



Greater Paris Investment Agency

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Press Release

Global Cities' Attractiveness Reshaped The Post-Crisis Landscape

Paris' attractiveness is still quite strong but under pressure by rising Asian global cities.

The Greater Paris Investment Agency launches the Global Cities Investment Monitor, in partnership with KPMG. The first yearly benchmark will be presented on 18 February 2010. It compares perceptions and reality regarding the attractiveness of global cities in the midst of the crisis.

A survey based on a sample of more than 500 global business leaders was conducted by OpinionWay, while investment fluxes were analysed over the last five years.

The image of Paris is quite good: the city ranks third (35%) with only New York (41%) and London (42%) ahead.

Investing criteria have changed during the crisis: political stability (92%) and economic growth (89%) now dominate.

Political stability, infrastructures, higher education and quality of life are among Parisian strongholds. They explain a fifth averaged position.

Rising Asia, with 5 cities in the Top 10, rebalances global attractiveness. Paris is ranked 6th, after New York, Shanghai, London, Mumbai and Beijing.

Mumbai is posed to become the favourite destination of international investors over the next three years.

Paris is even better ranked regarding real investments: fourth in the world in 2008-9, third over the last five years.

Paris (-0,5%) outperforms the global international investment market in 2008-9 (-8%). In the Top 5 cities, only Hong-Kong is more dynamic. London leads with 270 projects (191 in Paris).

Paris is the fastest growing top metropolis for research centres; it is now globally in third position – in pole position at European level. Headquarters (+175% in 2008-9) are also a strong asset: Paris is ranked fourth worldwide regarding these strategic investments.

Paris is doing well right now, but must not sit on good results in the face of global competition. Major projects are necessary to counterbalance the dynamic metropolises in eastern Asia or in Southern America where Olympic Games are reshaping city images.

The Greater Paris Investment Agency has been established as a non-profit organisation twenty years ago by Paris' Chamber of Commerce and Industry. With over a hundred major French and international firms, its membership guarantees its independence. Its missions include promoting Greater Paris abroad and lobbying political and economic decision-makers.

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