

itc
INTERNATIONAL
TRADE CENTER
PARIS



ITC, A BUSINESS
AND CONVENTION COMPLEX
UNIQUE IN EUROPE

INTERNATIONAL TRADE CENTER PARIS: ITC, A STRATEGIC LOCATION IN GREATER PARIS



ITC PARIS

A FACILITY OF INTERNATIONAL SCOPE



- Europe's leading economic region, based on a wide variety of leading sectors such as aeronautics, science and luxury goods
- The region hosting the most trade shows and conventions in the world
- A region that boasts one of the most dynamic development rates in Europe
- Immediate proximity to continental Europe's busiest airport
- More than 185,000 sq m of new space specifically designed for the market of fairs, trade shows and conventions
- Exhibition halls, seminar rooms, offices, hotels and restaurants
- An innovative architectural concept
- An operation that incorporates the values of sustainable development
- A multimodal transport hub connected to all of Europe
- Gardens and green spaces as well as retail, cultural and leisure facilities
- The ambitious infrastructure planned for the "Grand Paris" development project to consolidate its leadership in the sector of fairs, trade shows and conventions in Europe

itc
INTERNATIONAL
TRADE CENTER
PARIS



DNA
GROUNDED
IN INTEGRATED
COMPONENTS



At the foot of Europe's leading land-air-rail multimodal travel hub, ITC Paris will offer a package of services that will satisfy all users of fairs, trade shows and business conventions. They will appreciate its easily accessible, large-capacity multi-purpose spaces equipped with the latest NICT equipment, environmentally-friendly buildings and high standard of hotel accommodation complete with services.

The business model is based on the ability to handle the design, marketing and management of the entire complex in an integrated manner.



120-room convention centre
with a capacity
of 10,000 people

1 office building
with 22,000 sq m of floor space

1 food court with 8 restaurants that can
be booked for private affairs

7 hotels of varying standards
offering a total of 1,840 rooms
and a gamut of services

AN INTEGRATED MODEL

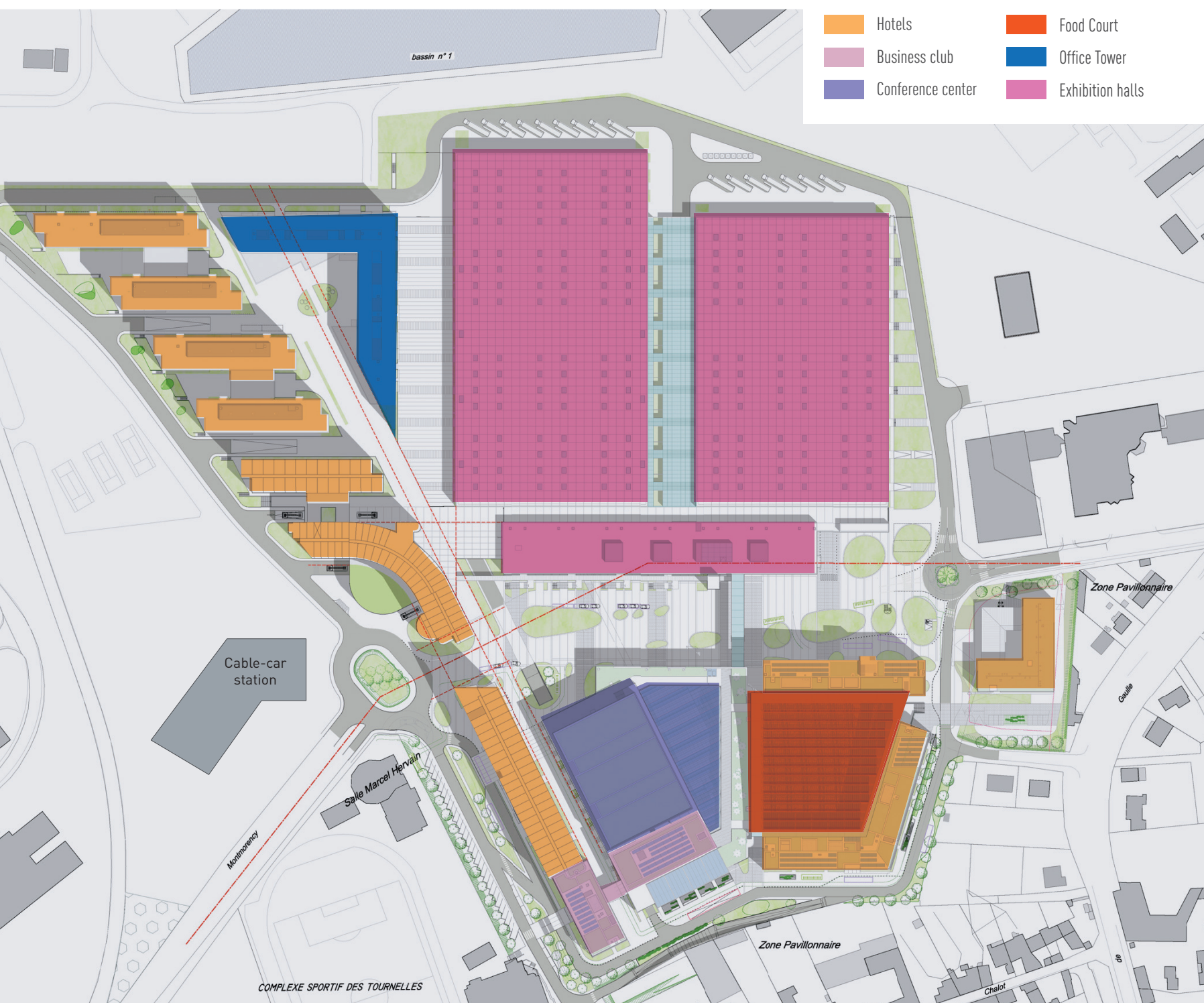
3 exhibition halls
of 37 000 sq m
with outdoor exhibition area
of 4 000 sq m

3,150
parking places

1 shuttle
to Charles de Gaulle airport
every 10 minutes



A COMPREHENSIVE RANGE OF ASSOCIATED FACILITIES



THE CONFERENCE CENTRE

It is designed to be able to accommodate several separate events of varying sizes being held simultaneously.

- 1 auditorium of 3,000 seats
- 4 plenary halls of 700 sq m each
- 1 auditorium of 800 seats
- 2 foyers that wrap around 5,000 sq m of meeting rooms
- 120 modular meeting rooms
- 2 eateries

THE EXHIBITION CENTRE

This separate building has 3 halls that can accommodate either separate events or events connected with those held in the conference centre.

- one 8,000-sq m hall on 3 levels
- one 16,000-sq m hall on 1 level
- one 13,000-sq m hall on 1 level
- 4,000 sq m of exterior exhibition area

THE FOOD COURT

- 3,500 sq m plaza square with 2,500 sq m of restaurants

ITC CLUB

- 3,000 sq m of meeting facilities

HOTELS

The hotels of ITC Paris offer a wide range of quality standards and provide amenities such as restaurants, a business centre, a spa, a gym, a swimming pool, shops and other services.

5-star hotels:

- Grand Hôtel: 306 rooms, suites and spa
- Grand Palace Hôtel: 260 rooms and suites

4-star hotels:

- Hôtel Ville: 131 rooms and suites
- Hôtel Nord: 521 rooms and suites
- Hôtel Palace: 298 rooms and suites
- Hôtel Plaza: 185 rooms and suites

3-star hotels:

- Hôtel Sud: 139 rooms

Office building:

- a divisible 9-floor building with 22,000 sq m of offices and retail

To meet the market's needs, the innovative modern convention and exhibition facilities are designed to accommodate several events of different sizes simultaneously. The hotels are primarily in the medium- and top-of-the-range segments due to:

- a lack of new hotels in this market segment and the opportunity to attract international chains that do not yet have a foothold near the CDG airport (study carried out by the Ile-de-France Chamber of Commerce and Industry)
- an airport clientele whose needs in the upmarket segment are only partially addressed in Ile-de-France (study carried out jointly by Christies+Co and STR Global)
- a mix of business clientele (executives, representatives, members of the professions) that favours this market segment
- Lastly, ITC will include areas for dining and socializing, including the food court with 7 food stalls, cafés or restaurants. No such facilities are currently provided in Roissy's hotel area.

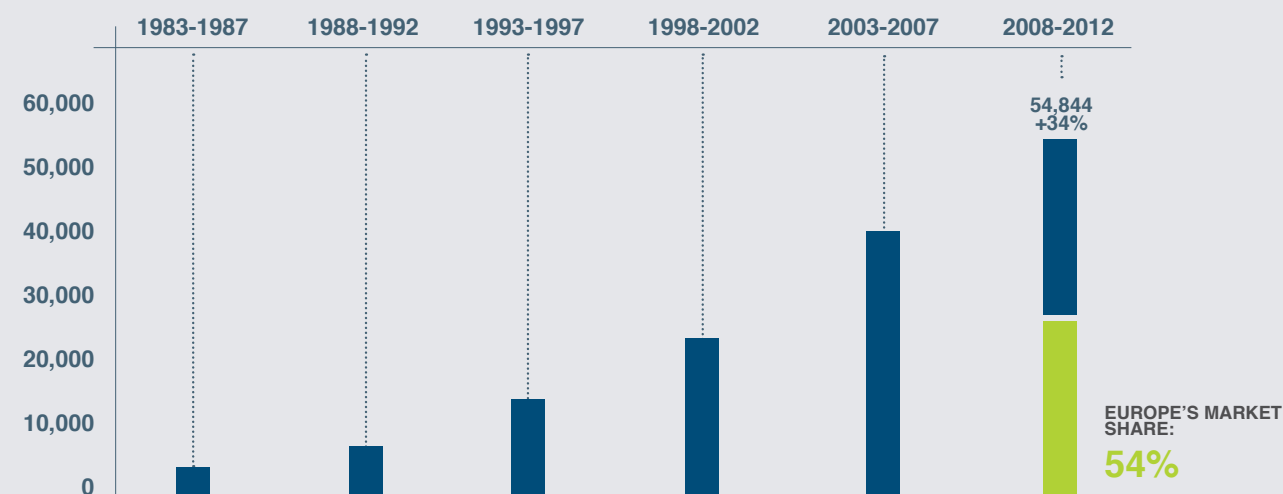
ITC Paris will provide an extensive array of services. Most of the facilities are in the upmarket segment, but alternatives are included to satisfy everyone's expectations in the best conditions.

MEETINGS, INCENTIVES, CONFERENCING AND EXHIBITIONS (MICE) A STEADILY GROWING MARKET

THE ILE-DE-FRANCE REGION, A LEADING DESTINATION

- With trade shows and conventions ranking high in the communication channels most businesses prefer, the number of meetings, events and trade shows has grown exponentially in the past few years world wide: a 34% increase in the 4-year period between 2008 and 2012 over the years 2003-2007.
- Paris, with its excellent accessibility and strong cultural influence, hosts more trade shows and conventions than any other city. Ile-de-France currently boasts more than 680,000 sq m of exhibition space. Every year Paris responds to almost a thousand international calls for tenders for conventions.
- But its venues are getting old and lack the versatility of multi-purpose spaces. The capital must adapt to new trends and propose packages that include transport + exhibition + accommodation + leisure activities to be held in complexes where facilities are concentrated in a single site and equipped with the latest sustainable technological innovations.

NUMBER OF MEETINGS IN THE WORLD BY
5-YEAR PERIODS
1983-1987 to 2008-2012



Source : ICCA 2013 (International Congress and Convention Association)
Note: the figures in the ICCA report cover international meetings, events and trade shows that are held at regular intervals in at least 3 countries and are attended by at least 50 people.



ITC, A NEW MARKET POSITION ON EUROPEAN B TO B EVENTS

- On the Paris market the sites of Porte de Versailles and Villepinte, with more than 230,000 sq m of space each, are positioned at the outset as the leading venues for trade shows and fairs for the general public in France.
- The ITC scheme is not intended to encroach upon the French trade show and fair market; it targets professional B to B events with priority to conventions that rotate amongst different European cities.

ITC, A POSITIONING THAT ANTICIPATES THE NEEDS OF THE MICE MARKET IN PARIS

The ITC scheme was developed to meet a primarily European demand in the segments of conferences with 300 to 3,000 participants, B to B trade shows and corporate events. To date ITC Paris has identified close to 1,600 “rotating venue” type events with attendance ranging from 300 to 3,000 that are organized in Europe and have seldom, if ever, been held in France.

ITC aims to compensate for what is lacking on the Paris market and attract a new clientele by offering high quality services.

This entails:

- minimising organization costs and commuting expenses by guaranteeing that all the services essential to running an event successfully are concentrated in a single venue
- guaranteeing the price and availability of the offer over several years
- developing a varied selection of high-quality hotels in pleasant surroundings
- offering modular facilities that can be tailored to events of any size
- drawing on the vibrant economic activity in the area of the Charles de Gaulle International Airport and the attractiveness of Paris (see the next pages)

Beyond meeting a current need in business tourism, one of the issues at stake in the MICE market is adjusting to visitors' future expectations and needs.

- The 2008 crisis has led to profound changes in users' behaviours with respect to fairs, shows and conventions: clients want more content and fewer non-essentials, as spending considered too lavish has come to be bad for a company's image.

- Organizers must therefore optimise events by limiting the time participants spend getting from meetings to accommodations, meals and outside pursuits; by providing irreproachable services including upmarket hotels, state-of-the-art amenities, modular floor space and an environmentally-friendly approach; and by choosing a destination that remains consistent with the message their events convey at the most attractive price possible.

- Creating a venue where all the desired features and services are concentrated in a single place and that offers a package proposed by a single vendor has become a priority in the MICE field.



THE MICE MARKET IS CHARACTERISED BY EVENT ORGANIZERS' NEW NEEDS.

Vast floor areas that can accommodate events with over 5,000 attendees

Multi-purpose spaces versatile enough to host fairs, trade shows, exhibitions, conventions, conferences, and business meetings

Easily accessible

Modern new information and communication technology (NICT) equipment

The enhanced image procured by environmentally-friendly facilities

A turn-key offer including transport, transfers, lodging, meals and miscellaneous services

Hotel facilities with large capacity in immediate proximity

Controlled, competitive rates



AN AMBITIOUS SITE DEDICATED TO MARKETS FAIRS, TRADE SHOWS AND CONVENTIONS



The International Trade Center Paris (ITC) endows Europe with its most ambitious convention and exhibition facility.

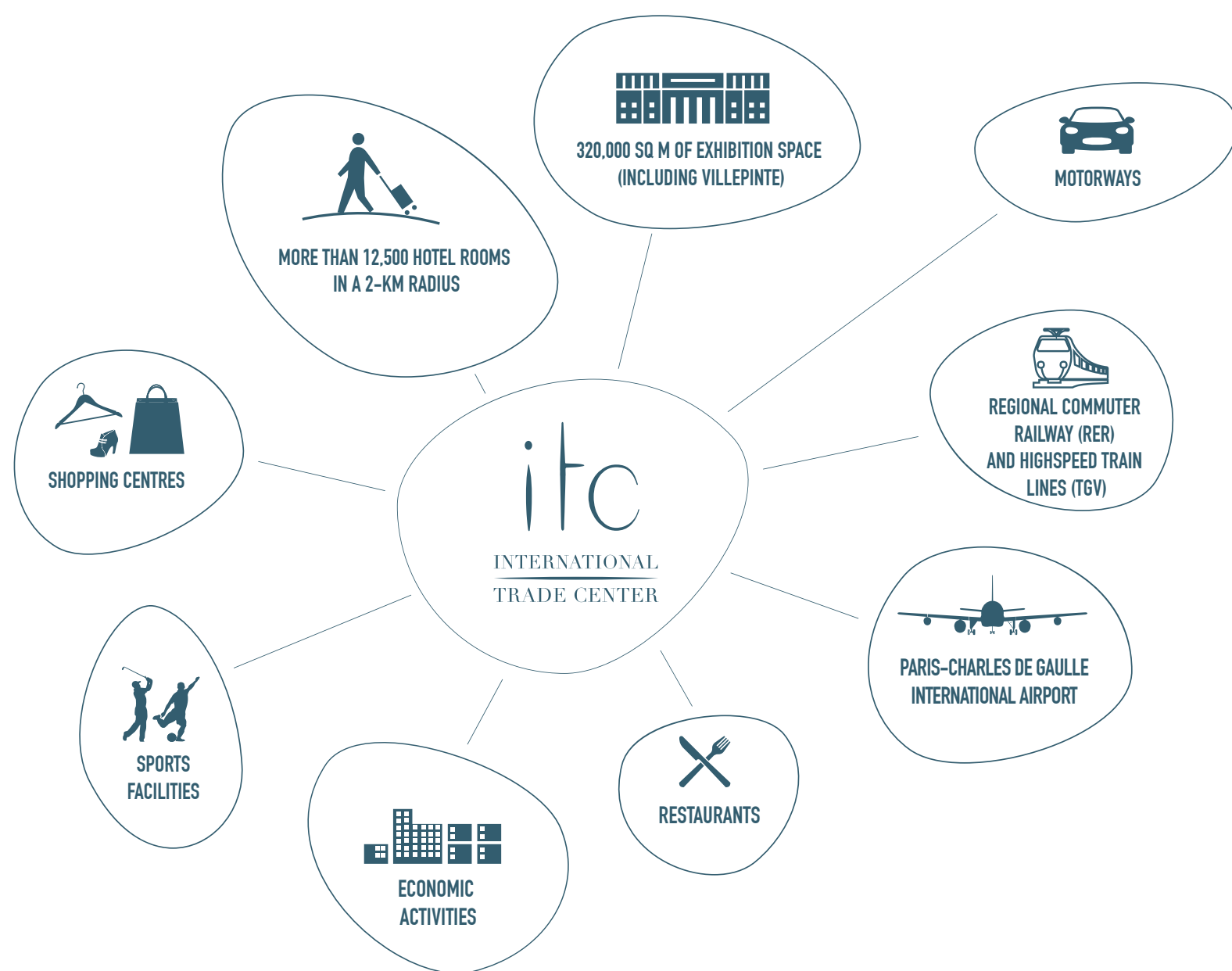
This first integrated convention and business complex, at the heart of the Roissy-en-France economic cluster within easy reach of Paris, will instil real impetus on a European scale. It will give Paris the ideal infrastructures for continuing to rank first in the global landscape of fairs, trade shows and conventions.

Backed by local and national authorities, ITC Paris opens up new prospects for the European business tourism market, aspiring to host 500 events a year that will draw a total of 1.2 million visitors.





A STRATEGIC CROSSROADS WITH OUTSTANDING SURROUNDINGS



- Direct proximity to a first-rate international airport: Paris-Charles-de-Gaulle
- A bustling area popular with big business
- Exceptionally varied cultural and leisure facilities
- Complete range of retail outlets including the Aéroville and O'Parinor shopping centres

THE ADVANTAGES OF A UNIQUE MULTIMODAL HUB

Just 4 kilometres from Paris-Charles de Gaulle Airport, ITC Paris will be able to capitalize on its central position to expand its scope throughout Europe. With 63.8 million passengers (according to 2014 figures), the Paris-Charles de Gaulle Airport platform is the busiest continental European airport and ranks eighth in the world in passenger traffic. The support of the first-rate logistics hub of the northern Paris region has put it at the top of the list of European airports for freight as well.

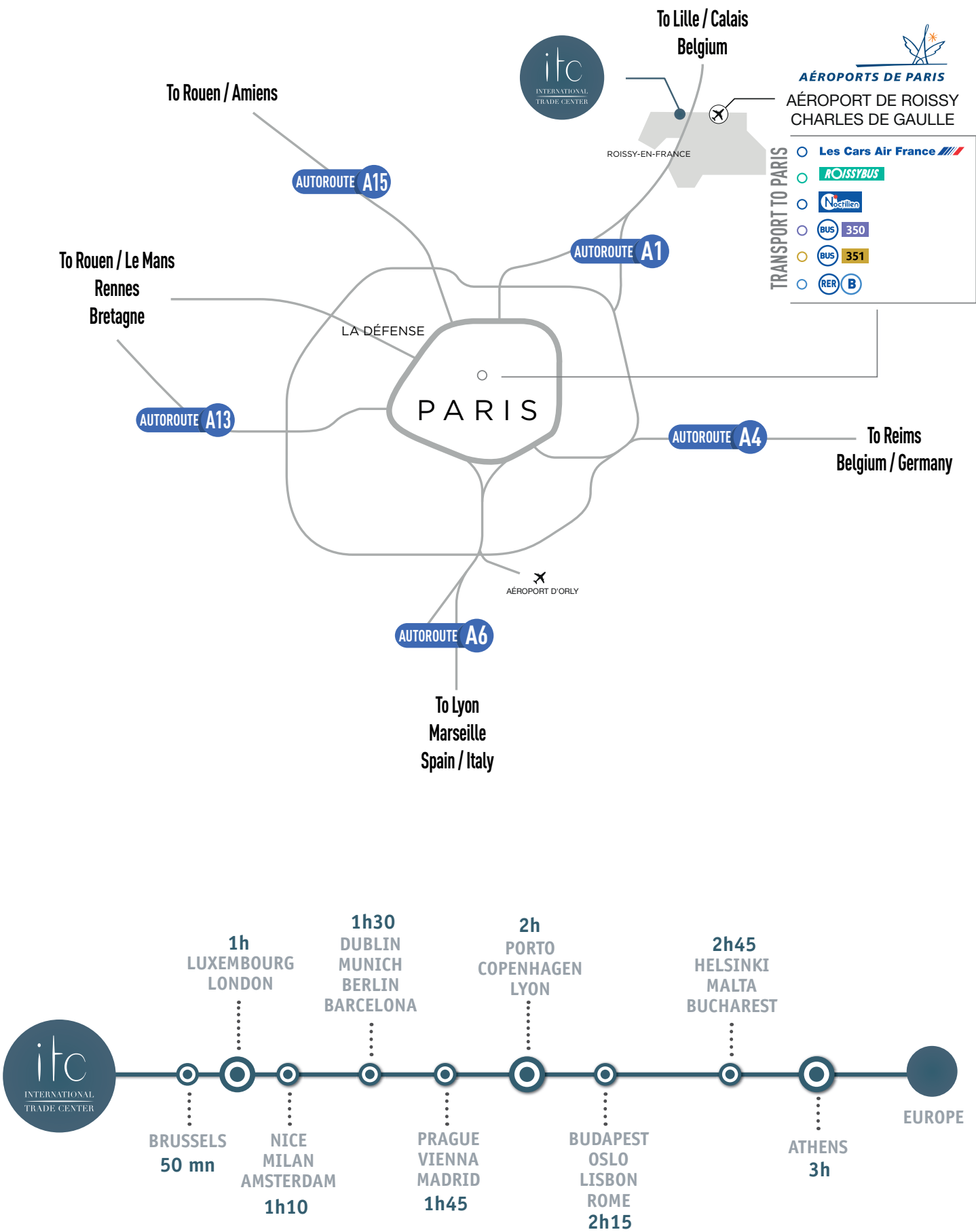
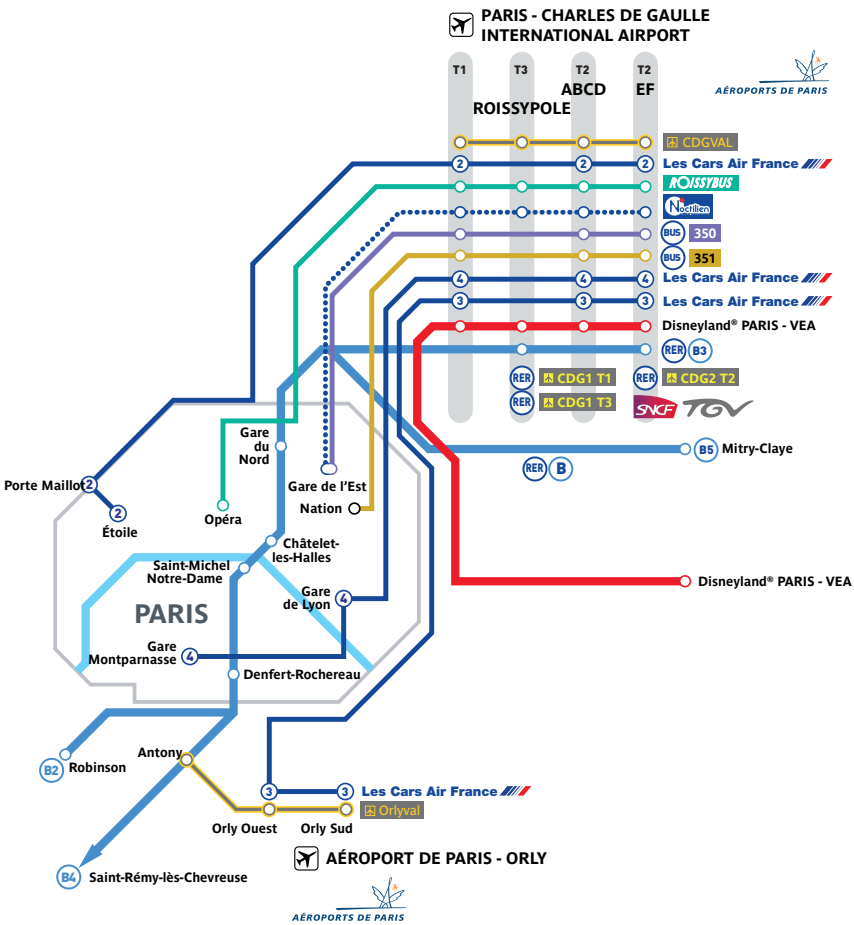
With passenger traffic mounting and investment reaching 3.1 billion euros over 5 years, the outlook is positive: annual growth is expected to reach 2.5% between 2016 and 2020. Availability of land near the site is one of the elements that make such infrastructure development possible.

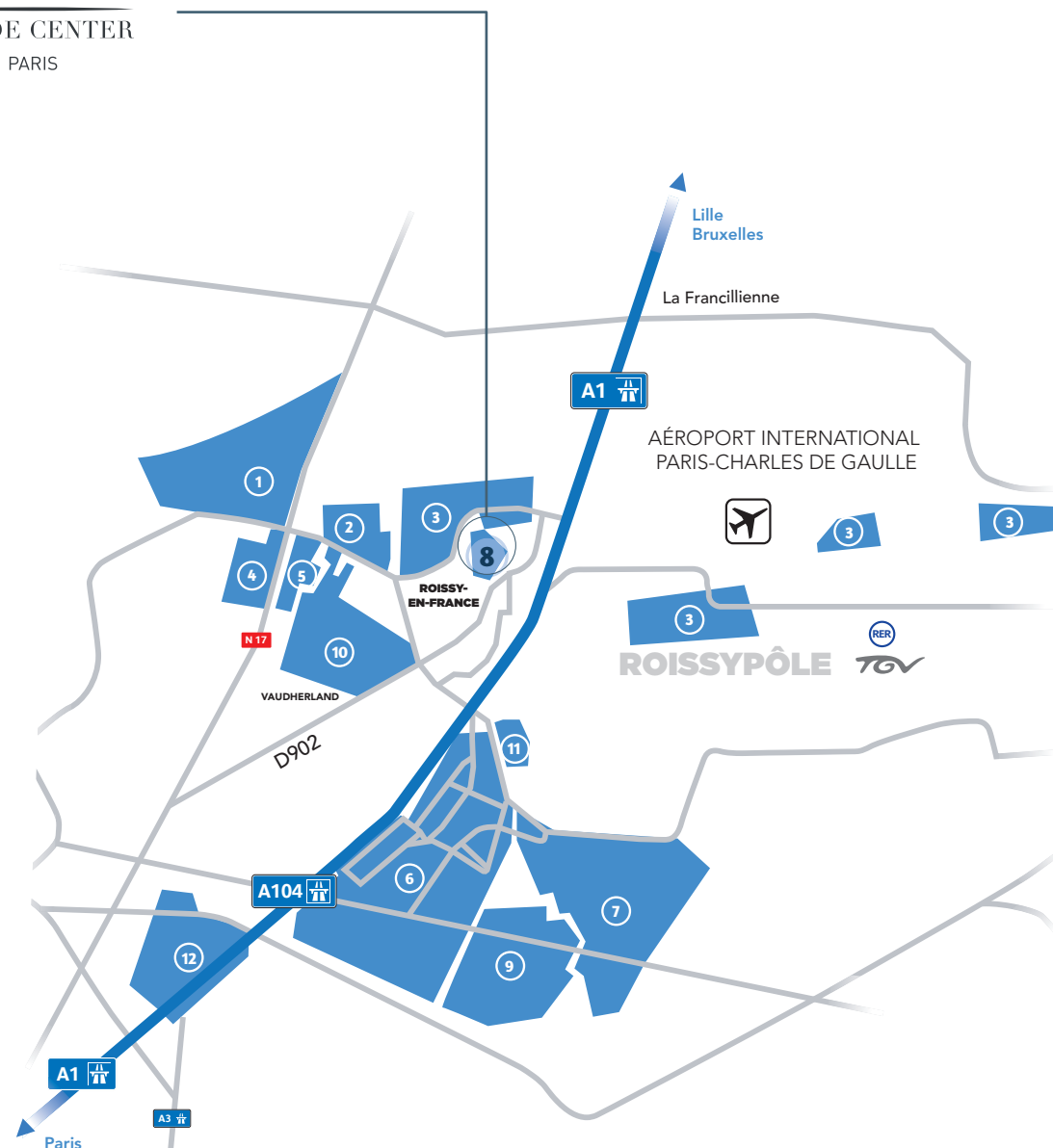
The Roissy high-speed TGV railway station completes the efficiency of air transport, offering direct connections to the major Western European cities. By road, the site is accessible via by the French motorway network, which is connected to Europe's major traffic arteries.

Existing infrastructures put ITC Paris at less than 2 hours from all the Western European capitals and major economic hubs.

On the regional level, ITC Paris will be connected to the capital by the RER commuter rail service. Under the Grand Paris development project, passengers taking the future Grand Paris Express will be able to get from the site to the tertiary hub of St. Denis and transfer to the line providing service to Paris-La Défense, the leading European business district.

Private shuttles provided by ITC Paris will take passengers to and from the airport in 10 minutes, thereby completing the existing network. A bus terminal will be installed at the foot of the exhibition centre and an aerial tramway connecting ITC Paris to the economic hub Paris Nord 2 is in the planning stage.





TRANSPORTS

- 1 Roissy Carex
- 2 FedEx
- 3 Air France - KLM

IMMOBILIER

- 4 A Park
- 5 Parc Mail Roissy
- 6 Paris Nord 2
- 7 AeroliansParis

BUSINESS & TOURISME

- 8 ITC Paris
- 9 Viparis

LOISIRS & COMMERCE

- 10 Aire de loisirs et de sports
- 11 Aéroville
- 12 Europa City

The authorities and private investors are currently backing a number of projects to inject vitality into the area north of Paris:

- Aéroville an 80,000 sq m shopping centre inaugurated in late 2013
- Recent moves to the area made by major multinational companies like Volkswagen and FedEx
- Development of Europa City, a future retail and cultural hub of the Grand Paris project, expected to attract 30 million visitors a year
- Creation of CAREX, a new European high-speed freight service north-west of the ITC Paris site
- Reclassification of leisure facilities and a golf course

• Reinforcement of public transport connections (CDG Express, automatic métro and bus in the framework of the Grand Paris network)

- Tertiary development in the Parc du Mail zone, nearby to the south-west of ITC Paris
- Move of the headquarters of ADP, the Paris airport authority, from Paris to Roissy
- Increase in hotel capacity that will bring the number of rooms up from 9,500 to 12,500 (the same capacity as Nice) by 2019, giving Roissy a significant edge
- AéroliansParis, a 200-hectare business park including 850,000 sq m dedicated to international businesses, scheduled to be completed in 2016
- A Park, a 28-hectare mixed development zone devoted predominantly to NICT

AT THE HEART
OF A MATURE
ECONOMIC HUB
THAT CONTINUES
TO EXPAND



ITC Paris will be set in a mature economic environment, near Paris Nord 2, the largest private European business park, home to 550 companies spread over a million square metres. It will be an integral part of the business activity fuelling the economy in the region north of Paris.

By choosing Roissy-en-France, ITC Paris becomes part of an outstanding regional impetus.

A STRATEGIC PROJECT FOR ECONOMIC DEVELOPMENT



As an integral part of a policy to foster international trade and cooperation developed by two groups of towns, Plaine de France and Roissy Terres de France, this major facility will fit, on a broader level, into the dynamics of Grand Paris.

The Grand Paris project will boost the international stature of Paris as the world's leading destination for business tourism.

ITC will create jobs (2,500 new jobs expected) and contribute to the economy, and has consequently received the full support of the authorities at the highest government levels.

Locally, letters of support for ITC have come in from:

- the CARPF (the inter-municipal structure of Roissy Porte de France)
- the municipality of Roissy-en-France
- the Val d'Oise department
- the Ile-de-France region
- the EPA (public development authority) of Plaine de France
- the public agency Société du Grand Paris





AN EXHAUSTIVE RETAIL AND LEISURE OFFERING IN THE IMMEDIATE SURROUNDINGS

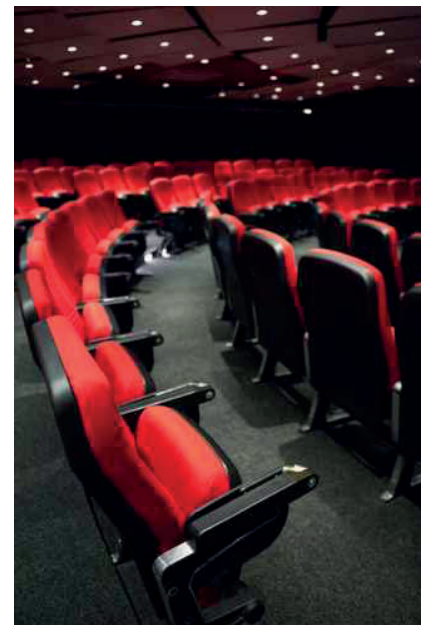
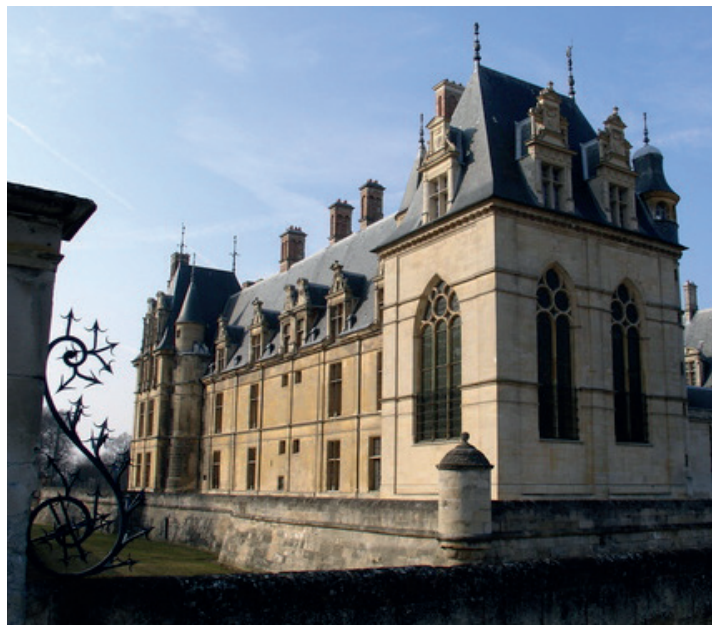
ITC Paris will reap the benefit of the extensive, regularly updated retail offer that characterises northern Ile-de-France. Not only will the complex include various retail outlets on site, but users will also have quick and convenient access to two flagship shopping destinations in the vicinity.

The brand new shopping centre Aéroville, in Tremblay-en-France, is open 365 days a year. It has some 200 shops, 30 restaurants and a hypermarket. It boasts the first EuropaCorp Live concept by Luc Besson which combines an innovative offer with the multiplex cinema.

Further south is the O'Parinor shopping centre, which features 210 shops and a 14-screen UGC Ciné Cité cinema with a total of 2,600 seats.

ITC Paris is located so centrally that users can explore outstanding sites less than 30 minutes away from their accommodation.

There is a wealth of cultural and leisure pursuits in the vicinity where visitors can get their minds off work, including La Vallée Verte, the Domaine de Chantilly, the château of Ecouen, and the Casino Barrière of Enghien-les-Bains.



AN INNOVATIVE ARCHITECTURAL CONCEPT

Designed by two prestigious architectural firms, Aflalo & Gasperini Arquitectos, supported by DDA (Derbesse, Delplanque Architectes Associés), ITC Paris will display contemporary lines reflecting the refined nature of the premises.

The 13-hectare setting graced with greenery and trees and the harmonious identities of the buildings will combine to give future users a feeling of serenity.



INNOVATION TO LIMIT THE CARBON FOOTPRINT

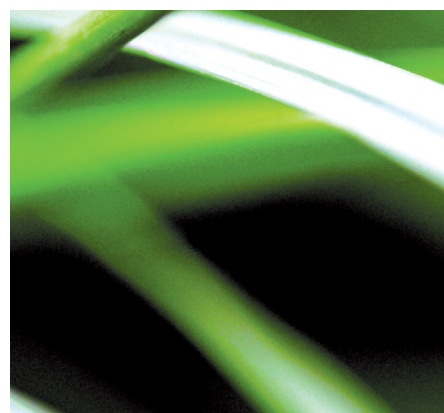
An environmentally friendly, civic-minded project, ITC Paris assigns nature a central role. It ties in perfectly with the environmental approach of the Regional Development Contract of the Roissy sector.

As emphasis will be put on materials with low environmental impact, ITC Paris will be equipped with a photovoltaic power plant. In combination with techniques of geothermal energy, cogeneration and trigeneration, its production of green energy will cover up to 40% of its energy needs.

A SMART GRID will coordinate the management of the site's energy consumption.

ITC Paris is aiming for the international certification LEED Gold (Leadership in Energy and Environmental Design) and the French BBC (low-energy building) label.

Lastly, to foster the use of greenways, ITC Paris will make self-balancing personal transporters, bicycles and electric vehicles available to its users.



CONSTRUCTION

SCHEDULE

September 2014
Start of earthmoving works

Opening of ITC Paris
in 2019



ACKNOWLEDGED EXPERTISE

GILBERTO BOUSQUET BOMENY

A Brazilian contractor with 40 years' experience in real estate, Gilberto has built many residential and office towers, particularly in Sao Paulo, where he developed a World Trade Center. Gilberto is one of the most active members of the management committee of the World Trade Center Association, which is present in more than 100 countries through almost 350 sites.

JOAO DE NAGY

As a specialist in business tourism and the organization of large-scale events, Joao has assumed various management responsibilities in companies in this sector. He currently runs WTC Hotelaria, the management structure of the Sao Paulo World Trade Center. Together, Gilberto and Joao have initiated or participated in the investment and promotion of a host of major property operations.

In their work in the special events field, they have organized major events, including:

- > the 1992 United Nations Climate Change Conference in Rio (20,000 participants)
- > the 1998 International Cardiology Conference in Rio (12,000 participants)
- > the Automotive Show in Sao Paulo (Brazil's leading motor show) for the past several years

Gilberto and Joao are currently negotiating the contract for reception of the 8,000 journalists who will attend the 2016 Olympic Games in Rio.

• In their real estate work, they designed the World Trade Center of Sao Paulo, considered the largest business centre in Latin America, and have managed it since it opened in 1995.

• As the owners of 5 Kempinsky hotels in Germany, they also have a foothold in the hotel sector in Europe.

• Several projects are being developed in Brazil's main cities and elsewhere (a 140,000-sq m scheme in Miami) via their development arm Immobilier Servelease, which specializes in the design, engineering and construction of hotel, retail and business centre complexes.



ASSISTANCE IN PROJECT OWNERSHIP

ICADE ASSET Management, a subsidiary of the ICADE group, whose main shareholder is the public financial organization Caisse des Dépôts et Consignations, provides assistance in project ownership for the coordination of the ITC project. Icade Asset Management has extensive experience in the organization and management of ambitious projects, relying on a team of highly qualified professionals including architects, engineers, lawyers and asset managers; it will thus bring tried and true organizational structure to the project management of ITC.



The Sao Paulo Word Trade Center in figures (opened in 1995):

- A 3,000 sq m convention centre and a 12,000 sq m exhibition hall
- A 5-star Sheraton Hotel with 300 rooms
- A 25,000 sq m office tower
- 2,500 parking places
- 900 events held in 2013



Regalia, a residential tower in Miami, the recipient of a Americas Property Award

