



Press release
Paris, February 15th 2010

PLAINE DE FRANCE UDC AT MIPIIM 2010

International Roundtable “Airport corridors: a new era in the development of our cities”

At the MIPIIM real estate show in Cannes, France, the Plaine de France Urban Development Corporation (UDC) will be organising three events on Wednesday March 17th and Thursday March 17th to present its projects for the development of the Plaine de France, a future centre of excellence in the Greater Paris metropolitan area.

The major event will be the international roundtable on Thursday March 18th, which will take place from 10.00 am to 11.30 am in Marina Hall - Paris Region - Plaisance: Paris Region space (bar).

The theme of this international conference will be:

“Airport corridors: Amsterdam, Berlin, Paris”

Like the train stations of the past, airports have become magnets for new investment, which metropolitan areas must include in their thinking on spatial and economic development. As driving-forces of urban development, airport corridors in outlying suburban areas need to be opened up and viewed as genuine development opportunities. This is the challenge facing elected officials and operators.

In Paris, Berlin and Amsterdam, the creation of “airport corridors” and the related development strategies are seen as tools for promoting and capitalising on an area’s economic potential and strengthening the metropolitan area’s competitive edge. In the competitive global marketplace, the ability to provide the right conditions for attracting multinational companies to the airport zone is crucial.

“Airport corridors”, areas located between the city and its airport, are among the most dynamic economic zones in European metropolitan areas. Their accessibility makes them ideal places for developing technical and service sector activities.

For Amsterdam, Berlin and Paris, airport corridors provide obvious opportunities to redefine the function and methods of economic development in the metropolitan area and its outlying suburbs.

Klaus Peter Heinrich will discuss Berlin airport’s economic positioning and Wim Kranenburg the role of the airport itself in the airport corridor.

“The airport corridor is a powerful driver of a metropolitan area’s economic growth. We must also ensure that it benefits the surrounding area in terms of job opportunities and integration into a high quality urban setting. It is this global-local relationship that creates the challenge we are striving to meet.”

Hervé Dupont, CEO of Plaine de France UDC

Introduced and moderated by Hervé Dupont, Chief Executive Officer of Plaine de France UDC

Speakers:

- Klaus Peter Heinrich, Flughafenumbau-Entwicklungsgesellschaft, Berlin Brandenburg
- Wim Kranenburg, Director of Spatial Planning and Research, Schiphol Real Estate, Schiphol Group
- Mathis Güller, Architect-City Planner at Güller & Güller, Designer of the Paris airport project and winner of the 2009 Airport Region Conference

Conclusion by Hervé Dupont

* Presentations in English with simultaneous translation into French

At the MIPIM real estate show, the Plaine de France UDC will also hold two other events at its MAR PR 20 stand, located in the Paris Region tent, Marina Hall, "Plaisance":

Wednesday March 17th, from 3.00 pm to 4.00 pm

"From Le Bourget to Roissy: a centre of excellence"

Located along the Paris-Roissy route between Paris-Charles-de-Gaulle and Le Bourget airports, this 2,000-hectare space lies at the heart of the Plaine de France area where 450 hectares of land remain available for development. This exceptional reserve of land offers unique development potential for the Ile-de-France region. The UDC plans to develop "a model economic and environmental project", combining economic activities of international scope, major facilities and the development of waterways and open spaces. The purposes of this project are to boost the area's economic status both regionally and globally, to link it up with the development of the Bourget and Paris-Charles-de-Gaulle corridors, and to strengthen relations between the counties concerned (Val d'Oise and Seine Saint-Denis).

Speakers:

- Jean-Pierre Blazy, Mayor of Gonesse
- François Asensi, MP & Mayor of Tremblay en France
- Germain Buchet, Vice-President of the Roissy Porte de France grouping of municipalities
- Mathis Güller, Architect-City Planner at Güller & Güller, designer of the Paris airport project and winner of the 2009 Airport Region Conference award
- Hervé Dupont, CEO of Plaine de France UDC

Thursday March 18th, from 3.00 pm to 4.00 pm

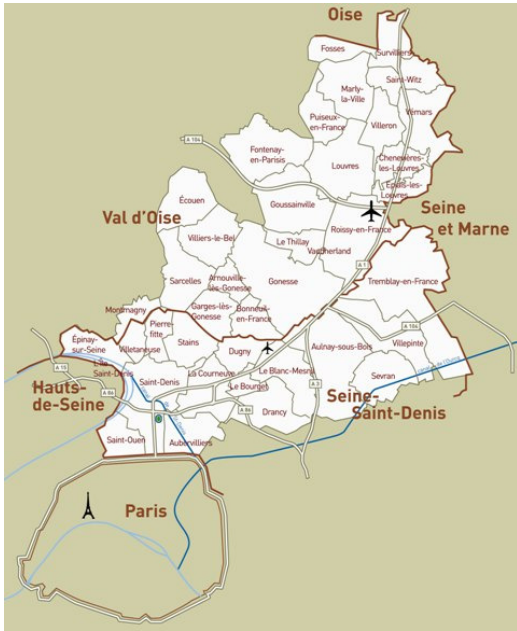
"Louvres and Puiseux-en-France: an eco-neighbourhood north of Roissy"

Between country and city, the Louvres and Puiseux-en-France eco-neighbourhood seeks to meet all sustainable development objectives by creating a new neighbourhood of **3,500 homes** with all the **necessary facilities** (new road links, railway crossings, etc.) to ensure the harmonious development of the two municipalities.

Located 30 minutes from Paris, served by line D of the RER mass rapid transit network and situated close to the main roads (A1 motorway, Francilienne orbital motorway, RD 317 trunk road), the Louvres and Puiseux municipalities are not subject to the constraints of Paris-Charles-de-Gaulle airport's noise exposure plan. These advantages permit residential development, which contributes to the objective of building homes for the Roissy area, a major centre of employment.

Speakers:

- Guy Messenger, Mayor of Louvres
- Roland Castro, Architect – Atelier Castro Denissof Casi – Project Manager
- Hervé Dupont, Chief Executive Officer of Plaine de France UDC



About Plaine de France UDC

The Plaine de France Urban Development Corporation is a public industrial and commercial institution (EPIC) jointly established in 2002 by a range of stakeholders: the Central Government, the Paris Ile-de-France Region, Val d'Oise and Seine Saint Denis county councils, municipalities and intermunicipal groupings. Located between Paris and Roissy, Plaine de France comprises 40 municipalities and has a surface area of 300 sq. km and a population of 990,000.

The Plaine de France UDC is tasked with undertaking projects that foster development, urban renewal and economic growth.

Designated as a priority development area, the central and regional government authorities have enshrined their commitment to its development in a joint state-region planning contract. Plaine de France is also one of the two strategic areas included in the "Greater Paris" development plan.

For more information or to download the map, go to: www.plainedefrance.fr

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