

Making Europe
More Attractive

LA BAULE
JUNE 3, 4 & 5
2009

PRESS RELEASE

Paris, 13 october 2008

2009 LAUNCH

CITIES THE KEYNOTE THEME AT THE 7TH WORLD INVESTMENT CONFERENCE IN LA BAULE - JUNE 3, 4 AND 5, 2009

The co-chairmen of the Europe+ Foundation, **PIERRE GUÉNANT**, President of the PGA group, and **PATRICK GOUNELLE**, Global Managing Partner EMEA Integration with Ernst & Yong, today announced the dates and the keynote theme for the 7th annual World Investment Conference in La Baule.

The Conference, which, along with the three associated events, focuses on ways to enhance the attractiveness of Europe and its regions for investment, technology and talent, will this year be making

« **INVESTMENT IN CITIES, AN OPPORTUNITY FOR EUROPE** »

its keynote theme for debates and recommendations.

› With this choice, the Europe+ Foundation aims to highlight the place of cities in the dynamics of regional attractiveness. As Pierre Guénant points out, “The world’s great cities are growing faster and faster, and demographers forecast that by 2030 a full 80% of the world populations will live in urban areas. Cities are key drivers for the attractiveness of investment, offering significant opportunities for businesses seeking new scope for growth in an uncertain global economic context.”

› An important aspect of this is the weight cities attach to responsible investment in areas relating to water, transport, energy, waste, property development, town planning, culture and education. Deployed within the framework of private-public partnerships, these investments illustrate broad commitment to the goals of sustainability. “Businesses need to leap at the enormous opportunities to make an active contribution to the economic and social development of cities,” comments Patrick Gounelle. “Ethical issues will be a critical challenge for businesses seeking to combine a robust corporate culture with economic performance over the long term,” he argues, concluding that “in the future, the ethical performance of businesses -- what is often called social governance -- will be a fundamental component of corporate image.”

ON THIS OCCASION,
ERNST & YOUNG WILL ANNOUNCE
THE RESULTS OF ITS ANNUAL
SURVEY ON THE ATTRACTIVENESS
OF EUROPE AND ITS REGIONS
WITH A FOCUS ON GLOBAL CITIES
ATTRACTIVENESS.

Making Europe
More Attractive

EUROPE+
FOUNDATION

LA BAULE
World Investment
Conference

*Making Europe
More Attractive*

LA BAULE

JUNE 3, 4 & 5
2009

STRATEGIC PARTNERS*

BT
CARLSON WAGONLIT TRAVEL
FREESCALE
GE
LUCIEN BARRIÈRE GROUP
PSA PEUGEOT CITROËN
SIEMENS
WHIRLPOOL
XEROX

INSTITUTIONAL PARTNERS*

DIACT
EUROPEAN COMMISSION
INVEST IN FRANCE AGENCY
INVEST IN WESTERN FRANCE
AGENCY
NANTES METROPOLE
PAYS DE LA LOIRE REGION

SPONSORS*

APPLE
CIC BANQUE CIO-BRO
CONTINENTAL AIRLINES
SONY
TDF

MEDIA PARTNERS*

BFM RADIO
BUSINESS WIRE
CAPITAL FINANCE
CNBC
EURONEWS
FINANCIAL TIMES
TIME MAGAZINE
L'USINE NOUVELLE

* Partners 2008

WITH THE WORLD INVESTMENT CONFERENCE AND ITS THREE PARALLEL CONFERENCES

- › the **SECOND TRANSATLANTIC GREEN PLATFORM** dedicated to « Global Cities, Green Growth »,
- › the **GLOBAL TECHNOLOGY SHOWCASE** centred on « E-Cities, ICT »,
- › and the **FIRST EUROPEAN BRAINPOWER FORUM** which takes « Smart People, Smart Cities »,

for its theme, the Europe+ Foundation aims to analyze the mechanisms that will structure the cities of the future and place them in an appropriate perspective.

As Patrice Lefeu, the Foundation's Chief Executive and director of the conferences explains, *"The world's great cities offer a model type of ecosystem for sustainable development. Critical factors include*

- *growth, typology of populations,*
- *living conditions and market dynamics*
- *as well as the fruitful contacts and creative emulation that result from the concentrated presence of research centres, industrial parks and universities. What we aim to achieve with a comparison of major cities around the world is to understand the forces shaping the dynamics of the ecosystem considered in terms of its finality in attracting responsible investment, advanced technology and the best talent, with special reference to cities in Europe."* Commenting on this objective, he concludes that *"Sustainable productive investment has long-term goals, making for a stark contrast with the volatility of financial markets and the resulting threats for the global economy. It should be an absolute economic priority for Europe."*

THE MAYORS OF GREAT CITIES AROUND THE WORLD SUCH AS SHANGHAI, LOS ANGELES, TOKYO AND DELHI, AS WELL AS THOSE OF EUROPEAN CAPITALS, WILL BE INVITED TO CONTRIBUTE THEIR INSIGHTS AT LA BAULE ON JUNE 3, 4 AND 5 OF THE COMING YEAR.

PRESS CONTACT:

Antonella Guerra
Europe+ Fondation
Tel: +33 (0)1 46 93 88 86
E-mail: a.guerra@europeplus.org

The Europe+ Foundation is an independent platform that supplies analytical tools and governance guidance to promote the attractiveness and competitiveness of the European Union, its Member States and regions. The Foundation's aim is to take the conclusions of WIC working groups further and ensure follow-up of recommendations addressed to the European Commission and the European Parliament, as well as to governments and Member States. "Europe+ is a dynamic platform founded on the exchange of best practices, the diversity of its members, the multiplicity of its experiences and public-private partnership. We are neither a lobby associated with particular interest groups, nor a traditional think tank working on general or purely theoretical positions," remind the two Co-Chairmen of the Foundation. The high-level think tank of Europe+ gathers more than a hundred international personalities drawn from the world of business, government and academia.