

HEADQUARTERS

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**MONTPELLIER, NANTES,
STRASBOURG AND TOULOUSE**
4 FRENCH DESTINATIONS, 1 BEATING HEART

ESAE & UIA
THE ART OF LOBBYING



Toulouse



La Petite France, Strasbourg

© Christophe Hamm

MONTPELLIER, NANTES, STRASBOURG AND TOULOUSE

4 French destinations, 1 beating heart

IT MIGHT SEEM A BIT ARTIFICIAL TO DO A FEATURE OF FOUR DIFFERENT FRENCH CITIES, ESPECIALLY SINCE THEY USUALLY COMPETE TO HOST THE SAME KIND OF EVENTS. BUT, THOUGH MANY THINGS DRAW THEM APART, THEY'RE MORE SIMILAR THAN YOU THINK. CONSTANTLY DRIVEN BY INNOVATIONS, WITH A WILL TO MOVE FORWARD AND NOT REST ON THEIR LAURELS, MONTPELLIER, NANTES, STRASBOURG AND TOULOUSE ARE ASSOCIATION DESTINATIONS *PAR EXCELLENCE* - HERE THEY JOIN FORCES TO OFFER ASSOCIATIONS A WIDE RANGE OF OPTIONS. **TEXT RÉMI DÉVÉ**



© Ville de Montpellier

Montpellier



© Patrick Gérard

Anneaux de Buren, Nantes

In a market where events of all sizes have become commonplace, you have to be visible. Today Montpellier, Nantes, Strasbourg and Toulouse have come together for a feature establishing a more efficient marketing, at the initiative of Headquarters and for this purpose only. With a high awareness of four distinct French destinations, the aim is to meet the congress organizer's high demands.

Think about this: if you're a pan-European association whose events have to rotate between destinations, this feature is made for you. In a way, Montpellier, Nantes, Strasbourg and Toulouse proudly stand in the four 'corners' of France and going to each of them - maybe not one after the other! - just makes sense, if you consider France as a destination of choice.

ALWAYS ON THE MOVE

Montpellier, Nantes, Strasbourg and Toulouse never seem to stand still. Current events are always at the top of the list. Take accommodation for example. There always seems to be a new addition to the local portfolio. In Nantes, for instance, a Radisson Blu hotel with more than 140 rooms will open in the very heart of the city in 2012, on the historical site of the old courthouse. In Montpellier as well, things are moving: the opening of the Crowne Plaza has added some useful rooms to an already rich accommodation offer; the inauguration of the Park&Suites Arena, a brand-new multifunction facility, has also added a lot to an already rich portfolio of meetings venues.

Montpellier, Nantes, Strasbourg and Toulouse are also attracting high-level researchers coming from the world over. Whether it be in ICT, aeronautics, the space industry, they all occupy today merited positions among the top ones in France, and this tendency that started few years ago is now intensifying. It is difficult to predict the scientific scenario with a perspective of few years, but the clever and open mentality of the people conducting research allows to expect the best.

Business tourism is also visible because Montpellier, Nantes, Strasbourg and Toulouse have attracted and are attracting leader industries of high technology: aerospace, nautical, transport, energy... and many others.

Take Toulouse for example: all scientific fields are represented in the destination, from research in medicine, biology and agronomy to mathematics and IT/communications, physics, chemistry and engineering, earth sciences and human and social sciences. Strasbourg also fares fairly good, with fields of expertise ranging from healthcare, chemistry, textile, ICT, imaging to photonics and optics, materials. No wonder the coming of high-profile events in these cities have contributed and will contribute to fascinating experiences!

TAILOR-MADE

In this report, Montpellier, Nantes, Strasbourg and Toulouse will get the same

In a market where events of all sizes have become commonplace, you have to be visible. Today Montpellier, Nantes, Strasbourg and Toulouse have come together for a feature establishing a more efficient marketing

treatment and the same opportunity to introduce themselves. The specificities of each destination, its meetings capacities and facilities, a short list of association events and the testimonial of a foreigner will be highlighted, explaining the reasons why go there... or not! All of these four French cities have qualities and assets: your turn to judge which one best suits your needs.

Of course, local convention bureaus or centres are here to help. With years of experience, they can offer services well suited for all those planning on bringing together their clients, partners or members. As meetings professionals, they have the indispensable know-how and resources to help you achieve success. They will act as one-stop shops and will put a network of partners at your disposal for planning and organizing your event. You usually will deal with a single liaison representative while benefiting from the expertise of an entire team... You could hardly ask for more.

10 GOOD REASONS TO CHOOSE MONTPELLIER, NANTES, STRASBOURG AND TOULOUSE

1. HIGHLY ATTRACTIVE CITIES

- + Over the years, the population of these cities has grown exponentially
- + Thousands of researchers

2. EASY ACCESS AND SUPERB HOTEL FACILITIES

- + European and international flights to and from many destinations
- + High-speed train station in the heart of city centres
- + Several thousands of hotel rooms, for all kinds of budgets, with more to come
- + Efficient public transport systems

3. EXPERTISE IN INNOVATION

- + World-renowned competitive clusters
- + Dynamic students' population

4. GREEN AS IT GETS

- + Eco-commitment and sustainable destinations
- + Dozens of parks and gardens

5. A UNIQUE MIX OF PEOPLE-BASED EXPERIENCES

- + City centres moulded by history
- + Places that have always welcomed foreigners
- + Cultures of humanism

6. CITIES OF HISTORY AND DISCOVERY

- + Dozens of pre- or post-conference possibilities, with UNESCO world heritage sites
- + Strategic locations at crossroads
- + Between the Mediterranean and the Atlantic, between mountains and oceans, between different countries

7. A REMARKABLE HERITAGE OF CULTURE AND GASTRONOMY

- + Zauerkraut, cassoulet, magret, foie gras, award-winning wines...
- + Dozens of major museums
- + Festivals and fetes galore

8. PLEASURE AND FRIENDLINESS COME HAND-IN-HAND

- + Thousands of restaurants
- + Endless shopping options

9. A CONTRACT BUILT ON TRUST WITH HUNDREDS OF SUPPLIERS

- + Hundreds of companies supplying top-quality, high-tech services, with just one aim - to make your event a success.

10. SPECIAL OFFERS FOR YOU

- + Tailor-made proposals by convention bureau and/or centres
- + Free urban public transport (under certain conditions)
- + Free culture pass (in certain cases)



Auditorium Berlioz, Le Corum Congress Centre

© L. Martorell



Park&Suites Arena

© Laurent Vlietrem



Agropolis International

© J.L. Girod

MONTPELLIER NEVER STANDS STILL

A CENTRE FOR SCIENTIFIC AND TECHNOLOGICAL RESEARCH WELL KNOWN FOR ITS PROGRESSIVE APPROACH, FLOURISHING BUSINESS PARKS, PRESTIGIOUS SCIENTIFIC AND CULTURAL INSTITUTIONS, OUTSTANDING TOURIST RESOURCES, THE CITY OF MONTPELLIER OFFERS A HOST OF OPPORTUNITIES. RENOWNED FOR ITS DYNAMISM AND FOR ITS UNIVERSITY FACULTIES, INCLUDING THE OLDEST FACULTY OF MEDICINE STILL IN OPERATION IN THE WESTERN WORLD, THE CAPITAL OF LANGUEDOC-ROUSSILLON IS ONE OF THE LEADING UNIVERSITY TOWNS IN FRANCE AND ONE OF SOUTHERN EUROPE'S MAIN BUSINESS CENTRES. FOR ASSOCIATIONS LOOKING FOR LINKS WITH A FRENCH CITY WITH A CLEAR-CUT IDENTITY, IT COULD WELL BE THE PLACE TO BE.

Montpellier is a city that seems to never stand still. In the last ten years, the city has not only seen France's highest growth in strategic jobs but it also boasts an excellent situation, especially for the 60,000 students in Montpellier's three universities, engineering and business schools. An outstanding centre for research, in ICT, medicine, pharmaceutical industry and biotechnologies, agronomy and water management, Montpellier is at the cutting edge of innovations of all kinds.

MEDICAL AND MORE

Its medical sector has risen out of the city's ancient traditions. A large number of leading-edge research centres and laboratories have set up here, confirming Montpellier's reputation in the field of public and private science and medicine, with private leading-edge research centres aplenty.

The biotechnologies sector is also growing rapidly with the emergence of companies specialising in the field of health, agronomy and the environment. With major institutions in contact with some twenty higher educa-

tion and research establishments working in the food industry sector, particularly the tropical and Mediterranean sectors, Montpellier also plays a major international role in North-South development and cooperation.

Those different scientific sectors have attracted a whole host of researchers, including internationally famous specialists, who sometimes serve as ambassadors when Enjoy Montpellier, the organization managing the main congress venues in Montpellier and promoting the city as a business destination, bids for a conference.

New York native Naomi Taylor is one of them. After pursuing studies in medicine and biology at Princeton, Yale and the Weizmann Institute and working in Connecticut and California, she decided to continue her medical research career in Montpellier and has now directed a scientific research group for the past 15 years there.

She explains her life in Montpellier: 'Living in Montpellier is wonderful and like New York,

it has a wonderful diversity of peoples and cultures. For a relatively small city, it offers an amazing number of concerts, theatre, dance performances, wine tasting (Estivale), festi-

Montpellier is a city that seems to never stand still. In the last ten years, the city has not only seen France's highest growth in strategic jobs but it also boasts an excellent situation

vals, open-air movies and more; it's impossible to take advantage of all of them but it's fun just seeing what's available. The large number of students also adds a lot to the vibrancy, and positive "craziness" of Montpellier, a place where there is a real creative spark.'

According to Naomi, Montpellier is more than just the city itself though. It is an incredible location from which to explore the Mediterranean Sea, exquisite vineyards and beautiful



MONTPELLIER THE HARD FACTS

1. ACCESSIBILITY

- + Montpellier Méditerranée international airport 10 minutes away from Le Corum and 2 minutes from the Park&Suites Arena and the exhibition ground
- + High-speed train station ten minutes walk from Le Corum

2. 7,835 HOTEL ROOMS IN ALL CATEGORIES from budget to five-star hotels

3. LE CORUM CONGRESS CENTRE

- + 3 auditoriums (2,000, 745 and 318 seats)
- + 6,000 sqm for exhibitions
- + catering space for up to 1,000 delegates

4. PARK&SUITES ARENA AND EXHIBITION CENTRE

- + 1 modular auditorium up to 7,500 seats
- + 135,000 sqm of exhibition space
- + 10 modular halls from 1,800 to 6,600sqm
- + 75,000 sqm of outside space
- + modular conference centre with up to 15 meeting rooms

PAST AND FUTURE ASSOCIATION EVENTS IN MONTPELLIER

- + 11th World Congress on Endometriosis (WCE), 600 delegates, September 2011
- + EUROMAT – European Congress and Exhibition on advanced materials and process, 2,000 delegates, September 2011
- + Annual Conference of the European Association of Zoos and Aquaria, 600 delegates, September 2011
- + 6th EU-China Business and Technology Cooperation Fair, 300 delegates, September 2011
- + 33th IDATE (one of Europe's leading market analysis and consulting firms for the telecom, Internet, and media industries) International Conference, 600 delegates, November 2011

mountains. Within a half hour, you can be at luscious beaches, tasting wines from Pic Saint Loup vineyards and even climbing the Pic Saint Loup for breath-taking views.

She continues: *'Montpellier, as the largest growing city in France, and the city planners though have done a great job at making many more areas of the city pedestrian-friendly and the bike sharing scheme works really well. The big change, on a logistics and esthetics level, is the tram.'*

As an organizer of scientific meetings, she's interested in taking advantage of some of the centrally placed venues: *'I had the good fortune to work together with "Enjoy Montpellier", the organization that facilitated and coordinated our efforts. Their input clearly goes a long way to fostering business tourism.'*

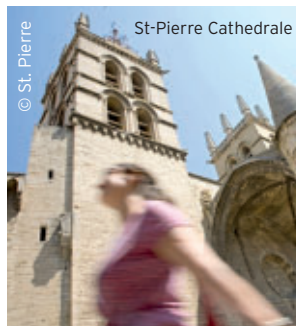
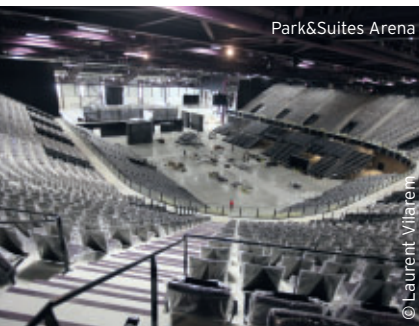
NOVELTIES

In addition to new hotels which have just opened in 2011, like the four-star 146-room Crowne Plaza directly linked to Le Corum

Congress Centre by a footbridge, or which are set to, like Courtyard Marriott (4 stars, 125 rooms), Park Inn (3 stars, 110 rooms), Holiday Inn Express (3 stars, 90 rooms), there are two main novelties in Montpellier which are worth settling on a bit.

The second biggest of its kind in France, the Park&Suites Arena is a brand-new multifunction facility - unique, innovative and exemplary in terms of sustainable development with 11,000 sqm of solar panel on its roof. Acting as a reference for multifunction facilities, it was just inaugurated in September 2010 on the Exhibition Centre area. As of 2012, it will be linked by tramway to the city centre and is already set to host one of the biggest congresses Montpellier has ever seen, with 2,500 participants expected in June 2012.

Talking about tram lines and accessibility, Montpellier will boast two news tram lines as of April 2012, bringing the total of lines to four and making the tram network the longest in France.



La Cité Nantes Events Center



NANTES AT FULL SAIL

Château des Ducs de Bretagne



the Radisson Blu hotel in 2012



A LEADING URBAN LOCATION IN WESTERN EUROPE, ON THE LOIRE RIVER AND CLOSE TO THE ATLANTIC OCEAN, NANTES IS A FIRST-RATE DESTINATION OFFERING AN EXCEPTIONAL ENVIRONMENT TO EXPLORE DURING YOUR EVENT. AN UNPRECEDENTED PROGRAMME OF CULTURAL ACTIVITIES IS BRINGING A NEW DIMENSION TO THE NATURAL ASSETS OF THE REGION OFTEN PRAISED FOR ITS HERITAGE AND NATURAL ENVIRONMENT. WITH EXTENSIVE SERVICES PROVIDED BY LA CITÉ NANTES EVENTS CENTER AND THE LIKES, NANTES OFFERS ALL THE CONDITIONS FOR SUCCESSFUL EVENTS. SELECTED AS THE EUROPEAN GREEN CAPITAL IN 2013, IT'S ALSO A DESTINATION PROUD OF ITS 'ECO-ATTITUDE'.

Very accessible, Nantes, the sixth largest city in France, is becoming a truly international city boasting remarkably dynamic industrial, economic and scientific activities. It's a very attractive, historical destination, with a great drive for innovation, for moving forward. Promoting the city and hosting international events are the first and foremost important objectives of the people working at La Cité Nantes Events Center, the convention center.

INNOVATIVE & CULTURAL

In 2010, Nantes was named a Hub city for innovation in the Innovation Cities Index by innovation agency, 2thinknow. And Nantes doesn't stand still... Nantes St Nazaire International Agency was launched last October to strengthen the promotion of the destination at an international scale, notably thanks to the creation of a convention bureau and a website www.nantes-just-imagine.com.

As a true metropolis where Jules Verne was born, Nantes is one of the major artistic and creative poles in France, a place where imaginary journeys have pride of place.

The cultural offering is almost expanding as we speak: under the umbrella of 'Voyage à Nantes' (a journey to Nantes), it's a whole new experience that's on display, with the unique Ducs de Bretagne castle, the famous giants of the Machines de l'île, the memorial museum dedicated to the abolition of slavery, the artistic laboratory called 'la Fabrique' or the Nantilus, the atypical floating barge.

LOCAL KNOW-HOW

Ideally centrally located, La Cité Nantes Events Center is an unmatched forum for the demonstration and exchange of the region's cultural, economic and scientific skills and know-how.

Since 2006, La Cité has entered partnerships with the main research and educational estab-

lishments that contribute to local excellence: Nantes University Hospital, the Ecole Centrale de Nantes and Ecole des Mines de Nantes engineering schools, the IFREMER marine research institute, the IFSTTAR - French institute of science and technology for transport, development and networks, the ONIRIS agrifood and veterinary school and Nantes University. La Cité also works closely together with the seven competitiveness clusters based in the region: in biotechnologies/healthcare, materials/microtechnology/mechanical engineering, ICT, agrifoods, transport, chemicals/materials, civil engineering and eco-building.

One thing is obvious in Nantes: the research, fundamental and applied, is increasing in quality and magnitude, with steps of giant

Today, these initiatives have been taken even further by an ambitious ambassador program, dedicated to local scientists who promote the excellence of Nantes and its region both in France and abroad.

A SPANIARD IN NANTES

Francesco Chinesta is one of Nantes' prestigious ambassadors. He is currently Professor of Computational Mechanics at the



Le Grand Auditorium, La Cité



Machines de l'île - OTNM



Passage Pommeraye

Ecole Centrale of Nantes and titular of the *European Aeronautics, Defense and Space - EADS - Corporate Foundation International Chair on Advanced Modeling of Composites Manufacturing Processes*.

He explains: *'I appreciate enormously this city with human dimension, vibrating at all the frequencies, in science, business, tourism, shopping, cultural offer, captivating all generations, a city where all religions, social classes, traditions and modernity, architectural styles including the impressive Loire castles, folklore and vanguardism, Britain and Pays de la Loire cultures, rivers and beaches, coexist harmoniously creating a captivating present in which past and future melt. Life is pleasant, rich and vibrant, it's a destination that creates strong attachments.'*

He has personally witnessed Nantes' scientific and technological leadership, with the creation of Technocampus EMC2 for instance. He explains: *'From a political point of view it was necessary to strengthen the Nantes' place during the Power 8 Airbus plan aimed at minimizing the dispersion of activities of Airbus in Europe. Scientifically this was an opportunity for us (i) to become a centre of excellence in composites materials forming processes and (ii) to enlarge the number of applications in addressing all aspects of composite forming including their applications to automobile industry, energy and transport. Located near the airbus site, the Technocampus enables to test demonstrators on a scale of near to one.'*

One thing is obvious in Nantes: the research, fundamental and applied, is increasing in quality and magnitude, with steps of giant.

The city is attracting high-level researchers coming from everywhere in the world. Nantes occupies today a merited position among the top ones in France, and this tendency that started few years ago is now intensifying more and more.

As far as the meetings industry is concerned, Francesco praised La Cité as it develops a key role. He says: *'People involved in these meetings appreciate very much the offering of the city, walking in the large pedestrian quarter, visiting its museums, the castle... enjoying shopping opportunities aplenty and the great variety of regional and international cuisine. The professionalism and friendliness of La Cité make possible, simple and easy the organization of any event, independently of its dimension, size and horizon.'*

GREEN AS IT GETS

La Cité Nantes Events Center operates at the heart of a territory that has, for the past twenty years, shown a strong commitment to sustainable development. As for the matter, the European Commission has recognized the city's ongoing commitment and selected Nantes as 'the 2013 European Green Capital'.

As an influential player in the development of the territory, La Cité has committed to ambitious goals for Corporate Social Responsibility. Besides its ideal location, its teams' eco-friendly behaviour and the optimized management of its facilities, La Cité is committed to offering environmentally responsible services at each stage of an event. This is made possible with the assistance of an eco-consultant, specialized in corporate sustainability and footprint audit (ADEME certified). La Cité has taken a step further and become

NANTES THE HARD FACTS

1. ACCESSIBILITY

- + 45 international routes (with direct flights) operate out of Nantes International Airport, recently awarded 'Best European Airport' by European regional airlines
- + 2 hours from Paris with 23 high-speed trains / day
- + Train station 5 minutes walk from La Cité Nantes Events Center
- + Eco-friendly public transport network

2. 7,000 BEDROOMS for all kinds of budget

3. LA CITÉ NANTES EVENTS CENTER

- + 3 auditoriums (2,000, 800 and 450 seats)
- + 16 meeting rooms for up to 300 people
- + Total exhibition space: 6,000 sqm

4. EXPO NANTES ATLANTIQUE

- + 63,000sqm of usable space, including 30,000 sqm of covered exhibition areas, 37,000 sqm from March 2013
- + 6 exhibition halls
- + maximum capacity: 5,000+ people for a conference

5. ONE INTERNATIONAL CONGRESS PER MONTH AT LA CITÉ

6. TWO INTERNATIONAL FESTIVALS

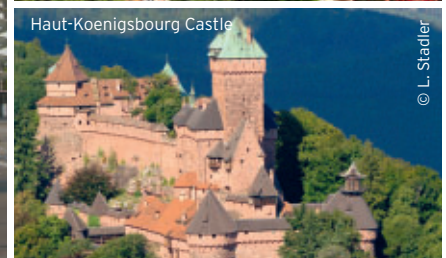
- La Folle Journée de Nantes (classical music festival) and the International Festival of Science-Fiction (the 'Utopiales') every year at La Cité

PAST AND FUTURE ASSOCIATION EVENTS IN NANTES

- + 22nd EAIE Conference 2010 - European Association for International Education (September 2010)
- + 7th EADO Congress - European Association of Dermato-Oncology (June 2011)
- + 11th Biennial Conference on Engineering Systems Design and Analysis - ESDA 2012 (July 2012)
- + Eurocities 2012 (November 2012)
- + International Conference on Ocean, Offshore and Archti Engineering - OMAE 2013 (June 2013)
- + 6th Annual meeting of the European Association for Animal Production - EAAP 2013 (August 2013)
- + EcoCity 2013 (September 2013)
- + XVIIIth Congress of the World Veterinary Poultry Association (August 2013)
- + The 64th CIRP General Assembly 2014 (August 2014)

one of the leading convention centres in France for its carbon footprint practices towards event organisers.

STRASBOURG KEEPS SURPRISING



STRASBOURG IS KNOWN BY MOST PEOPLE AS THE SYMBOL OF EUROPE. IT'S TRUE OF COURSE, THANKS TO THE PRESENCE OF MANY PRESTIGIOUS EUROPEAN INSTITUTIONS, BUT IT'S MUCH MORE THAN THAT. WITH A HISTORIC CENTRE LISTED TWENTY YEARS AGO AS WORLD HERITAGE BY THE UNESCO AND A 'COMMUNAUTÉ URBAINE' OF 470,000 INHABITANTS, STRASBOURG HAS ALWAYS BEEN AT A CROSSROADS, WHERE FIELDS OF EXCELLENCE HAVE PRIDE OF PLACE, WHERE MANY DIFFERENT INFLUENCES ARE COMBINED TO MAKE A UNIQUE DESTINATION.

Walking through Strasbourg you immediately feel it's fused into the Franco-German culture and although violently disputed throughout history, has been a bridge of unity between France and Germany for centuries, especially through the University of Strasbourg currently the largest in France, and the co-existence of Catholic and Protestant culture. Strasbourg is like a symbol for the German and French reconciliation and also the European capital of human rights.

FIELDS OF EXCELLENCE

Economically, Strasbourg is an important centre of manufacturing and engineering, as well as of road, rail, and river communications. The port of Strasbourg is the second largest on the Rhine. In terms of city rankings, Strasbourg has been ranked 3rd in France and 18th globally for innovation.

Alsace as a whole wants to strengthen its five fields of excellence through economic clusters that should help the transfer of knowledge. Alongside those clusters settled in Alsace - Alsace Biovalley, Vehicle of the Future, Fiber Innovative Cluster, Alsace énérgivie, Hydreos - there are additional centres of expertise which include chemistry, textile, ICT, imaging, photonics and optics, materials, and home design and fittings. For an association looking for specific links with a destination in which to organize an event, Strasbourg boasts assets that will make some of its competitors blush.

No wonder the city has recently reaffirmed its confidence in a bright future. The new brand 'Strasbourg the Eurooptimist' clearly stresses the city's European and international dimension and Strasbourg's renewed

faith in terms of its competitiveness in areas aplenty. This positive, pro-active attitude also involves Strasbourg Convention Bureau and the local players of the meetings industry. As a one-stop booking office to draw up your specifications, the Bureau is like a guide that will ensure the best possible outcome of your event. It federates synergies and provides assistance, thanks to its extensive network of partners offering a comprehensive raft of customized solutions to your needs, and a unique set of skills and services.

A EUROPEAN IN STRASBOURG

Originally from Madrid, Rafael Benitez is the Director of Programme and Finance with the Council of Europe where he has been working since 1994. Prior to his current position, he had other assignments including Head of the Counter-Terrorism Division, and Chief of Protocol. He's been a real 'Strasbourggeois' for more than 17 years now.

He explains: *'Strasbourg is a city with a very high quality of life. Life is easy and everything works. There is a wide array of things to do and a significant cultural offer, outstanding gastronomy and a beautiful countryside. The city has a well-preserved heritage and a lot of history to it. Germany and Switzerland are*

nearby and Paris can be reached in a bit over two hours. People are friendly and open and willing to share and there is also an important expatriate community due to presence of a number of international organisations and companies.'

According to him, Strasbourg has become more happening and more cosmopolitan over the years. The city always had the aspiration to be a crossroads but, now more than ever, takes pride in a clear-cut spot on the international map, as a lot of people from different countries visit it and some stay to work or live.

In terms of business tourism, Rafael Benitez puts it like this: 'The business of congress and events has significantly developed over recent years. Some major official events

Strasbourg has recently reaffirmed its confidence in a bright future. The new brand 'Strasbourg the Eurooptimist' clearly stresses the city's European and international dimension

including the NATO Summit and the Council of Europe Summit have taken place here. Together, the permanent presence of international organisations - the Council of Europe, the European Parliament, the European Court of Human Rights, the Eurocorps - has given additional visibility and attraction to the city as a place of choice for business tourism. Music festivals, the European Fair, the modern art fair START and a significant number

of professional events, fairs and congresses add to it. This is an important dimension to Strasbourg's business and international projection.'

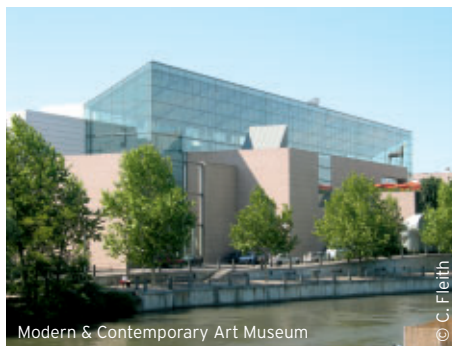
NOVELTY WAVES

Strasbourg won't of course rest on its laurels. In addition to a few hundreds hotel rooms in the forthcoming three years, thanks to Marriott Renaissance and aparthotels, the main development of the local meetings industry will concern Strasbourg Convention Centre. Situated in the heart of the prestigious European district, the facility already offers a total area of 50,000 sqm spread over two levels. Organizing or hosting about 350 events a year, it is managed, along the exhibition centre, by Strasbourg événements, which over recent years put a lot of emphasis in the hosting of association congresses, with many cross-border (namely French and German) ones.

But huge works are appearing on the 2014 horizon, as the restructuring and the extension of the venue have been agreed on. When completed, the new Convention Centre will boast some additional 8,000 sqm, a third auditorium and more meeting rooms. Worth noting is also the new project of the Exhibition Centre, with 50,000 sqm to be ready in 2016. Directly linked to the Convention Centre, it will increase Strasbourg's ability to host prestigious, large congresses. A new opportunity that Strasbourg événements is already actively preparing. To revitalize the European quarter, an international business district will also be integrated to this area in several phases, from 2018 to 2025, welcoming luxury business hotels, multinational companies, international organizations...



© J. Dorkel



Modern & Contemporary Art Museum

© C. Fleith

STRASBOURG THE HARD FACTS

1. ACCESSIBILITY

- + Strasbourg International Airport 15 minutes away from downtown Strasbourg (in addition, EuroAirport Basel/Mulhouse/Freiburg and Karlsruhe Baden-Baden are just an hour or so away)
- + High-speed train station 15 minutes from the Convention Centre and 10 minutes from the iconic cathedral

2. TWO HIGH-SPEED TGV LINES

- TGV Est (Paris 2h20), new Rhin-Rhône TGV (Lyon 3h30)

3. 8,000 HOTEL ROOMS

- in all categories, from budget to four-star hotels

4. 6 TRAM LINES

5. STRASBOURG CONVENTION CENTRE

- + 2 auditoriums (2,000 and 900 seats)
- + 11 meeting rooms (20 to 450 pax)
- + 15 breakout rooms
- + 9,000 sqm for exhibitions
- + Catering space for up to 1,890 delegates

6. 2014: EXTENSION OF THE CONVENTION CENTRE

- 8,000 additional square metres, 1 auditorium of 600 seats, 6 meeting rooms, catering space, exhibition space of 3,000 sqm

7. CAPACITY OF THE ZÉNITH: 10,000 pax

8. HOME OF NOBEL PRIZE WINNERS

SELECTED LIST OF EVENTS AT STRASBOURG CONVENTION CENTRE

2010

- European Material Research Society (2,200 pax), returning in 2012
- European Pesticide Residue Workshop (500 pax)
- Eur. Society of Contact Dermatitis (800 pax)

2011

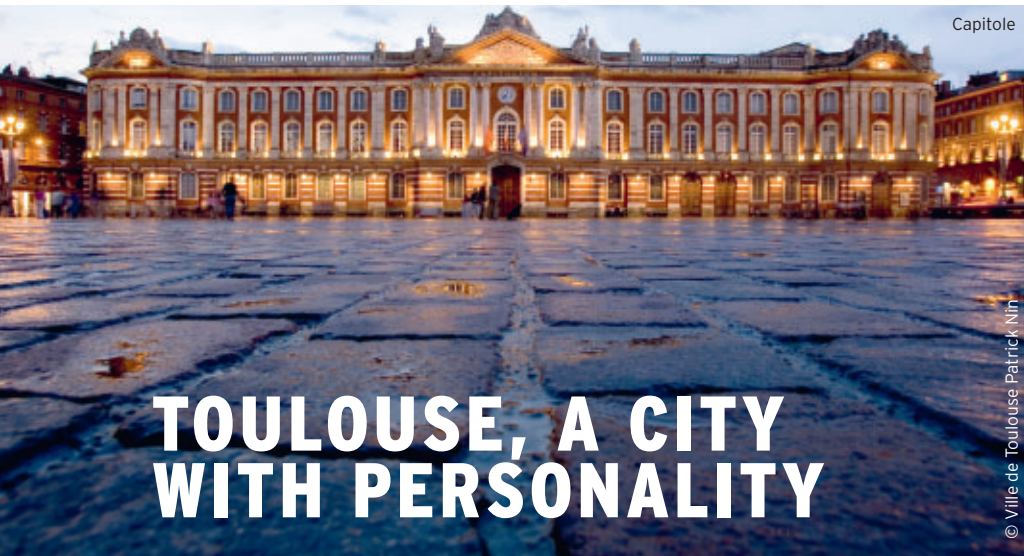
- Spie Europe - Green Photonics (300 pax)
- 2nd International Conference on Multifunctional, Hybrid and Nanomaterials (1,200 pax)
- 12th International Conference on Methods and Applications of Fluorescence (400 pax)

2012

- Congress of the European Academy of Paediatric Dentistry (900 pax)
- 22nd annual meeting of the European Society of Urogenital Radiology (500 pax)

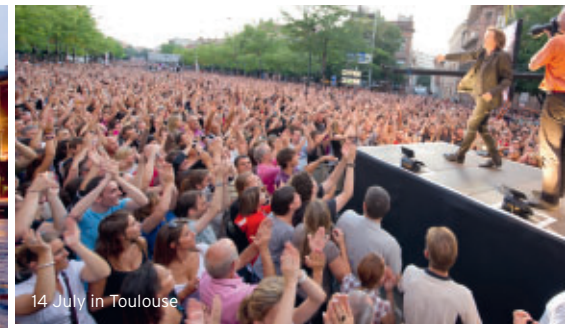
2013

- Advanced Automotive Batteries (500 pax)
- Amnesty International France (800 pax)



Capitole

© Ville de Toulouse Patrick Nin



14 July in Toulouse



Exhibition Park

TOULOUSE, A CITY WITH PERSONALITY

WITH AN IDENTITY BUILT ON A RICH HERITAGE OF 2,000 YEARS, TOULOUSE IS A CITY WITH GREAT PERSONALITY: FROM THE BEGINNING OF TIMES, IT HAS INSPIRED GREAT HUMAN ACHIEVEMENTS. WITH AN INFRASTRUCTURE IN CONSTANT EVOLUTION, IT NOW INSPIRES GREAT MEETINGS TO CHOOSE THE DESTINATION. EASILY ACCESSIBLE, TOULOUSE IS BECOMING A BEAMING DESTINATION IN THE EYES OF THE WORLD. WITH EUROPEAN AND EVEN INTERNATIONAL AMBITIONS, IT SEEMS TO BE ON THE MAP AS NEVER BEFORE.

Toulouse's deep roots go way back into the past. The city and its region boast many important historical sites and some 80 museums labeled 'Musées de France'. This coexistence of strong tradition and constant innovation makes it a natural site for the success of events of any size.

PINK, SPORTY AND FRIENDLY

The 'pink city', as it is popularly known, cultivates the sense of hospitality one only encounters in Southern France and distinguishes itself by its elegance and its legendary hosting abilities. Toulouse is a colorful city, with traditional markets, lively outdoor patios where, when evening comes, generations fraternize. Its gastronomy and famous 'foie gras', delightful southwest wines (must-eats and drinks for congress delegates!), the Canal du Midi, classified as a UNESCO site, and also its 160 gardens contribute to the quality of life.

Toulouse, the French and European capital of rugby, is also a city where values are trans-

mitted. The great performances of their glorious team of the 'Stade Toulousain', seventeen times champion of France, bring together a team spirit and a taste for adventure. Tucked between mountain and sea, its geographical location is ideal and its climate a dream!

A STRANGER'S LIFE IN TOULOUSE

To live in Toulouse is a privilege and the destination is highly coveted. With close to 800,000 inhabitants, the city is experiencing a great demographic expansion. For the last 20 years, 7,000 newcomers arrive each year, a record number in France that positions the pink city just after Paris.

Englishman Simon Thorpe is one of them. In France since 1982 and in Toulouse since 1993, he works on brain mechanism and visual recognition as a CNRS research director. His current interests are centered on understanding the phenomenal processing speed achieved by the visual system. He just organized the

European Conference on Visual Perception in Toulouse.

He explains: *'Toulouse has lot of character. It's a very laidback, young destination - yet not too touristy. The presence of a great number of students and the dynamism of the engineering schools add a lot to the atmosphere. Toulouse is of a definite human size, and yet the cultural offering is vibrant. You don't actually feel deprived of anything when you live in Toulouse.'* According to him, Toulouse has changed a lot over recent years: it got bigger, but the creation of two metro lines made commuting quite easy. Some congresses qualify for the "Congress Pass", courtesy of

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the convention bureau - So*Toulouse - that gives free access to all public transportation to their delegates, thus enabling them to get around the city very easily.

Simon Thorpe adds: *'In terms of meetings, one of the main assets of Toulouse is the*

strong presence and the professional support of the local hospitality and convention industry which share the culture of team spirit to serve effectively the interest of the events. I personally experienced it when the European Conference on Visual Perception that was held in Toulouse. Everybody showed an enthusiasm that made the difference. I can also safely add that, for pre- and post-conference tours, Toulouse and its surroundings are hard to beat!

WORLDWIDE POLES OF COMPETITIVENESS

Toulouse's economic leadership is of European level and contributes to the activities of the destination. The city is #1 in Europe and #2 in the world in aeronautics. It is also a European leader in the space industry and first in Europe for space communications, meteorology and climatology. With the 'Aerospace Valley', the destination is the first employment pool when it comes to aeronautics, space and airborne systems. It gathers 1,200 organizations providing 95,000 jobs altogether.

Toulouse also distinguishes itself in the health industry. The 'Cancer Bio Santé' and the 'Cancéropôle' of Toulouse are a mixture of medical research and innovation in the field. Other spheres of activities include more than 200 companies, and close to 1,000 researchers: the innovative agriculture and agro-industrial pole Agrimip has been designated first French pole of competitiveness for numerous projects. Toulouse's water industry is also recognized worldwide and at the heart

of the international debate on sustainable development.

Other sectors include biotechnology, attracting investments from big international groups, as well as ICT: with more than 50 years of expertise in technology research, Toulouse ranks 1st in France. When it comes to education, the city is the first pole of higher education in France after Paris, with 4 universities, 14 higher education schools, 5 international schools and 110,000 students.

NEW AND STATE-OF-THE ART IN TOULOUSE

Toulouse is acquiring a new tool to achieve its European ambitions. It is a 'new generation' centre that will open its door in 2015 in Toulouse and propel the destination to the rank of the big European metropolis as far as international congresses are concerned. Located to the north west of the city, by the airport, the site will be accessible very easily, especially by public transportation.

The building will have great capacities, for up to 5,000 people for congress and 8,000 for live performances, with 100,000 sqm of usable floor space, a modular exhibition hall that can accommodate up to 12,000 persons, 40,000 sqm of additional halls, 15,000 sqm of welcome and food and beverage areas, and an outdoor exhibition area of more than 40,000 sqm. Be careful what you wish for!

TOULOUSE THE HARD FACTS

1. ACCESSIBILITY

- + Toulouse-Blagnac Airport, 15 min from Toulouse city centre, a total of 86 routes, international flights to Europe, Africa and Canada and to every European capital
- + Toulouse Matabiau high-speed railway station right in the city centre

2. VERY EFFICIENT PUBLIC TRANSPORTATION NETWORK

3 metro lines, a new tram line, numerous bus lines, free electric shuttles

3. 11,700 HOTEL ROOMS

ranging from budget to five-star hotels

4. MAIN CONGRESS FACILITIES

- + New congress and exhibition centre in 2015
- + Pierre Baudis Congress Centre: 500-seat auditorium, 24 modular spaces (20 to 1,200 pax), 2,400 sqm of exhibition space
- + Toulouse Expo: 9 halls, 40000 sqm in total
- + Zénith de Toulouse: for up to 1,200 guests dinner style

UPCOMING ASSOCIATIONS EVENTS IN TOULOUSE

- + 15th AOC 2012 & PA3S (July 2012)
- + ISPA Conference (July 2012)
- + Congress of the European Calcium Society (September 2012)
- + ROCOND'06 (July 2013)
- + ESMRMB 2013 Congress (September 2013)
- + 20th IFAC World Congress 2017 (July 2017)

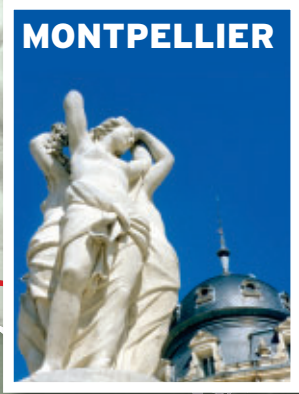


Serre volante



National Orchestra of Toulouse





MONTPELLIER

Bertrand Rouanet
Business Development & Marketing Director

Enjoy Montpellier
Esplanade Charles de Gaulle
BP 2200
34027 Montpellier Cedex 1

T. +33 (0)4 67 61 66 32
sales@enjoy-montpellier.com
www.enjoy-montpellier.com

NANTES

Elodie Coudre
Manager - Marketing and Development Department

La Cité Nantes Events Center
5 rue de Valmy, BP 24102
44041 Nantes Cedex 1

T. +33 (0)2 51 88 20 08
elodie.coudre@lacite-nantes.fr
www.lacite-nantes.com

STRASBOURG

Mireille Dartus
Director

Strasbourg Convention Bureau
34 rue du Tivoli
67000 STRASBOURG

T. +33 (0)3 88 13 41 33
mdartus@mystrasbourg.com
www.mystrasbourg.com

TOULOUSE

François Lafont
Development Manager

So*Toulouse - Convention Bureau
Arche Marengo A1
Allée Jacques Chaban Delmas
31500 TOULOUSE

T. +33 (0)5 81 31 30 22
f.lafont@so-toulouse.com
www.so-toulouse.com