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## PRESS RELEASE

**Provence Promotion and Euroméditerranée are launching a partnership with the national head offices of major groups. The goal: to convince them that the future of the workplace is being invented in the Aix-Marseille-Provence metropolitan area.**



*ADI's heads of real estate, with Jean-Luc Chauvin (CCI and Provence Promotion), Yves Vidal and Bernard Deflesselles (Aix-Marseille-Provence metropolitan area) at thecamp.*

**On September 17 and 18, the players in our region most involved in attracting new business – Provence Promotion, Euroméditerranée, the Grand Port Maritime de Marseille, Marseille-Provence Airport and Aix-Marseille University – met with the real estate officers of around ten major groups to spend time considering the aspirations of new generations of workers. Considering issues such as mobility, centrality and diversity, they asked: What are the best solutions for creating the workplaces of the future in Aix-Marseille-Provence?**

The ADI (*Association des Directeurs Immobiliers*), bringing together the real estate departments of 400 companies, has announced the release of a publication in December 2020 at the SIMI professional real estate show, which will take stock of the views of real estate officers from major French groups on the future of workplaces, based on the Aix-Marseille case study, in partnership with the Euroméditerranée public agency for

urban renewal – one of its historical partners – and the Provence Promotion economic development agency. Over two days, the real estate officers attending the event were able to visit the region's flagship urban developments and spend time, amid the inspiring settings of thecamp in Aix-en-Provence, reflecting on and constructing a shared vision of workplace transformation. It provided an opportunity for Provence Promotion and Euroméditerranée to strengthen their relations with the management of the major employers in the metropolitan area.

Three key themes were discussed during this event.

- Hyper-connectivity for smart buildings via intercontinental cables

The COVID crisis revealed the need for companies who establish a base in a region to be able to ensure connectivity for all of their employees, wherever they may be. In France, two hubs connect the country to the rest of the world: Paris and Marseille. The Aix-Marseille area is on track to have one of the world's five highest concentrations of submarine cables, thus significantly reducing connection costs and times. This aspect is now a decisive one in strategies for determining the locations of future premises.

- Workers return to city centers

While the trend toward telecommuting and remote meetings has intensified, there is still a vital need to gather. City centers are home to more and more co-working spaces and third places which allow people to get together, as well as offering alternatives to business districts.

- New eco-housing districts

Aix-Marseille-Provence is the biggest and most populated urban area in France after Greater Paris. Considerations about mobility, centrality and mixed use are key concerns in new projects undertaken in urban planning, office buildings and residential constructions. The Euroméditerranée eco-city integrates a mix of functions and co-working spaces for makers and services, shared between inhabitants and workers. It also acts as an ecological model, with a geothermal seawater plant that produces all the energy needed to heat and cool buildings.

Jean-Luc Chauvin, Chairman of the Aix-Marseille-Provence CCI and Provence Promotion, believes that *"Provence Promotion is well placed to understand the challenges of the future regarding work places as it creates between 1,500 and 1,800 new work positions every year in the area, also characterized by offices, factories, R&D centers, and so on. It is vitally important to seize the opportunity presented by the post-COVID period. Discussions with real estate officers of large companies will provide greater clarity on our ability to facilitate their future plans to locate operations in our region."*

Managing Director of Euroméditerranée Hugues Parant adds: *"The Euroméditerranée EPA is looking ahead to identify the effects of the transformation of tertiary work and its impact on workplaces and spaces, with a strong interest in developing intergenerational working environments: This is one of the goals for the new phase we are developing in the Euromed 2 project."*

Lastly, Jacques Perpère, Head of Real Estate for the Airbus Group and Secretary General of ADI, says: *"As real estate officers for large groups, we are seeing that our employees, especially from the younger generation, are demanding amenities in their workplace: catering, leisure, health, sport... and we can only address these needs by working closely with local authorities. The study we are conducting together into the future of workplaces provides an excellent opportunity to develop this partnership."*

### **About Provence Promotion**

Provence Promotion is the economic development agency for Aix-Marseille-Provence which, every year, helps between 60 and 80 companies to create new workplaces. Its mission is to attract talent, entrepreneurs and investors to create sustainable employment in Provence. The agency is jointly funded by the Aix-Marseille-Provence metropolitan area and the Aix-Marseille-Provence CCI, alongside public and private economic players

from the local département (Grand Port Maritime de Marseille, Marseille Provence Airport, Euroméditerranée, AMU, Airbus Helicopters, etc.).

**For more information:**  @Investinprovence - investinprovence.com

**About Euroméditerranée:**

For more than twenty-five years, the Euroméditerranée EPA (public agency for urban renewal) has been designing, developing and building the sustainable Mediterranean city of tomorrow at the heart of the Aix-Marseille-Provence metropolitan area. This program, run by the State and all local government bodies, has established itself as an accelerator of unprecedented attractiveness and economic, social and cultural development.

**Communication**

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