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LYON PART-DIEU 

LES CAHIERS PART-DIEU

**A WELCOME
SYSTEM, ADDING
VALUE TO THE
ECONOMY**

La Part-Dieu district was a symbol of urban growth in the 1970s. It is now the second largest business district in France, marketed as one of the territories in which the city of the future is being invented. Highly functional and dynamic, as well as very pleasant to live in, it symbolises a balance between growth and quality of life.

An innovative district in a large european metropolis

Within 20 years, the Lyon metropolis entered the top 15 european cities and now has the prospect of joining the top 10. To achieve such progress, it developed its service sector from strong industrial foundations.

As a unique tertiary district, the identity of La Part-Dieu is rooted in its history.

INTERNATIONAL EXPANSION AND OUTLOOK

La Part-Dieu was one of the first places in which foreign companies set up branches in Europe or France, such as Lombardi, a Swiss engineering company, and Bluestar Silicones a Chinese company. However, the success of La Part-Dieu has been driven by the expansion of existing companies. Egis, SNCF, Areva, and EDF have increased their presence and taken advantage of new real estate projects. In the 10 years to come, the goal is to attract new businesses that do not yet have a foothold in the region of Lyon.

A SYMBOLIC DISTRICT

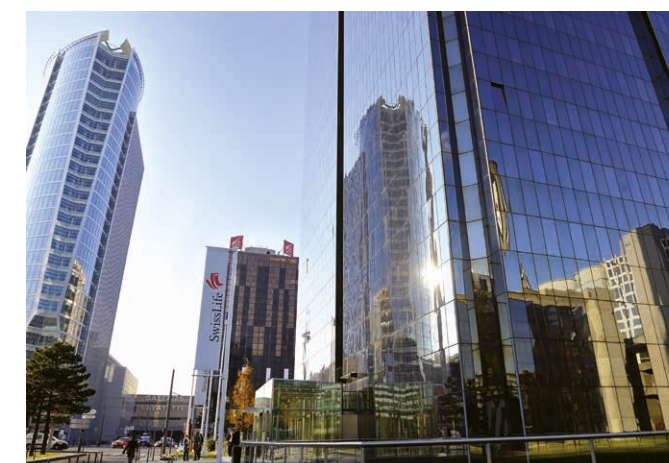
The district of La Part-Dieu represents a third of the square metres commercialised annually on the metropolis's territory. Symbolic, this district dedicated to service activities is also the hub of an industrial, technological and innovative metropolis. Due to this feature, it has great potential.

EXPANSION OF THE SERVICE SECTOR UNDERPINNED BY INDUSTRY

Lyon has a strong industrial background, including pharmaceutical, chemical, truck and mechanical industries. The tertiary sector developed from services to these industries in La Part-Dieu district. The strategy of the metropolis facilitated and amplified this movement. Industrial engineering now represents a considerable number of jobs in La Part-Dieu. From this point of view, Lyon more closely resembles cities such as Munich, Barcelona and Hamburg, which have kept their industry, than Brussels, Amsterdam, Frankfurt, Milan, Zürich and Geneva, which are primarily geared towards financial, logistics and administrative services.

A SPECIAL CONNECTION WITH PARIS

Another strength of the city's economic strategy is its unusual proximity to Paris via a high-speed rail link. Lyon has catered to a large number of businesses that decentralised from the Ile-de-France region. This phenomenon accelerated in the 2000s with the building of new high-rises. Many large companies such as Arkéma, Solvay, Suez, Gaz de France, EDF, SNCF, and Areva have strengthened their presence in Lyon by relocating their Ile-de-France businesses here.



1st

Challenging Paris for its economic attractiveness.

RECOGNISED ATTRACTIVENESS

La Part-Dieu is strategically located in the centre of the city of Lyon and Lyon metropolis. It also benefits from the metropolis's quality of life and attractiveness.

► The study “ Villes d’aujourd’hui, métropoles de demain ” (Modern cities, future metropolises), carried out by PwC in December 2015, ranks Lyon as the most attractive city in France ahead of Paris, Toulouse and Bordeaux.

► The Economist - Intelligence Unit ranking lists Lyon as the 30th most pleasant city in which to live in 2015, and the 16th in Europe (August 2015).

► Attractiveness confirmed by the Top destination cities study carried out by IBM in September 2015. Lyon ranks 19th internationally, for the number of projects it has attracted, ahead of New York, Manchester and even Frankfurt. On a European scale, the attractiveness of Lyon is also borne out in terms of foreign investment, since the city ranks in 7th position.



The Lyon metropolis is recognized between 2010 and 2015 as one of the most attractive cities in Europe, ahead of Munich, Milan and even Geneva.

ADERLY ANNUAL REPORT 2015



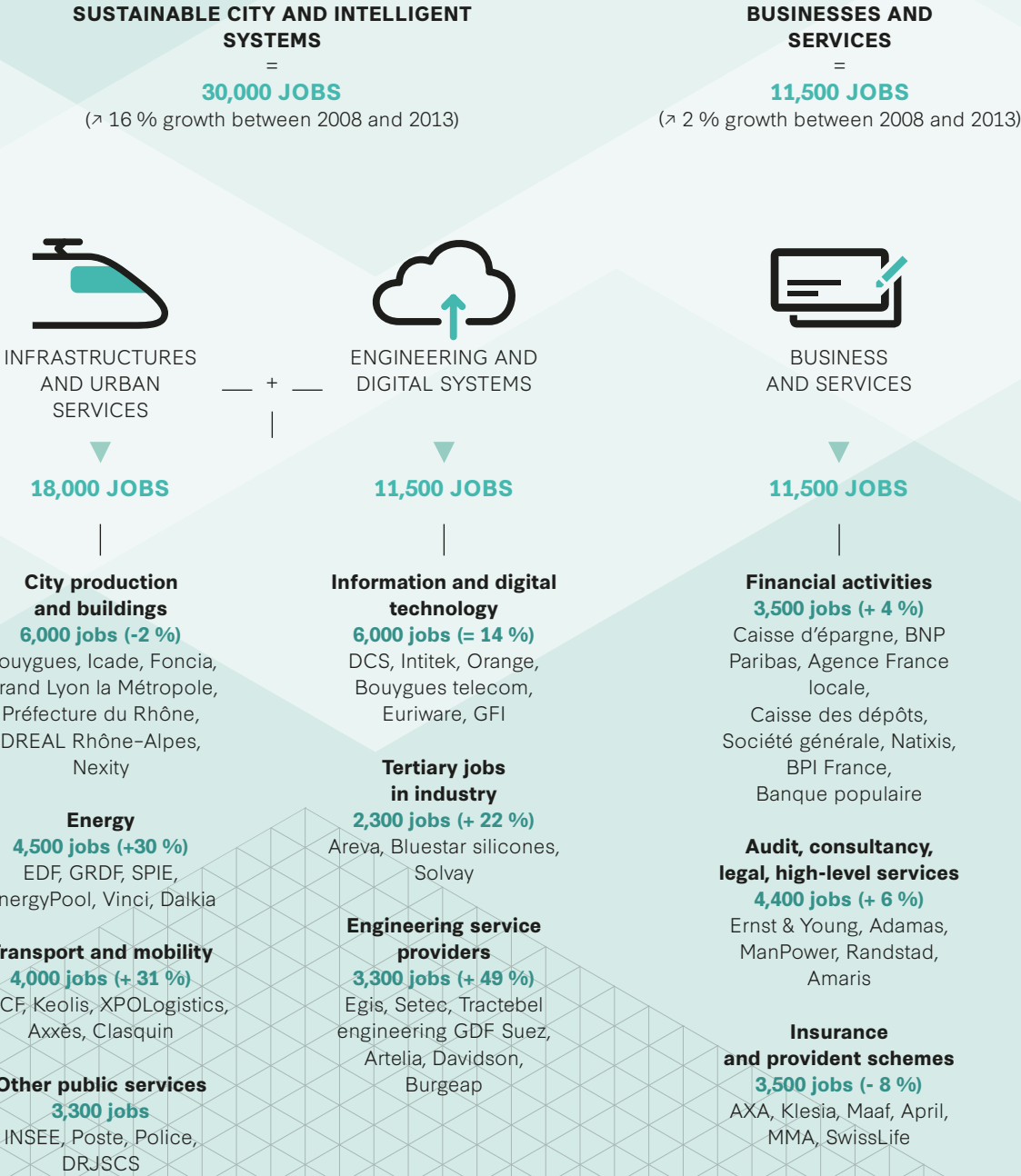
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The number of foreign companies established

THE ECONOMIC FABRIC OF LA PART-DIEU

More than 40,000 jobs in the service sector

Sources: figures from CMN Partners, July 2015



Admired for its expertise in assisting businesses

The goal of the project in progress is to turn La Part-Dieu into a high-performing testing ground for the city of the future: dynamic, smart, offering a wide variety of uses. It could inspire many 1970s design tertiary districts throughout the world.

A UNIQUE BUSINESS DISTRICT

2,500 firms, with 56,000 employees (45,000 service sector jobs) within an area of 177 hectares. La Part-Dieu has the characteristics of a traditional business district, with a strong presence of banking and high added-value services. This sector currently represents a volume of 11,500 jobs, with a progression in the region of 2% between 2008 and 2013. In addition to this are the businesses connected to a sustainable city and smart systems. These represent 32,000 jobs with a strong growth of 16% between 2008 and 2013. They are led by large groups, SMBs, very

small businesses and start-ups, and have an international positioning. This sector is the lifeblood of La Part-Dieu and differentiates it in relation to other tertiary districts.

A FAVOURABLE LAND DEVELOPMENT CONTEXT

With 1,150,000 m² of offices in 2016 (i.e. 30% of the real estate of the metropolis), La Part-Dieu boasts excellent economical health and stability that is reassuring to investors. The effect of this is a very low vacancy rate of 3% (as opposed to an average of 6% in the Metropolis), a significant volume of take-up demand that is stable and a high return on investment.

This context is extremely favourable to launching a large-scale urban project. The goals in terms of tertiary buildings are ambitious: 650,000 m² between 2010 and 2030. 220,000 m² have already been completed or are under construction.

BUSINESS SUPPORT SERVICES AS A MARKET POSITION AND ADDED VALUE

In the general La Part-Dieu project, transport facilities and the quality of public spaces and activities are particularly important. Priority is given to business support services of all kinds, to address the needs of the territory's economic players.

The district's trade services will be boosted on three major sites: the shopping centre, the railway station shops and the ground-floors of office buildings. La Part-Dieu will act as a true gateway, opening up the metropolis through the development of digital services in the station and in public spaces.

5 DEVELOPMENT THEMES

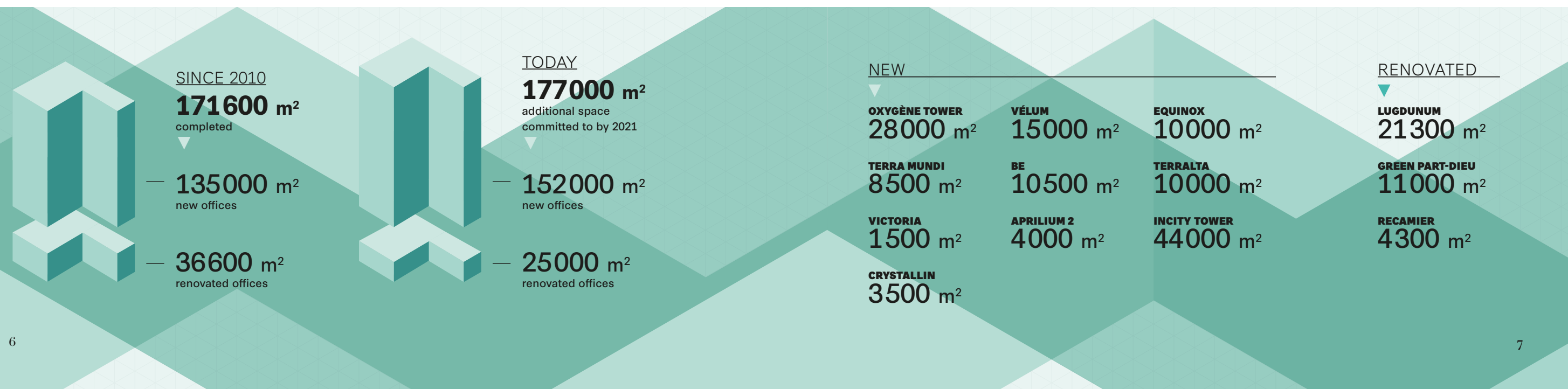
The potential of La Part-Dieu district is very strong in the field of the sustainable city and smart systems. On this basis, five metropolitan, regional, and international themes have been chosen.

- Energy
- Transport and mobility
- Engineering services and technology consultancy
- Information and digital technology
- Banking and Insurance



46%

The proportion of French people who believe that Lyon will be the most enterprising city of the future.





SPL LYON PART-DIEU

192, rue Garibaldi
69427 Lyon Cedex 03
T. + 33 (0)4 28 00 06 00
www.lyon-partdieu.com

**Do you need some
information about
the economic project ?
To develop your business ?**

You can contact:
Thierry Perraud,
Economic project manager,
SPL Lyon Part-Dieu
tperraud@lyon-partdieu.com
T. + 33 (0)4 28 000 606