

# DEVELOPING AND LEADING A COMMON ECONOMIC STRATEGY FOR A PRODUCTIVE AND INNOVATIVE TERRITORY

Grand-Orly Seine Bièvre, a major territory within the Grand Paris Metropolitan area, has considerable economic advantages. The area is characterised by major infrastructure projects such as Paris-Orly Airport or the Rungis International Market (MIN), urban facilities that run along the banks of the Seine and include productive industrial expertise. It has proven expertise in areas such as health/well-being/autonomy, sustainable development /city of tomorrow, digital and related industries and also enjoys exceptional real estate potential. However, faced with significant challenges in terms of employment/training/integration and with the objective of establishing its productive potential, this territory is implementing an ambitious public policy.

*Economic strategy*

**Grand-Orly Seine Bièvre promotes the policies and measures deployed across the territory and works as an accelerator for projects and initiatives undertaken by local players. In line with its commitments, it has worked towards a new form of territorial governance, thus strengthening coordination and joint actions that benefit all economic actors and inhabitants.**

## INTERVENTION PROCEDURES FOR THE TERRITORY

- **Organise new economic governance** and ensure coordination between actors through
  - » Territorial committee of the partners that includes the Region, the department of Val-de-Marne, the State, the four consular chambers of Essonne and Val-de-Marne, Essonne Développement and the «Caisse des Dépôts et Consignations» (CDC), to establish actions in the territory itself.
  - » A steering committee for the area that is co-organised by the State-Region and defines the main working guidelines for the Territory jobs area.
- » Agreements with the main operators : CDC, consular chambers, Essonne Développement, clusters, associations, universities, business clubs, as well as important actors in employment, in business creation and in the social and solidarity economy, etc.
- **Promote and implement the territorial marketing action plan** co-created with the main economic and social actors to strengthen the attractiveness of the territory. This will support a market research mission to encourage the development of projects.
- **Develop an economic promotion plan** using appropriate tools and ensure representation at major events.
- **Support cities and local stakeholders to respond to calls for proposals and to access European funds** thanks to an internal mission to “look for funding and calls for proposals”.
- **Conduct a territorial observation and analysis mission** that will enable economic issues and problems to be shared across all 24 municipalities and allow the economic fabric of the territory, corporate taxation and corporate real estate to be monitored.



- 24 municipalities
- 700,000 inhabitants
- 124 km<sup>2</sup>
- 50,000 establishments
- 285,000 jobs
- 307,000 housing
- 770 ha of green spaces
- 140 public cultural sites
- 370 sports facilities
- 7 shopping centres
- 5 universities and 16 engineering schools
- More than 2.7 million m<sup>2</sup> planned economic area
- 7 urban ports
- 3 motorways, A86, A6 and A106
- Paris-Orly International Airport
- In the long-term, 12 north-south and east-west public transport lines
- 10 Grand Paris Express stations
- Label “a territory of industry”



**3<sup>rd</sup> economic hub in the Metropolitan area**

**Annual economic workshop bringing together more than 300 economic players**



**A team of over 60 people**

### AN INTERNATIONAL TRANSPORT HUB : AIR, ROAD, RIVER AND RAIL...

- **1 Paris-Orly international airport**
- **3 motorways** : A6, A86 and A106
- **3 RER lines** : lines B, C and D
- **1 metro** : line 7
- **7 industrial ports** on the Seine

### ... UNDER DEVELOPMENT

- **10 GPE stations** : lines 14, 15 and 18
- **3 line extensions** : metro lines 5 and 10 and tram line 7
- **6 new lines** : tram line 9 and 12, the Téléal (urban cable car), and 3 dedicated buses lines
- **1 TGV station**



### A TERRITORY OF PROJECTS

- **2.7 million m² planned economic surface area**
- **Metropolitan wide projects:** Pôle d'Orly, Cité de la Gastronomie, Campus Grand Parc, Les Ardoines, Ivry-Confluences, etc.

### AN INTERNATIONAL REACH

- **The international Paris-Orly airport**
- **The largest fresh-produce market in the world** : the Rungis MIN
- **One of the largest metropolitan logistics hubs** : Sogaris platform, Senia zone, Villeneuve-Triage, etc.
- **The best European oncology centre in the fight against cancer:** Gustave Roussy Institute
- **Presence of the largest international groups:** Renault, Sanofi, AirLiquide, Air France Industries, Renault F1, Fnac-Darty, Orange, Philips, Chantelle, l'Oréal, Velux, Thales, Essilor, ADP, etc.



### A PRODUCTIVE AND DIVERSIFIED INDUSTRIAL FABRIC

- **50,000 establishments, 92% very small enterprises**
- **285,000 jobs**, 1/3 in industrial or support activity\*
- \* Industry, agriculture, construction, trade (excluding retail trade), transport and warehousing



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