

# Hubert Duault

Managing Director of **Paris Développement**  
(The Paris Economic Development Agency)

## 1. Introduction

- Location in a large city adds to a company's productivity ...
- ...but concentration has economic and social costs

## 2. Paris figures

- Paris, a world-class metropolis
- Paris, capital of a centralized state

## 3. Economic performance of metropolitan Paris

## 4. Paris now, two goals to reconcile

- Make the city a better place to live for all its inhabitants
- Confort Paris international status
- The Paris Technopole Project

# 1.1 Location in a large city adds to a company's productivity ...

- **The fact:** Enterprises located in metropolitan areas have greater productivity. Productivity in Paris is 30% higher than the national average
- **There are many reasons,** all tied to the dynamism of economic networks and the abundance of information and personal ties.
- **Favourable consequences:**
  - The stimulus of inter-company competition
  - Innovation
  - Flexibility

## 1.2...but concentration has economic and social costs

- Congested transportation
- Scarce and costly real estate
- Pollution (air, noise, etc.)
- Social inequality
- Insecurity

## 2.1 Paris, a world-class metropolis

Paris and London are Europe's two major metropolitan centres :



## 2.1 Paris, a world-class metropolis

- Paris and London are far larger than other European metropolitan areas:

	Population (million)	Employment (million)	GDP (€ billion)
PARIS	11.8	4.9	395
LONDON	13.2	6.4	413

## 2.2 Paris, capital of a centralized state

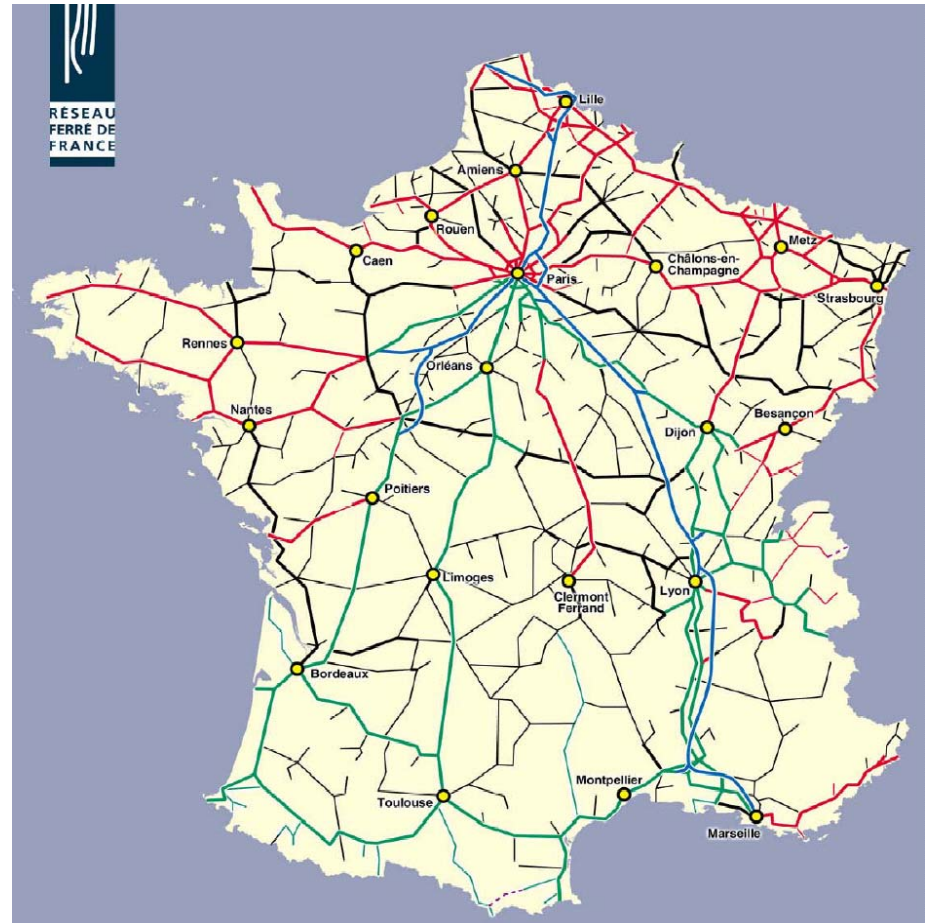
### Some historical background

- Paris's importance is the fruit of a long political process.
- On the international stage, Paris reached its apogee in the second half of the 19th century.
- After 1945, France's regional development program contained a disproportionate growth of the Paris region.

## 2.2 Paris, capital of a centralized state

### A good illustration

The French  
railroad network



## 2.2 Paris, capital of a centralized state

- Concentration of business activity in the Paris region:

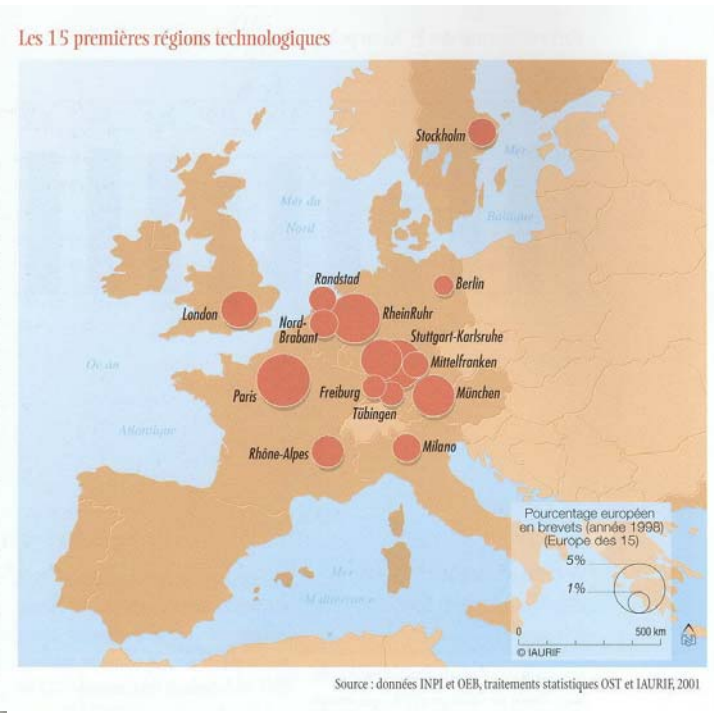
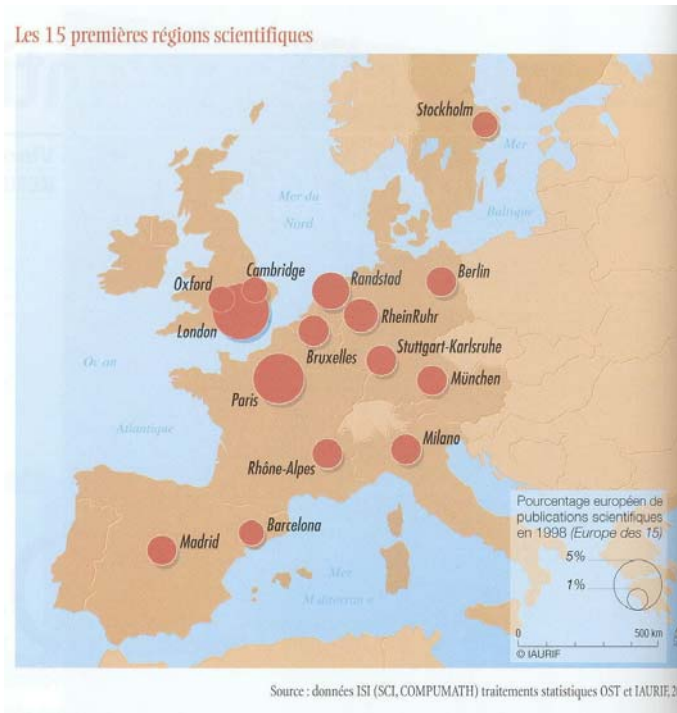
2% of the nation's land

20% of its population

29% of its wealth.

# 3. Economic performance of metropolitan Paris

- A highly qualified labor force
- Scientific and technological accomplishment



# 3. Economic performance of metropolitan Paris

- Very easy access
- Abundant commercial real estate
- Conference possibilities:

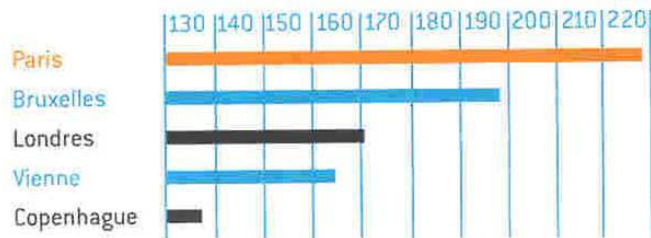
1st in Europe for ...

... international conferences

... trade fairs and shows

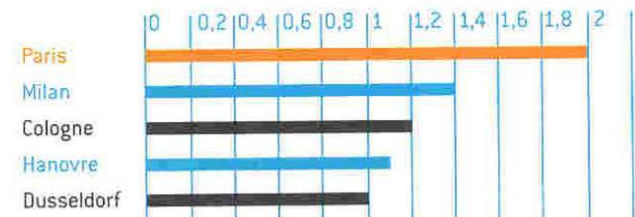
Les 5 premières villes européennes en nombre de congrès d'associations internationales (en 2002)

Source : Union des Associations Internationales - 2002



Les 5 premières villes européennes en surfaces nettes louées par les foires et salons (moyenne annuelle 1999/2000, en millions de m<sup>2</sup>)\*

Source : CERMES-Université de Bologne/Trattement CCIP - 2002



\*Sur la base des manifestations contrôlées par les organismes certificateurs nationaux



### 3. Economic performance of metropolitan Paris

PARIS DÉVELOPPEMENT

In all:

The highest labor productivity among European metropolitan areas ...

... but with the counterparts of major cities, pollution, traffic congestion,

...and a major challenge to face, expand the job opportunities to all

## 4.1 Paris now

### Two goals to reconcile

- Make the city a better place to live for all its inhabitants
- Confort Paris international status as a major european business centre

## 4.2 Paris now

Make the city a better place to live  
for all its inhabitants

### Principal infrastructure plans

- Inter-regional transportation
- Local transportation
- Housing and environment

## 4.3 Paris now

### Confort Paris international status

- An ambitious support policy for developing high added value activities
- A guiding principle: innovation
- A program: promote Paris as a pole for technology – The Paris Technopole Program

## 4.3 Paris now

# The Paris Technopole Project

- A dynamic program for mature companies:
  - Support for locating business
  - Creating networks with R&D laboratories
  - Technology transfers, « cross fertilization »
- Support for start-ups and young enterprises:
  - Incubators
  - The next step

## 4.3 Paris now

# The Paris Technopole Project

Three strategic industries:

- Biotechnology
- Information Technology
- Design