

FRANCE MEETING HUB

SHARE EXPERIENCE CREATE



NANTES 24-26
SEPTEMBER 2014

PRESS KIT

WWW.FRANCEMEETINGHUB.COM

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FRANCE MEETING HUB 2014, A "GREEN" BUSINESS EVENT

The 2nd edition of France Meeting Hub, a French business tourism promotion operation organised by Atout France, will take place in Nantes from 24 to 26 September 2014. It is a great opportunity to introduce international buyers to France's offer in sustainable business tourism, particularly in the Pays de la Loire region...

France Meeting Hub aims to strengthen France's position in the professional meetings and events sector. It showcases the diversity, quality and new initiatives of the French congress and trade events offer to international events organisers and facilitates their cooperation with French professionals.

After Marseille in 2013, Atout France is bringing together around a hundred hosted buyers from 29 different countries and around sixty French professionals in Nantes from 24 to 26 September.

France Meeting Hub will have three major focuses: meetings, cooperation and knowledge sharing.

This will promote France's know-how in the organisation of professional meetings and events, with a special focus on the

host destination's environmentally-friendly offer. The meetings will be organised in various venues across Nantes, La Baule and Angers, with many opportunities for showcasing the entire Pays de la Loire region's sustainable development offer and raising awareness of environmentally-friendly events.

200 people will attend various events (workshops, visits, incentives, evening events and educational tours), organised around a common theme: "Organising an environmentally-friendly professional event in France".

This interactive forum will be a key opportunity to better understand sustainable development issues, with talks, a participatory workshop and live quizzes on the topic, while encouraging the audience to react via a mobile application.

This theme was chosen with the aim of raising awareness within the sector of sustainable development issues in events organisation.

With the Paris Climat 2015 Conference on the horizon, Atout France is working hard to ensure that our destination gets hold of this issue properly.

France Meeting Hub is organised by Atout France in partnership with Air France KLM, with the support of Voyage à Nantes and its partners, La Cité des Congrès de Nantes, ExpoNantes, Nantes Just Imagine, Nantes Atlantique airport, Atlantia, La Baule Tourism Office, Saint-Nazaire Tourisme et Patrimoine and Angers-Loire-Tourisme.



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@francemeetinhub
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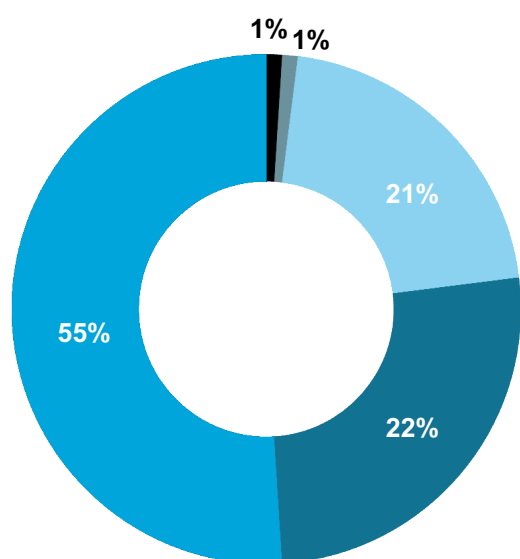
FRANCE MEETING HUB, PARTICIPANT PROFILES

Around a hundred international policy-makers from 29 countries will find out more about France's business offer.

All these guests are involved at some level in the choice or recommendation of a destination for organising an event.

Guests include:

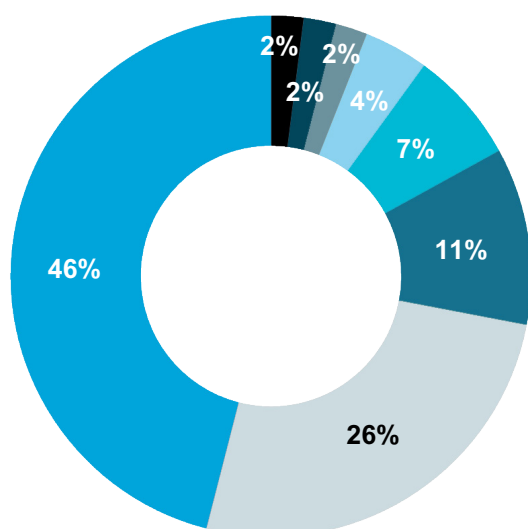
- Intermediaries and organisers: meetings, incentives and conference agencies;
- Events organisers;
- Journalists.



ORIGIN OF THE HOSTED BUYERS BY CONTINENT

- Europe
- North and South America
- Asia
- Africa
- Oceania

→ SEE THE ATTACHED LIST OF HOSTED BUYER NATIONALITIES



60 FRENCH PROFESSIONALS WILL ATTEND

- Destination
- Hotel
- Location
- DMC
- Shopping
- Transport
- Cruise
- Activity

→ SEE THE ATTACHED LIST OF EXHIBITORS

A special website has been set up - www.francemeetinghub.com - to facilitate contacts between hosted buyers and exhibitors. This system allows them to view the profile and information about participating exhibitors and to schedule their meetings in advance.

1,425 thirty-minute appointments have already been scheduled, with the aim of providing hosted buyers with as many arguments as possible to present France's offer in their respective countries on their return home.

FRANCE MEETING HUB, THE 2014 PROGRAMME IN NANTES



WEDNESDAY 24 SEPTEMBER

1:00PM – 2:30PM: Cocktail lunch at Le Nid, the bar on the 32nd floor (CCO) of Tour Bretagne
 2:30PM – 3:00PM: Official welcome by France Meeting Hub at CCO (Tour Bretagne) - plenary session
 3:00PM – 4:00PM: Press conference
 3:00PM – 6:10PM: Incentive activity "Surreal journey to the heart of the Quartier de la Création"

Free time

8:00PM – 10:15PM: Launch evening with cocktail dinner in the Passage Pommeraye



THURSDAY 25 SEPTEMBER

8:45AM: Coffee and welcome at the Cité des Congrès de Nantes
 9:00AM – 11:00AM: Interactive forum: "Sustainable development issues in the professional meetings and events sector" - Cité des Congrès de Nantes
 11:15AM – 12:15PM: Presentation of 3 French destinations: Alsace - Nantes / La Baule / Saint Nazaire - Angers
 12:30PM – 2:00PM: Lunch at the Cité des Congrès de Nantes
 2:00PM – 6:00PM: Workshop with pre-arranged meetings at the Cité des Congrès de Nantes
 Site inspection to business districts in Nantes

Free time

8:00PM – 11:15PM: Evening event and dinner at the Machines de l'Ile



FRIDAY 26 SEPTEMBER

9:00AM – 1:00PM: Workshop with pre-scheduled meetings at the Cité des Congrès de Nantes
 Site inspection to business districts in Nantes
 1:00PM – 2:15PM: Cocktail lunch at Felix brasserie (opposite the Cité des Congrès)
 2:15PM: Fam trip for the hosted buyers



FROM 26 TO 28 SEPTEMBER: DISCOVERY OF THE PAYS DE LA LOIRE REGION'S BUSINESS OFFER

The Pays de la Loire region will welcome the international hosted buyers to show off its business offer, paying special attention to its environmentally-friendly infrastructure.

➔ [SEE THE FAM TRIP PROGRAMME ATTACHED](#)

The post-tour will be dedicated to exploring the host region and its possibilities in terms of business tourism. As well as visiting sites, the various delegations will be able to meet local professionals and make further contacts over the course of these days.

THE PROFESSIONAL MEETINGS AND EVENTS INDUSTRY IN FRANCE

A FEW FIGURES

- Business travellers represent only 10% of the total number of international visitors to France, but they generate 35% of spending across the country.
- A business visitor spends 2.5 to 3 times more than a leisure tourist. 35 % of tourist spending in this country is by these customers.
- France has 18 international competitive clusters, modern conference and exhibition centres, hotels, convention bureaus, and significant regional diversity between the host destinations...
- According to the UNIMEV (French union for the events industry), over 1,100 fairs and trade shows are organised each year in France, and it is estimated that the sector generates some 120,000 jobs. There are 175 conference venues and exhibition centres (17% of which are in the Paris region), representing a surface area of 2.5 million sq m.
- 2013 ICCA rankings:
 - Number of international congresses by country:
 - 1 - USA: 829
 - 2 - Germany: 722
 - 3 - Spain: 562
 - 4 - France: 527
 - 5 - United Kingdom: 525
 - Number of international congresses by city:
 - 1 - Paris: 204
 - 2 - Madrid: 186
 - 3 - Vienna: 182
 - 4 - Barcelona: 179
 - 5 - Berlin: 178
- 6 French destinations are included in the world's top 100 cities for international congresses: Paris, Marseille, Toulouse, Lyon, Nice and Bordeaux.
- For 11 trade shows with certified figures, the number of international exhibitors grew between 3% and 4% in 2013 and the proportion of international visitors rose from 4% to 5%.
- 2014 will be a year of large economic events, with Eurosatory, the Paris Motor Show, SIAL, Emballage, Pollutec-Lyon and new events like the Le Havre Sailing Performance show. Large international events are in the pipeline, such as COP21 in 2015 or Euro 2016 and other long-term projects such as the 2024 Olympics or ExpoFrance 2025.

APPENDICES

LIST OF EXHIBITORS

TRANSPORT

AIR FRANCE & KLM GLOBAL MEETINGS

DESTINATION

ANGERS CONVENTION BUREAU
 BIARRITZ CONVENTION BUREAU
 BOURGOGNE MEETINGS & EVENTS
 CALVADOS TOURISM - NORMANDY
 CANNES CONVENTION BUREAU
 CLUB BUSINESS SUD DE FRANCE
 DESTINATION LA BAULE
 DESTINATION NANTES
 DIJON TOURISM
 LILLE'S CONVENTION BUREAU
 MEET IN ALSACE - COLMAR CONGRESS
 MEET IN ALSACE MULHOUSE CONVENTION BUREAU
 MEET IN ALSACE STRASBOURG CONVENTION BUREAU
 MARSEILLE CONVENTION BUREAU
 MONTPELLIER CONVENTION BUREAU
 NORD FRANCE CONVENTION BUREAU
 NICE CONVENTION BUREAU
 PARIS CONVENTION BUREAU
 REUNION ISLAND TOURISM BOARD
 SAINT-TROPEZ
 SARTHE MEETING - 24H DU MANS
 TIGNES SKI RESORT
 VENDÉE TOURISME
 VISIT SAINT-NAZAIRE

LOCATION

ABBAYE DE FONTEVRAUD
 DISNEYLAND PARIS
 DOMAINE DE CHANTILLY
 FRENCH CULTURAL SITES - ATOUT FRANCE
 TERRA BOTANICA BUSINESS CENTER
 YACHTS DE PARIS

CRUISE

CROISIEUROPE

ACTIVITY

HEADOO, THE CONNECTED PHOTOGRAPHERS

HOTEL

B&B HOTELS
 EVIAN RESORT
 HOTELS LUCIEN BARRIÈRE
 HYATT HOTELS FRANCE
 L'IMPERIAL PALACE**** ANNECY
 INTERCONTINENTAL CARLTON CANNES
 LE GRAND HÔTEL**** LE TO UQUET
 LES JARDINS DU MARAIS****
 NOVOTEL PARIS
 PULLMAN PARIS
 RADISSON BLU HOTEL PARIS
 TERRE BLANCHE HÔTEL SPA GOLF RESORT*****
 WESTOTEL BY WEST-EVENTS
 RADISSON BLU HOTEL NICE

DMC

AEREAU AGENCY
 LA FAYETTE GROUP, DMC
 LIBERTY INCENTIVES, DMC
 LOU GARD TOUR

SHOPPING

GALERIES LAFAYETTE
 LA VALLÉE VILLAGE

APPENDICES

LIST OF HOSTED BUYER NATIONALITIES

SOUTH AFRICA
GERMANY
ARGENTINA
AUSTRALIA
AUSTRIA
BELGIUM
BRAZIL
CANADA
CHINA
COLOMBIA
SOUTH KOREA
DENMARK
SPAIN
USA
FINLAND
UNITED KINGDOM
HONG KONG
INDIA
INDONESIA
ITALY
JAPAN
MEXICO
NORWAY
NETHERLANDS
CZECH REPUBLIC
RUSSIA
SWEDEN
SWITZERLAND
TAIWAN
THAILAND
UKRAINE

FRANCE MEETING HUB

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FAM TRIP



DAY 1. FRIDAY SEPTEMBER 26TH

2.30 PM - Transfer from Nantes to La Baule

4.00 PM - The largest cruise liner in the world under construction in Saint-Nazaire: Oasis 3

5.30 PM - Check-in: Hôtel Hermitage - Lucien Barrière

8.00 PM - 11.00 PM - Evening party at l'Escal Atlantic - Saint Nazaire

Stay overnight at your hotel



DAY 2. SATURDAY SEPTEMBER 27TH MORNING

9.00 AM - 11.00 AM

Discover La Baule

4 activities to choose from

Activity 1

- Guérande (medieval city) and Salt marshes

Activity 2

- City tour of La Baule by segway

Activity 3

- Thalgo La Baule: Thalasso discovery - 2 treatments

Activity 4

- Rally 2CV. Discover La Baule on board a legendary 2CV car



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DAY 2. SATURDAY SEPTEMBER 27TH AFTERNOON

12.00 PM - 2.00 PM - Cocktail Lunch and visit of Atlantia Congress Centre - La Baule

2.00 PM - Transfer from La Baule to Angers

4.00 PM - Visit of Terra Botanica - Green incentive

6.30 PM - Check-in

Hôtel Mercure Congrès
Hôtel d'Anjou

7.30 PM - Evening party and cocktail reception at the Jean-Lurçat museum

Stay overnight at your hotel

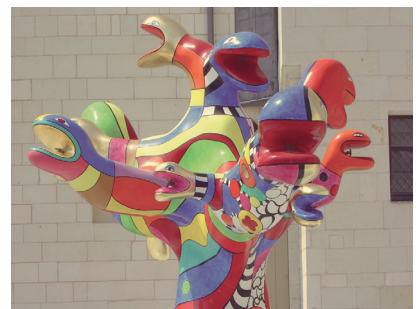


DAY 3. SUNDAY SEPTEMBER 28TH

9.30 AM - 11.30 AM - Brunch at Angers castle

Transfer to Nantes or Paris

Opportunity to visit the Abbey of Fontevraud for departures later



ATOUT FRANCE, FRANCE TOURISM DEVELOPMENT AGENCY

With 84,7 million international visitors, generating €42,7 billion of tourist revenue in 2013, tourism is a major industry for France, making up 7.33% of its GDP in 2012.

Atout France was established in 2009 with the aim of promoting the development of this sector, and pursues this objective through various projects:

Observing and analysing the tourist market

The Agency runs ongoing and in-depth market watch and analysis programmes on the international tourist. This understanding both of supply and demand provides a comprehensive overview of the state of world tourist markets, which helps define the major strategic orientations required for the development of French tourism.

Enhancing and marketing the French tourist offer

Atout France offers its expertise in tourist engineering with the aim of making businesses more competitive and destinations more attractive.

The Agency also supports 1200 professional partners (regional and departmental tourist Committees, local Tourist Boards and over

800 private businesses) in their marketing and tourism promotion efforts in France and around the world. More than 2000 promotional campaigns are run every year, targeting the general public, professionals, and the press.

Optimising quality of services

Atout France runs some specific projects that aim to improve the quality of tourist offerings. This involves rating tourist accommodation, managing the registration of travel operators but also monitoring and promoting labels like "Vignobles & Découvertes" for wine tourism.

A local, national and international sphere of activity

Atout France works internationally through a network of 34 offices across 32 countries. This unique organisational system, which employs more than 250 people, provides the agency with a perfect understanding of international markets and cultures and enables it to successfully target and communicate the activities of its partners, from project design to marketing and sales.

Find out more at:
www.atout-france.fr or www.rendezvousenfrance.com



2014 FRANCE MEETING HUB PARTNERS

AIR FRANCE & KLM
Global Meetings



Aéroport
Nantes Atlantique

