **88 of this type of venue** in Paris Île-de-France.



BUSINESS TRAVEL IN PARIS, A GROWTH MARKET

THE ECONOMIC IMPACT OF THE DIFFERENT SEGMENTS

Paris Île-de-France accounts for 80% of business travel in France. In a highly-competitive economic context, the meetings industry in Paris is growing.

In 2009, **43% of hotel overnights** in Paris came from business travel, i.e. a 1.93 billion euro turnover for Paris hotels. The economic benefits from the sector are greater than those from leisure tourism. A survey carried out at the end of 2008 on the association congress segment revealed that those taking part in professional events spent a daily average of €321, i.e. 50% more than the daily average spent by leisure clients.

→ BREAKDOWN OF HOTEL NIGHTS ACCORDING TO THE DIFFERENT SEGMENTS

Segment	Share in total	Share in hotel nights
Leisure tourism	56.7%	19.3 million
Business travel	43.3%	14.6 million
Fairs and trade shows	37%	5.3 million*
Association congresses	8%	1.2 million*
Corporate events	25%	3.2 million*
Individual business travel	30%	4.4 million*

* PCVB estimates, 2008

FAIRS AND TRADE SHOWS

Exhibitions, fairs and trade shows bring visitors together to introduce new products. Most cities in France organize an annual fair, which may either be open to the general public or restricted to professional visitors and exhibitors. Companies of all types and sizes (SMEs, large companies, self-employed trades people, etc.) take part in this kind of event, which gives them an opportunity to introduce their products and services directly to potential clients.

FACTS AND FIGURES

Paris and its region account for roughly **80% of the national total in terms of the activity of the fairs and trade shows segment. With 600,000 m² of exhibition space** in the Île-de-France region, mainly concentrated in 5 key sites (Paris Porte de Versailles, Paris-Nord Villepinte, Paris Le Bourget, the Palais des Congrès de Paris and the CNIT), Paris has the highest capacity in the world. Each year, more than 400 fairs and trade shows are held in Paris.

According to the annual report published by the Paris Chamber of Commerce and Industry in collaboration with the 15 exhibition centres in the Île-de-France region, the statistics for 2008 were as follows:

- **441 trade shows** took place in Paris
- Approximately **96,000 firms** exhibited
- These trade shows were attended by roughly **10 million visitors**.

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



While Paris is best known for the major fairs and trade shows it has traditionally organized (see table below), this is a sector that is constantly changing and developing. In recent years, new trade shows have been created, in the fashion industry for example (Playtime, Denim by Première Vision etc.). The integration of sustainable development issues in economic activity has also had an impact, resulting for example in the organization of the Salon des énergies renouvelables (renewable energy exhibition), Ecobat (ecobuilding), the Salon du développement durable (sustainable development exhibition), and Planète Durable (Sustainable Planet).

→ PRINCIPAL TRADE SHOWS IN THE ÎLE-DE-FRANCE REGION IN 2008

Trade shows open to the general public with more than 80,000 visitors	Visitors
Mondial de l'automobile	1,037,716
Foire de Paris	674,525
Salon international de l'agriculture	604,422
Nautic - Salon nautique de Paris	252,808
Salon de l'étudiant	219,884
Salon des vins et vigneron indépendants (twice per year: total number)	173,396
Salon du livre	157,055
Salon du cheval	137,252
Map - Le monde à Paris	105,393
Salon européen du chocolat	93,418

Professional trade shows with more than 50,000 visitors	Visitors
Maison&Objet (twice per year: total number)	213,761
Sial	147,860
Interclima + elec home & building	105,128
Intersuc (during European)	88,723
Equip'hotel	63,174
Emballage	55,126
Ipa	55,126

Source: Office de justification des statistiques

KEY PARTNERS

Three companies are market leaders in the organization of fairs and trade shows in Paris and Île-de-France.

• Comexposium

Formed from the alliance of Comexpo and Exposium in 2008, as a result of the merger of the trade shows activities of Unibail-Rodamco and the Chamber of Commerce and Industry, Comexposium is one of the leading players in the organization of fairs and trade shows in Europe. Comexposium organized 138 events in 2009. It covers 17 different sectors of activity (agriculture, industry, leisure).

www.comexposium.com

• GL Events

Manager of 34 sites in France and abroad, GL Events also organizes congresses, trade shows and corporate events. In 2009, GL Events has organized about fifty trade shows in France.

www.gl-events.com



• Reed Expositions France

A subsidiary of Reed Exhibitions (which hosts 440 events in 36 countries), Reed Expositions France organizes 60 trade shows each year including the FIAC (International Contemporary Art Fair), Paris Photo, the Paris Book Fair, Bâtimat (for the construction industry), Équip'hôtel (hotel industry), etc.
www.reedexpo.fr

CONGRESSES

A congress is an event with a distinct educational value, usually held at regular intervals. It is organized at the initiative of one or more scientific or technical bodies (professional associations, learned societies, public agencies, international intergovernmental organizations, universities, research centres, federations, etc.). It aims to disseminate knowledge and allow specialists from the same discipline to exchange and compare experience. Congresses bring together participants from a variety of backgrounds at a specific location for a limited time period; a financial contribution is requested of participants.

FACTS AND FIGURES

Since 2005, the Bureau has been listing all congresses taking place in Paris and the Paris region. This survey shows that, overall, the congress sector is buoyant, as indicated by the number of congresses listed, which is continually increasing (932 in 2009, 902 in 2008). A large number of congresses choose Paris for their first congress, which reflects the capital's positive image: in 2009, Paris hosted 39 inaugurations (i.e. 4% of congresses).

The appeal of Paris is confirmed by the statistics communicated by congress organizers themselves: for congresses rotating over several destinations, **20 to 30% additional participants attend when a congress is held in Paris**. According to the statistics observatory of the Paris Tourism Research Department, the number of congress attendees is increasing: 600,000 in 2007, 670,000 in 2008 and **more than 700,000 in 2009**. The number of dossiers and bid proposals processed by the Convention Bureau continues to increase, the destination benefiting from a dynamic that was reinforced in 2009 with the signing of a charter for the hosting of major events. This methodological survey was originally aimed at providing comprehensive information for the international bodies ICCA (International Congress and Convention Association) and UIA (Union of International Associations), which publish an annual league table of cities hosting congresses in which Paris ranked 3rd in 2009.

→ To consult the files "Congress Activity" (in French only) and "Paris Île-de-France, the business travel capital": <http://convention.parisinfo.com/en/news-and-tools/facts-and-figures/>



BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



→ RESULTS OF THE 2009 SURVEY

- **932 congresses** took place in Paris Île-de-France, involving a total of **700,000 participants**.
- In 2009, Paris hosted an average of 78 congresses a month.
- 65% of congresses are annual events.
- Each event averaged an attendance of 757 participants, but 61% of congresses numbered less than 500 participants.
- 19 congresses with more than 5,000 participants were held in 2009 (compared to 23 in 2008).
- In 82% of cases, annual congresses were held in a different city in France each year on a rotating basis. However, more than half (51%) attracted participants from abroad (and could therefore be described as “international” congresses).
- A cosmopolitan public (16 nationalities represented and an average of 18% of foreign participants per congress).
- A wide range of venues:
 - nearly one-fourth of congresses took place in scientific venues (hospitals, universities, institutes)
 - one third of events were hosted in congress and exhibition centres, which because of their size accounted for three-quarters of the numbers of participants.
- 48% were medical congresses.
- The average duration was 2.2 (compared to 2.5 days in 2008).
- There is a marked seasonal variation; the level of activity is very low in July and August, average in February, April, and December, higher in January, March, May, June, and September, and very high in October and November.

Another study, carried out in 2008, also revealed that the fact that the congress was held in Paris was decisive in the choice of whether to attend for 49% of participants (59% of participants from abroad). Twenty-six per cent of participants came with an accompanying person. The latter were even more attracted by the destination; for 83% it had an influence on their decision to attend. Thirty-one per cent of participants who took part in the survey had decided to combine a private holiday with their business trip. Even if the destination was not the key factor motivating their participation in a congress, an overwhelming majority of participants came back from Paris thoroughly convinced: **82% declared Paris to be more attractive** than other cities in which they had previously attended a congress. Moreover, **97% said they would like to return to Paris**, thus representing a potential reservoir of leisure tourists.

When a congress is held in Paris, the organizers have noted that the rate of attendance is between 10 and 30% higher.

KEY PARTNERS: PCOS

A Professional Congress Organizer (PCO) is in charge of the overall budget for all services provided by the PCO itself or delegated to a third party (Destination Management Company, public relations agency, etc.) including:

- overall activity report and financial report
- advice on taxation and insurance
- account keeping
- bank verifications
- scientific secretariat
- calls for papers



- management of abstracts
- management of e-communications
- management of publications
- coordination of speakers
- search for sponsors, sale of exhibition space and services, invoicing and follow-up
- support and assistance for committees (scientific committee, organizing committee, etc.).

→ PCOs THAT WERE MEMBERS OF THE PARIS CONVENTION AND VISITORS BUREAU IN 2010

• Colloquium

Colloquium specializes in the organization of congresses in France and abroad, organizing on average 50 events a year across a wide range of sectors. The company also offers association management services, including administrative and secretarial services, legal and financial services, membership management, training programmes, promotion, strategy and communications consultancy, event organization, etc.

www.colloquium.fr

• Europa Organisation

Europa Organisation has been a specialist in conference organization since 1987 and has now expanded its activities to include scientific congresses and major international events. Over the last 20 years, Europa Organisation has organized 450 conferences bringing together a total of 12,000 participants.

www.europa-organisation.com

• Le Public Système PCO

For nineteen years, Le Public Système PCO has been organizing turnkey national and international congresses, mainly in the health sector. It has been a member of the International Association of Professional Congress Organizers (IAPCO) since 2005. It organizes more than fifty events per year.

www.lepublicsystemepco.com

• MCI

MCI has organized more than 4,000 events in twenty years, including conferences, exhibitions, incentives, hospitality programmes, product launches, and press conferences all over the world. As a PCO, MCI provides the whole range of services from scientific programme support (secretariat) to operational planning, from social events to financial management and communications and marketing consultancy.

www.mci-group.com www.mci-group.com

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



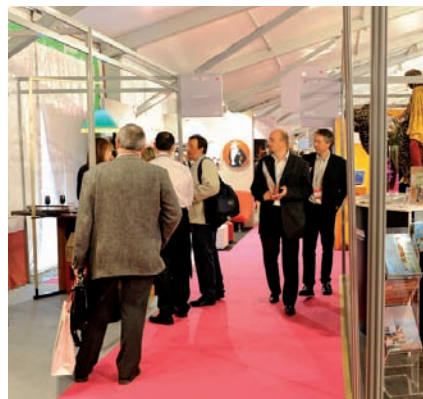
CORPORATE EVENTS

The corporate events market includes conventions, seminars, and incentive trips. These events are organized at the initiative of a private company.

A **convention** brings together a large number of participants from the company's sales force or distribution network. It is a formal event, and attendance is compulsory given the strategic nature of the content of the message conveyed. Its objective is to deliver a unilateral strategy: information is an absolute priority. Conventions are generally held at regular intervals.

A **seminar** aims to examine one or more specific issues in working groups, under the direction of one or more moderators.

Incentive trips or **team-building events** are organized for small groups of members of internal or external distribution networks or sales forces that have achieved specific sales targets. They are designed to reward achievement, build team spirit and increase motivation.



FACTS AND FIGURES

In 2009, French and foreign companies established in France spent a total of **8.46 billion euros** on the business market segment for groups, i.e. a drop estimated at 7.8% compared to 2008.

The economic crisis highlighted the trends observed on the corporate events market. According to the survey Coach Omnium – Bedouk, in 2009, 83% of events were commissioned by corporates, up by 3%. More than 70% of events took place in France and almost half in the Paris region. 2009 was a difficult year: more than 60% of companies questioned believed that the crisis had had a negative effect on the organization of their professional events. The drop in spending by companies in France was the second to be noted in eighteen years, the previous one dating back to 2003 (-3.2%).

Among the companies questioned in the survey who were affected by the economic crisis, 45% cancelled events, of which 6% were due to the threat of Swine Flu (H1N1). More than a third of companies were either not affected or did not let it impact on the organization of their events – notably in the sectors of banking/insurance, administrative/IT, retail and distribution. Conversely, industry, and notably the car industry and transport were particularly affected that year.

The 63% who said that they were affected by the crisis reduced their expenses in the following way:

- by reducing the size of events, with an 11% drop in the number of events for 50 to 200 people and a 3% drop in those for 200 to 500 people, in favour of events for less than 50 people (up by 14%);
- by competitive tendering for service providers and seeking less costly or less prestigious options, in the interest of making cost savings or concerns about image;
- by cutting out services;
- by reducing travel costs.

Another trend identified by the study, the interest in sustainable development is a concern for half the contacts questioned (compared to a third in 2007). It is clear that companies have looked for security and



favoured places and service providers known to them and with whom they have been satisfied. Despite this prudence, the future seems to be brighter as half the people surveyed considered that they would have a bigger turnover in 2010 than in the previous year.

KEY PARTNERS: DMCS

Destination Management Companies benefit from local expertise. They offer logistics services for the organization of an event, which may include:

- registration
- accommodation
- transport and transfers
- signage
- management of hostesses and temporary staff
- venue sourcing and conception of creative programmes
- excursions
- pre- and post-tour activities
- gala evenings
- incentive programmes, team building, or fun activities
- other activities.

→ 20 DMCS WERE MEMBERS OF THE PARIS CONVENTION AND VISITORS BUREAU IN 2010

- Accueil France Service – Paris Chic (www.parischic.com)
- Alcep Travel & Events (www.alcep.fr)
- Allied Travel France (www.allied-europe.com)
- Business Profilers (www.businessprofilers.fr)
- France Connection (www.france-connection.com)
- Groupe Mathez (www.matheztravel.com)
- Holt Paris Welcome service (www.holtfrance.com)
- Kuoni Destination Management France (www.kuoni-dmc.com)
- La Fayette Travel (www.lafayette-travel.com)
- Le Public Système (www.le-public-systeme.com)
- Liberty Incentives & Congresses (www.liberty-incentive.net)
- Metropolis (www.metropolis-dmc.com)
- Ovation (www.ovationdmc.com)
- Promolncent Travel (www.promoincent.com)
- Ri-Media Solutions (www.ri-media.com)
- Ridgway Travel Organisation (www.ridgway-travel.fr)
- Ring Tour Vision (www.ringtours.fr)
- Tumlare (www.tumlare.com)
- Vap Incoming (www.vap-incoming.com)
- Voyages Services Plus (www.vsp-incoming.com)

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



A PROACTIVE SECTOR

Increasing international competition and the economic importance of the fairs, trade shows, congresses and corporate events sector has led to decisive joint action. The Paris City Council, the Chamber of Commerce and Industry, business travel professionals and the French government have joined forces to work towards a common goal: increasing the attractiveness of Paris as a destination.

“PARIS, THE BUSINESS TRAVEL CAPITAL”

A HANDBOOK OF THE MEASURES DEVELOPED BY THE CITY COUNCIL AND THE BUREAU

At any given moment, the Bureau can mobilize the different services of the City and contact elected representatives, to win a bid proposal and develop the welcome arrangements as set out in a vade mecum. Taking an active part in these arrangements:

- the Office of the Mayor of Paris,
- the deputy mayors of Paris, in particular Mr Christian Sautter, Deputy Mayor of Paris in charge of Employment , Economic Development and International Attractiveness, and Mr Jean-Bernard Bros, Deputy Mayor of Paris in Charge of Tourism and New Local Media.
- various Paris City Council departments: Department for Information and Communication, General Delegation for Special Events and Protocol, Cultural Affairs Department, Parks, Gardens and Environment Department, Road and Transport Department.

FINE ACHIEVEMENTS

Since 2006, the City of Paris has responded to about twenty requests from the Bureau for support concerning events which could attract up to 100,000 participants. During the bid phase, the City has provided letters of support signed by the Mayor of Paris, and organized meetings between the international decision-making bodies and the deputy Mayors. During the events, the City has organized a VIP reception for congress participants including welcome speeches by members of the City Council and messages flashed up on the city’s information screens, and has made its own meeting rooms available for certain prestigious events.

For major congresses on a theme identified as a priority for the city and the general public (especially if it is related to the competitiveness clusters), the City Council works in close collaboration with the international body responsible for organizing the congress in order to capitalise on the content and organize parallel **events to raise the awareness of the general public.** For example, in the case of the biggest congress for which Paris won the bid, the congress of the European Society of Cardiology (30,000 participants, at Paris Nord Villepinte, in 2011), the City Council will work in conjunction with all the partners to guarantee the smooth running of the technical arrangements, and roll out its special welcome facilities, including putting up flags along some of the capital’s major roads. It is also considering organizing a major public event to coincide with the holding of the congress, to raise the awareness of Parisians about the prevention of cardiovascular disease.

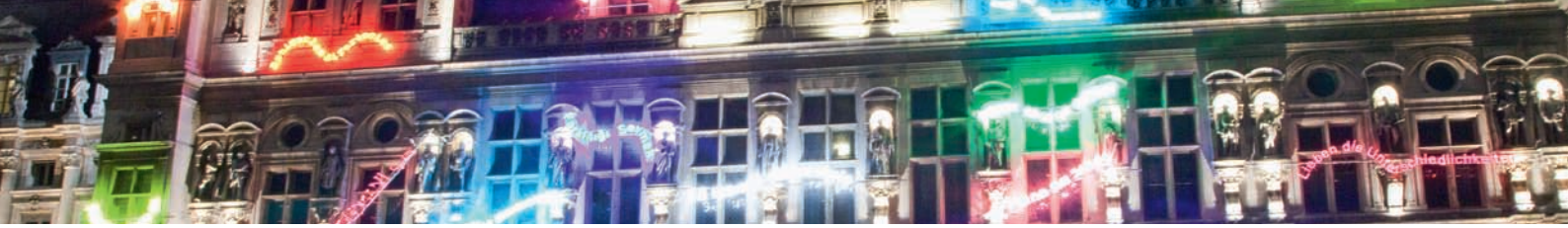
NATIONAL STEERING COMMITTEE ON FAIRS, TRADE SHOWS AND CONGRESSES

On 20 December 2006, the Council of Ministers set up a National Steering Committee on Fairs, Trade Shows and Congresses to boost the competitiveness of this sector.

The committee brings together 20 institutions, bodies and companies that play a major role in the activities of the sector (see appendix).

A number of concrete initiatives are already under way or being considered:

- **Launch of an international marketing campaign** by Atout France, supported by the French “Invest in France” Agency and Promosalons.



- **Introduction of an action plan for the sector to support exports** by validating concrete international marketing actions eligible for state support via Ubifrance and the network of trade and investment offices abroad.
 - **Tax measures to reinforce the sector's international competitiveness.**
 - **Enhancement of a renowned heritage:** a number of selected prestigious sites (monuments, museums, chateaux) will be refurbished so that they can be used for corporate events or international congresses, thus enhancing the city's power of attraction.
 - Official measures in support of the sector will be described in **a single presentation, retracing the steps recently taken or currently being negotiated** in a variety of frameworks such as the State-Regions contracts or the commitments made by Aéroports de Paris, the SNCF and the RATP in relation to their reception facilities.
 - **Setting up of a national barometer** to collect data on fairs, trade shows and congresses.
- These measures will boost recognition of the sector and help France to maintain its position in a fiercely competitive European environment.

CHARTER FOR THE HOSTING OF MAJOR PROFESSIONAL EVENTS

On 8 December 2009, the Chairmen and Managing Directors of some 15 hotel groups representing more than 470 hotels and 60,000 guest rooms all categories taken together in Paris and the Paris region gathered together under the aegis of the Paris City Council, the Paris Chamber of Commerce and Industry, and the Paris Convention and Visitors Bureau **to sign the Charter for the hosting of major professional events in Paris.**

This Charter seeks to attract to Paris **major events, bringing together more than 1,000 congress attendees over several days, initiated by non-profit making organizations** (learned societies, federations, professional associations, etc.).

The hotel group signatories undertake to offer specific and advantageous conditions for this type of event, as much in terms of instalments, cancellations, quotas of rooms guaranteed several years in advance in accordance with the procedure decided on by the contracting associations, as in terms of the transparency of the rates presented.

Hotel group signatories of the Charter

Accor Hospitality, B&B Hôtels, Best Western, Choice Hotels Europe, Concorde Hotels & Resorts, Disneyland Paris - Business Solutions, Exclusive Hotels, Hilton Hotels, InterContinental Hotels Group, Inter-Hôtel, JW Hotels & Resorts, Louvre Hotels, Marriott Hotels & Resorts, Rezidor Hotel Group, Starwood Hotels & Resorts.

This Charter brings together all the measures put in place in recent years.

- On recommendation of the dossier by the Paris Convention and Visitors Bureau, **The City of Paris, its mayor Bertrand Delanoë, and the deputy mayors concerned** offer a personalized welcome (welcome messages in the City, letters, receptions in the salons of the City Hall, etc.) for the major events of associations, and, in particular, those with a theme dear to the City: prevention of cardiovascular illnesses, new technology, etc.
- **The Paris Chamber of Commerce and Industry,** like the City of Paris, works with the Paris Convention and Visitors Bureau to ensure the smooth running of the event, from the bid stage to the welcoming of participants.

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



- **The Paris Convention and Visitors Bureau** accompanies and advises associations at every stage of their events and passes on the initiatives of destination operators: RATP, offers of event welcome services (at Paris airports and train stations), Viparis and its welcome pack (partners: Aéroports de Paris (Paris Airports Authority), Comité Régional du Tourisme d'Île-de-France (Île-de-France regional tourism board), Comité des expositions de Paris, Paris Chamber of Commerce and Industry, Paris City Council and the Paris Convention and Visitors Bureau).

So, through this unprecedented federation of a whole industry, Paris has brought together all the assets for attracting major association events against a backdrop of very keen international competition. With the creation of a charter involving an important number of hotels, the Bureau puts the final touch to a charm offensive for the destination; the city is now well-equipped to give global, precise and detailed propositions to associations and group together the offer of the different destination professionals, several years in advance, in bid proposals for Paris.

INCREASINGLY COMPETITIVE SOLUTIONS FOR WELCOMING VISITORS

The aim is to offer global, diversified and competitive solutions to the organizers of business events — from the arrival of their participants at the airports and railway stations, to the venue of the meeting, including accommodation.

- Event organizers can apply to benefit from the system of **discount vouchers** or “fichets congrès SNCF” which they can propose to their participants.
- Along the same lines, Air-France KLM has developed the **Air France-KLM Global Meetings** facility, under which organizers can propose special offers to participants.
- A transport pass in banker’s card format, **the RATP congress card** can be personalized with a logo.
- **Aéroports de Paris** has launched a range of services to welcome participants at the two Paris airports, Roissy Charles-de-Gaulle and Orly. These include movable welcome desks, signage using the colours and logo of the event, VIP welcome, reserved parking spaces for buses, etc.
- These services will soon also be rolled out in the **Paris railway stations**.
- As far as the venues are concerned, **VIPARIS** has just launched its “**welcome pack**” (information kiosks in the railway stations and airports, signage for arriving participants, shuttle service, bellboys and concierge services on site, etc.). This has been developed in collaboration with Aéroports de Paris, the Île-de-France Regional Tourism Committee, the Paris Exhibitions Committee, the Paris Chamber of Commerce and Industry and the Paris Convention and Visitors Bureau.

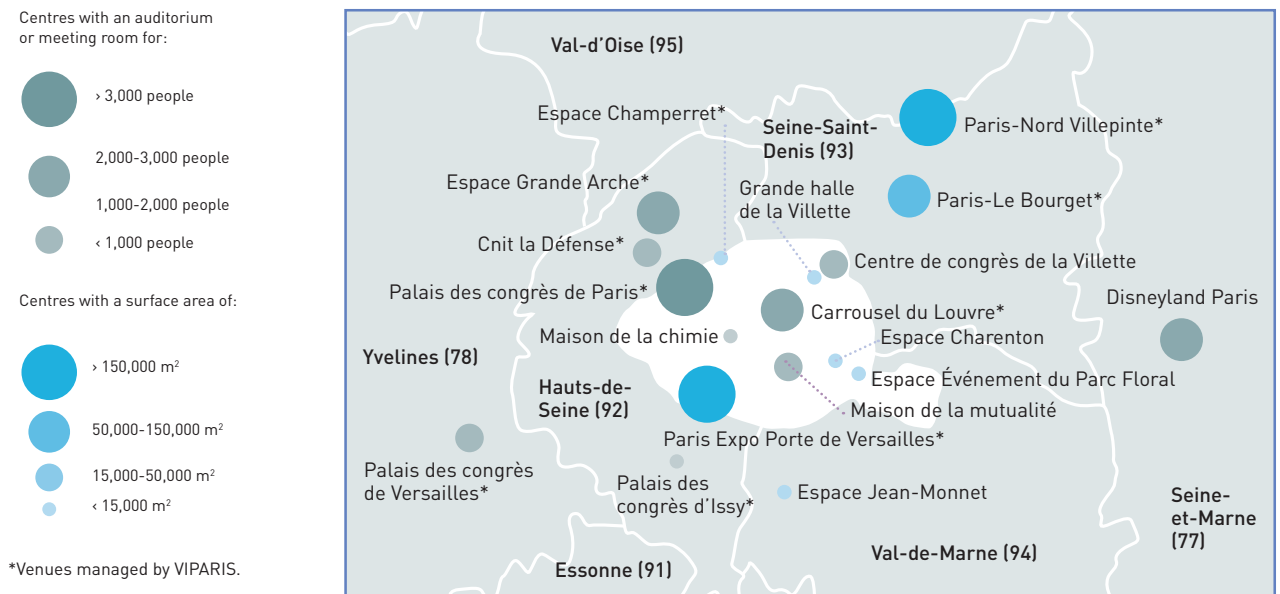


IMPROVED FACILITIES

Paris Île-de-France boasts a wide range of **venues of all sizes for business meetings**, around a number of **key “hubs”**. Paris’s activity in the business meetings sector is holding its own and even experiencing saturation of the supply. A number of local development and hotel projects have emerged as a result. Certain players, such as VIPARIS and Paris B. Events, have developed their own strategy to enhance the international profile of existing facilities, and several other projects are under way in the heart of the capital and elsewhere in the Île-de-France region. The range is constantly being enhanced.

THE CREATION OF MAJOR HUBS SERVING THE MEETINGS INDUSTRY

In the face of competition and to respond to demand, the exhibition centres are being refurbished, new spaces created, and strategic alliances formed. **There are 18 exhibition and congress centres evenly distributed across Paris and the Paris Île-de-France region, well served by public transport and with a range of accommodation totalling nearly 8,000 rooms (all categories included) within a distance of 15 minutes.** Thanks to this combination of services, these venues and their surrounding areas are considered as major hubs for business meetings.



In order to ensure that Paris and its outskirts remain in the forefront of the meetings industry, new venues and services need to be developed. A number of projects, varied in terms of facilities and marketing strategy, are under way in the heart of the capital as well as in the Île-de-France region.

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



MAJOR BUSINESS DISTRICTS UNDER DEVELOPMENT

Success breeds success, and numerous projects are continuing to emerge in response to the growing problem of venue saturation. Some of the more ambitious projects are:

- **New tertiary sector centres in Paris:** 2 million m² of office space will be added to the already existing 16 million m², essentially in the North, East, and South of Paris.

- **The La Défense renewal project.** This project aims to modernize and develop the La Défense business district between now and 2015. It includes plans to build 850,000 m² of office space.

- **The “Cœur d’Orly” business district.** The aim is to create a business district over 13.5 hectares with offices, a conference centre and four-star hotel, shopping centre, and services and leisure areas. Coeur d’Orly will be served by existing means of transport (RER, Orlyval) and future transport services (in particular the Villejuif Juvisy tram). The first phase of the work involves 160,000 m² of office space, shops and a hotel (70,000 m² is due to be completed by the end of 2010).

- **Numerous plans for Roissy.** Situated four kilometres from the Paris Charles-de-Gaulle airport, the village of Roissy-en-France is growing day by day. It has 21 hotels offering a total of 5,000 rooms, and this will soon increase to 6,000 with the opening of 3 apartment hotels between 2009 and 2011. Three projects are due to be completed by 2013:

- The **Airapolis** complex, extending over an area of 150,000 m² to the north of the village, will include three new four-star hotels (Grand Hôtel: 322 rooms, Hôtel Ville: 131 rooms, Hôtel Plaza: 178 rooms), a 21,000 m² conference centre including an amphitheatre with a seating capacity of 3,000, 50,000 m² of exhibition space, a showroom of almost 14,000 m², offices and a car park. Delivery is scheduled for 2012.

- The **Aéroville** project, initiated by Aéroports de Paris and Unibail, is an avant-garde, 50,000 m² shopping centre, due to open in 2011. In the interests of safeguarding green spaces, an 18-hole golf course is planned, together with a health and fitness centre and restaurant, due to be opened in 2012.

- The **Planète France** project, modelled on Bercy Village, will enable Roissy to offer an ambitious programme of cultural and artistic events. Extending over an area of 100,000 m² it will include 11,000 m² of hotels and restaurants.

These projects have the dual aim of developing business travel in Roissy and responding to the expectations of event organizers, who are keen to see a congress centre established in the vicinity of the airport.



NEW FACILITIES

CONGRESS AND EXHIBITION CENTRES: THE CREATION OF VIPARIS

10 congress centres were grouped together under the same banner in 2008 with the creation of VIPARIS, an alliance of venues managed by the Chamber of Commerce and Industry and the Unibail-Rodamco group. VIPARIS was created in response to growing international competition and with the aim of galvanizing the sector and being able to offer the Paris Île-de-France region the largest range of venues and surface areas in Europe.

THE 10 VIPARIS SITES

Cnit Paris la Défense, Espace Champerret, Espace Grande Arche, Palais des congrès de Paris, Palais des congrès d'Issy, Palais des congrès de Versailles, Paris Le Bourget, Paris Nord Villepinte, Paris Porte de Versailles, les salles du Carrousel du Louvre.

Like many other venues in Paris, VIPARIS, the new European leader (575,000 m² of modular exhibition space) is steadily increasing its capacity and developing and improving its facilities. The Paris Nord Villepinte exhibition centre is forging ahead with its development programme: following the building of a 15,000 m² hall in 2007, an extension of 36,000 m² was delivered in 2010 and by 2021 the centre's total surface area is due to reach 300,000 m² (compared to 206,000 m² today). As has been the case at Paris Le Bourget, these extensions are accompanied by a requalification of the squares, pedestrian areas and vehicle access to the site. VIPARIS is committed to ensuring the venues it manages remain at the cutting edge of innovation; this is reflected in its renovation of the open-air spaces of the Espace Champerret and Hall 7 in the Paris Porte de Versailles centre.

VIPARIS has also undertaken to carry out, in partnership with the operators concerned, the necessary improvements to make the venues more accessible (road infrastructures and public transport networks). The VIPARIS group alone hosts, each year, an average of:

- **330 trade shows**
- **150 national and international congresses**
- **600 corporate events**
- **40 entertainment shows**, totalling nearly 100 performances.

MAJOR DEVELOPMENTS IN THE HOTEL SECTOR

Over recent years, the international hotel chains such as Accor, Hilton, InterContinental, Rezidor and in particular the American groups Marriott and Starwood, have carried out major refurbishing and development of their Paris hotels.

The hotel groups are also contributing to the development of the sector, with numerous plans announced and confirmed for the next four years. The arrival of Asian hotel groups in the top-of-the-range segment is particularly marked. Between now and 2013, more than 2,600 new rooms will be available, mostly in four-star hotels belonging to the major international chains.

THE 7,000 ROOMS PLAN

Paris City Council has set up a working group to increase hotel capacity by 7,000 rooms by 2020, in addition to the 76,000 existing hotel rooms. Located on the outskirts of Paris rather than in the centre of the city, these areas of land owned by the City Council will permit the construction of establishments that are larger than those existing in the city centre (where the average hotel size is 50 rooms) and more adapted to the needs of professionals in the congress industry. Two- and three-star large-capacity hotels in particular are planned.

BUSINESS TRAVEL IN PARIS, A GROWTH MARKET



→ NEW HOTELS PLANNED

2010

- Opening of The Shangri-La Hotel, Paris, former residence of Prince Roland Bonaparte, future 5* (81 guest rooms)
- Opening of the Holiday Inn Paris-Notre Dame, a former ministry converted into a chic eco-hotel (110 guest rooms)
- Reopening, after full renovation, of Le Burgundy 5* hotel (59 guest rooms)
- Opening of Only Suite Paris CDG (121 guest rooms)

2011

- Reopening, after full renovation, of the Renaissance Le Parc Trocadéro Paris 4* – March
- Reopening, after full renovation, of La Maison Champs-Élysées 4*, decorated by Maison Martin Margiela – April
- Opening of The Mandarin Oriental, Paris (150 guest rooms) rue Saint-Honoré (1st), labelled HQE – May
- Opening of the design hotel Hi Matic decorated by Matali Crasset, rue de Charonne (11th) – May
- Opening of the hotel, Jules et Jim (23 guest rooms), rue des Gravilliers (4th) – summer
- Opening of the hotel O, ex- Hôtel des Victoires 2*, decorated by Ora İto, 19 rue Herold, (2nd) – summer
- Opening of the Crayon, ex-Hôtel Louvre Forum 2*, 25 rue du Bouloi (1st) – summer
- Opening of the Hôtel W Paris-Opéra by the Starwood group (9th)
- Opening of a hotel of charm and character in the former Grand Contrôle mansion house (23 guest rooms), a building designed by Jules Hardouin-Mansart on the Versailles national estate
- Opening of a Buddha Bar boutique hotel – 2nd half 2011
- Extension works at the Plaza Athénée 4* in 5,500 m² of adjoining buildings, without closure of the hotel (2011-2013)
- Transformation of the former La Samaritaine department store into a luxury hotel, Le Cheval blanc, (100 or so guest rooms) overlooking the Seine, a conference centre and shops (2011-2013)

2012

- Opening of Airapolis at Roissy, three 4* hotels (600 guest rooms) and a 21,000 m² conference centre
- Opening of the biggest youth hostel in France (320 beds), rue Pajol (18th)

2013

- Transformation of the Kléber International conference centre into a luxury hotel (200 guest rooms) by the chain Peninsula Hotels
- Opening of a Hilton Garden Inn and a Hampton hotel by the Hampton group
- Opening of a Radisson Blu hotel at La Défense, 4* category requested
- Opening of a Renaissance hotel at Saint-Cloud

Please note: **a new hotel grading system** using enhanced qualitative standards, better suited to current client requirements, has been in application since June 2009. Stars (from one to five) will still be used to rate establishments. At the beginning of 2011, a "Palace" label was introduced to distinguish those hotels in the five-star category that are outstanding and which are part of the attraction of France as a destination.

ALTERNATIVE ACCOMMODATION SOLUTIONS

Three types of alternative accommodation are seeing rapid growth: apartment hotels (14,000 beds), bed and breakfast (nearly 600) and youth accommodation (5,000 beds). In this last category, the most



popular sites include the Cité internationale universitaire de Paris (available mostly during the summer holiday period), the Kellerman and Maurice-Ravel Youth Accommodation Centres (Centre International de Séjour de Paris - CISP), the FIAP Jean-Monnet and the recently opened St Christopher's Inn youth hostel.

CONSTANT RENEWAL OF EVENTS AND MEETINGS VENUES

Paris is a city steeped in art, history, and culture. Its cultural offer is constantly being renewed and modernized, and new ones inaugurated. Paris boasts an expanding range of historic and contemporary venues (13 cultural venues have been opened or re-opened over the last 2 years). In addition to purpose-built venues for business meetings and events, other more unusual venues (monuments, restaurants, museums, etc.) are now available for business events and can be privately hired. Here are some examples:

Type of venue	Great classics	New venues
Private mansion houses	Cercle National des Armées, Maison des Polytechniciens, Salons de l'Aéro-Club de France, Maison de l'Amérique latine	Académie diplomatique Internationale, 24 place des Vosges, Hôtel Particulier Liège, Hôtel d'Évreux, Maison 8, N9uf Troi3, Hôtel Salomon-de-Rothschild, 8 Valois
Museums and monuments	Musée du Louvre, musée d'Orsay, musée du Quai-Branly, Cinémathèque, Grand Palais, Petit Palais, Cité des sciences et de l'industrie	Cité de l'architecture et du patrimoine, Cité nationale de l'Histoire de l'immigration, Centquatre, Maison des Métallos, Cité de la mode et du design
Chateaux	Versailles, Chantilly, Vaux-le-Vicomte	Vincennes
Parks and gardens	Parc de Bagatelle, Serres d'Auteuil, Jardin d'acclimatation, Parc Floral	Serres du Jardin des Plantes
Pavilions	Pavillon d'Armenonville, Pré Catelan, La Chesnaie du Roy, Pavillon Élysée – Lenôtre, Pavillon Kléber, Pavillon Royal	Pavillon Cambon Capucines
Boats	Yachts de Paris, Bateaux parisiens, Compagnie des bateaux à roue, Marina de Bercy, Paris Canal, Paris Seine	Paris Yacht Marina, Joce, Compagnie de la Seine
Cabarets	Moulin Rouge, Lido, Crazy Horse	Les Trois Baudets, la Gaîté Lyrique
Sports venues	Stade de France, Terre de Roland-Garros, Parc des Princes	
Trendy places	Le Cab, le Baron, le Chacha, le Showcase	Palais Maillot, Espace Pierre-1 ^{er} , le Palace, le Laboratoire, le Karé des Off
Dedicated areas	Pavillons de Bercy, Les Docks, Grande halle de la Villette	Salle Wagram, le Lieu du Design, Halle Freyssinet

The global capital of gastronomy, Paris has more than **12,000 cafes and restaurants**, ranging from the traditional "brasserie" to the most exotic cuisine. Many restaurants also have meeting rooms, so business and pleasure (gastronomic pleasure) can be combined. On the menu: Michelin star restaurants with top-class chefs, the new "fooding" stars who mix flavours from around the world with traditional cuisine, and small local restaurants offering innovative menus. According to the UK's *Restaurant* magazine, 9 of the world's 100 best restaurants are in Paris.



THE PARIS CONVENTION AND VISITORS BUREAU: YOUR KEY PARTNER

ITS MISSION

Set up in 1971 as a joint initiative by the Paris City Council and the Chamber of Commerce and Industry as a non-profit-making association (under the French law of 1 July 1901), the Paris Convention and Visitors Bureau has three missions: to welcome and inform visitors and tourism professionals, and to promote the assets of the capital in France and abroad with regard to business and leisure tourism.

- The Bureau welcomes visitors in its six offices, located in the capital's busiest locations.
- Its portal site **parisinfo.com** is the key reference point for tourist information about Paris. The Bureau also manages three separate sites for its Parisian members, for the press and tourism operators, and for business travel professionals.
- The Bureau brings together professional and institutional partners to organize joint actions to enhance the image of Paris as the global tourism capital.
- It organizes press visits for journalists as part of initiatives to promote Paris and its image.
- It represents the views of Parisian tourism professionals in dealings with the relevant institutions and committees.

For further information go to:

www.convention.parisinfo.com

ITS TASKS, ITS TEAMS

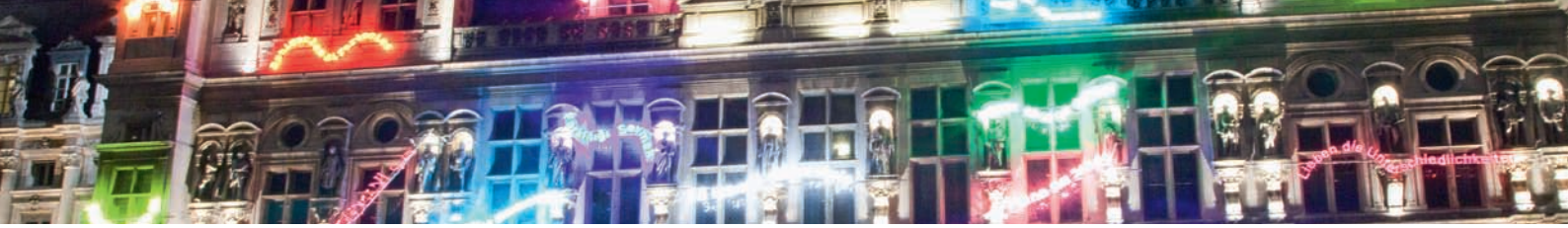
THE CONGRESS TEAM

ITS MISSION

The Bureau is the destination's gateway for the associations it advises and supports. It helps in the early stages of the preparation of bids for hosting congresses, recommending service providers, organizing site visits, and lobbying, which may include presenting Paris to the association's international committee. In the later stages, it remains available to help promote the congress and supply the organizers with tourist documentation about the capital. This is an ongoing process that can last for between two and ten years, which is why the Bureau maintains close links with the associations and professionals involved in each bid.

In 2009, the Convention Bureau supported 619 projects, which included a quarter of national and international bid proposals. Out of the 161 bid proposals supported in 2009, Paris won 68 (42%) and 30 bid proposals are still being examined. The 68 events, which will be held between 2010 and 2016, already number more than 250,000 participants.

More than 114 bid proposals for Paris are currently being processed for between 2010 and 2019.



THE TEAM

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THE CORPORATE EVENTS TEAM

ITS MISSION

The Bureau's role is to advise the organizers of corporate events (companies or the agencies acting on their behalf,) and to promote the advantages of Paris as a destination over its competitors.

To this end, the corporate events team responds to requests for assistance (323 requests were dealt with in 2009, 40% of them emanating from the French market and the remainder from foreign markets such as Great Britain, Germany, Belgium, or the United States). It examines the requests and recommends the Parisian service providers that best respond to the organizers' criteria.

The Bureau is also responsible for promoting Paris as a business destination throughout France and abroad. It takes part, either on its own or with its members, in international trade fairs and workshops and organizes marketing operations, etc. It also hosts press tours for journalists from the industry's specialist press, and produces advertorials for trade magazines. Lastly, the Bureau offers event organizers a range of tools to help them in their decision-making and provide them with all the necessary information on the destination. To fulfil all these missions, the Bureau draws on the resources of its network of members which it is constantly developing, always on the lookout for new products and services. The Bureau encourages its members to become involved in joint projects, brings them together for discussions and exchanges, and keeps them up to date with changes in the profession or in markets thanks to its ongoing business intelligence activities.

THE TEAM

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THE PARIS CONVENTION AND VISITORS BUREAU



ITS TOOLS

WWW.CONVENTION.PARISINFO.COM: SPEED-NETWORKING FOR EVENT ORGANIZERS AND PARISIAN PROFESSIONALS

At the beginning of 2010, the Bureau launched **the new version of its dedicated business travel website**. Events organizers will find a new look with:

- clear and targeted content,
- new visuals and photo slideshows,
- new functionalities
- the creation of a “Latest News” space on the home page,
- direct access to key tools (search engine, complex requests form, brochures, etc.)

All the latest news, key contacts and tools are available in a few clicks.

PARIS NEWS, A MONTHLY E-NEWSLETTER

With its finger on the pulse of the latest news in Paris, the Bureau produces a free monthly bilingual (French-English) e-newsletter with five main sections that review the capital’s latest news and current trends in leisure and business travel – tailor-made information for the press and for tourism operators. The newsletter is circulated to more than 16,000 tourism professionals. You can subscribe to Paris News online at: <http://convention.parisinfo.com/en/promotional-tools/monthly-newsletter/>

ONLINE PHOTO LIBRARY

More than 3,000 recent images, reflecting the diversity of Paris, can be downloaded free of charge and used to illustrate brochures and articles. The photo library can be searched by theme or by keyword. New items are regularly added to the library, such as for example the new images devoted to business travel that were put online at the beginning of 2010. The photo library can be accessed at: http://photos.parisinfo.com/pro_en.html



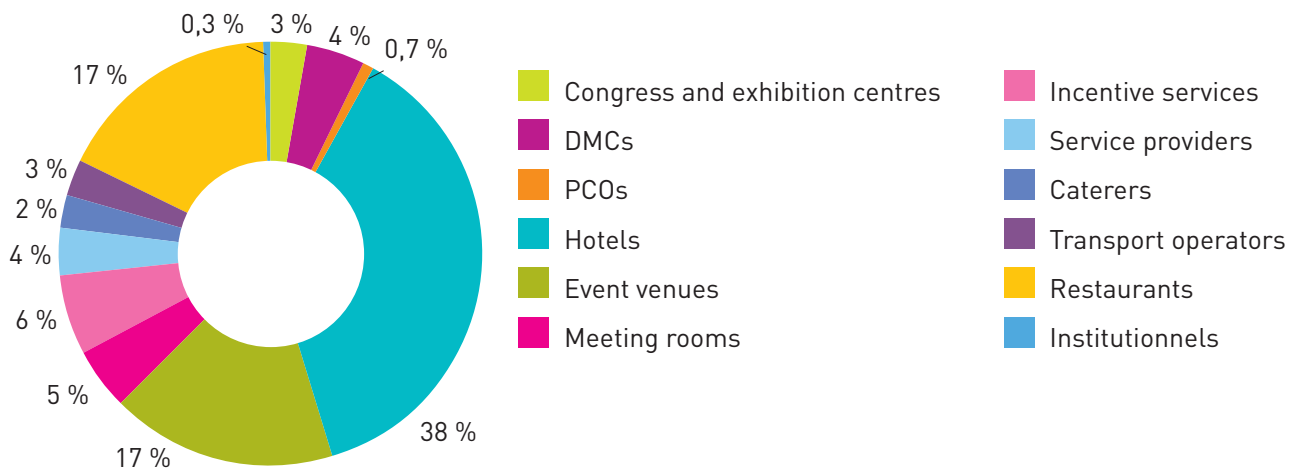


MEMBERS OF THE BUREAU

Since 2004, the Bureau has been federating business travel professionals, offering its business travel members a special membership scheme, allowing them to benefit from additional services focusing on the development of corporate events and congresses in Paris.

Among the 1,952 members of the Paris Convention and Visitors Bureau, 448 professional members, representative of all the activities in the meetings industry, joined the exclusive “business travel club” in 2010.

→ BREAKDOWN BY TRADE OF THE 448 “BUSINESS TRAVEL” MEMBERS IN 2010



INSTITUTIONAL PARTNERS

PARIS CITY COUNCIL

Bertrand Delanoë, the Mayor of Paris, keen to mark his personal commitment to defending Paris’s position as the leading business travel destination in the face of fierce international competition in this sector, made the development of the Fairs, Trade Shows and Congresses activity one of the City Council’s priorities. Since March 2008 the Mayor of Paris has been supported in developing this policy by the joint action of two deputy Mayors, Christian Sautter, in charge of Employment and Economic Development since 2001 and International Attractiveness since 2008, and Jean-Bernard Bros, in charge of Tourism since 2001 and New Local Media since 2008. During the preparation phase of bids for Paris to host major international congresses, mechanisms have been established, in close cooperation with the Paris Convention and Visitors Bureau, for coordination between all the players concerned to ensure an efficient and rapid response so that Paris can maintain its top-ranking position. The City Council, fully committed to hosting international trade shows and congresses, is involved in a number of actions to promote Paris as a destination, seeking to boost its international attractiveness.

Alongside this ambitious policy, it is also the task of Christian Sautter, deputy Mayor in charge of Employment, Economic Development and International Attractiveness, President of the Paris Development Agency, President of the association “France Active” to boost the capital’s employment and its economic vitality. On a more general level, Jean-Bernard Bros, deputy Mayor for Tourism and New Local Media, works to develop the tourism activities of the city and the metropolitan area, endeavouring to constantly improve the welcome offered to visitors and to develop innovative ways of discovering the city and its residents, for example the numerous initiatives in favour of a sustainable and participatory urban tourism.

www.paris.fr

THE PARIS CONVENTION AND VISITORS BUREAU



PARIS CHAMBER OF COMMERCE AND INDUSTRY

The Chamber of Commerce and Industry (CCIP) has long been involved in the fairs, trade shows and congresses sector (it created the Paris Fair in 1903) because of the major role these play in the economic development of the Île-de-France region. The CCIP has a wide range of activities: infrastructure planning and development (for example it built the Palais des Congrès and the Parc d'expositions de Paris Nord Villepinte); providing information and support for companies; joint participation in trade shows in France and abroad; helping businesses prepare applications for regional aid, deciding on the allocation of aid, etc.

The CCIP implements a global strategy in consultation with the other public authorities to reinforce the position of Paris and its region as a host city for international trade shows and international congresses.

Within the CCIP group, these missions are managed by different organizations.

On the operational side, its subsidiaries in private law, in a 50-50% partnership with the UNIBAIL group, are VIPARIS and COMEXPOSIUM.

VIPARIS is the largest European operator of exhibition venues; it owns or manages a total of 575,000 m² of exhibition space (Paris Porte de Versailles, Paris Nord Villepinte, the Palais des Congrès de Paris, the Carrousel du Louvre, CNIT Paris la Défense, etc.).

www.ccip.fr

OTHER INSTITUTIONAL PARTNERS

The Île-de-France Regional Council and its Regional Development Agency (Agence régionale de développement - ARD)

www.iledefrance.fr

Promosalons

www.promosalons.fr

The French Business travel Club (Club Français du Tourisme d'Affaires - CFTAR) of Atout France

www.franceguidepro.com

Foires, Salons et Congrès de France

www.fscef.com

France Congrès

www.france-congres.org

L'Office de justification des statistiques

www.ojs.asso.fr

Paris développement

www.parisdeveloppement.com



COMPOSITION OF THE NATIONAL STEERING COMMITTEE FOR FAIRS, TRADE SHOWS AND CONGRESSES

The National Steering Committee brings together 20 institutions, organizations and business members that have a major role in the sector.

Partners

- Fédération des Foires, salons et congrès de France (FSCF)
- France Congrès (association of mayors of congress cities)
- Paris Chamber of Commerce and Industry
- Exposium, organizer, member of the FSCF
- Fédération des métiers de l'exposition et de l'événement (FFMEE)
- Fédération nationale des sociétés d'économie mixte (FNSEM)
- Office de justification des statistiques (OJS)

Associate partners

- Union des métiers et industries de l'hôtellerie (UMIH)
- Syndicat national des agences de voyage (SNAV)
- Anaé (Association des agences de communication événementielle)
- A (rotating) representative from among: Aéroports de Paris, the RATP, the SNCF, Air France, the Fédération nationale des artisans du taxi, the Fédération nationale du transport de voyageurs par autocars (FNTV)
- Paris Convention and Visitors Bureau

State and public sphere

- Ministère en charge du commerce extérieur
- Ministère en charge du tourisme
- Délégation interministérielle à l'aménagement et à la compétitivité des territoires (DIACT)
- Deputy Jean-Paul Charié
- A representative of the Île-de-France governmental decision-making body

Clients

- Atout France and its Club français du tourisme d'affaires (CFTAR)
- Promosalons
- Comité des usagers des foires et salons du MEDEF
- Union des annonceurs (UDA)