



MIPIM 2020

United Grand Paris joins forces with Business Immo

BiTV's studio, in the United Grand Paris Pavilion, will be one of the new features of MIPIM 2020.

Choose Paris Region, the agency charged with promoting the Paris Region internationally, and Business Immo, France's foremost publication about the real estate industry, have teamed up to form an innovative unprecedented partnership. For the first time in its history, the United Grand Paris Pavilion will host BiTV's teams and studio in the very centre of its space, where, for the four days of the show, the TV channel's regular schedule of programmes will be filmed.*

"This partnership will raise the visibility of Grand Paris at MIPIM 2020. It will be an opportunity to showcase the exceptional momentum behind the attractiveness of the Paris region that was confirmed in 2019 thanks to initiatives taken by the public and private stakeholders who are here together in the United Grand Paris tent. They form a cooperative coordinated body ready to welcome foreign investors", said Lionel Grotto, CEO, Choose Paris Region.

By co-branding BiTV with United Grand Paris, the studio will take advantage of the reputation and high traffic of the United Grand Paris Pavilion while drawing in the fifty or so French and international guests scheduled to appear in the six TV programmes that are broadcast live during MIPIM.

"As a media hub, BiTV will play a role in publicizing, informing and communicating about the enterprising initiatives of Grand Paris. In addition to producing content of high added value, the studio will attract real estate operators and investors and guide their visit through the United Grand Paris stand", continued Sandra Roumi, CEO, Buiness Immo.

*Find out the programme schedule of BiTV on their [website](#).

About United Grand Paris:

United Grand Paris is the expression of a concerted effort by 18 stakeholders in the Paris Region real estate market to make the region even more attractive internationally at MIPIM by instigating daring innovative projects and exceptionally varied investment opportunities. As a showcase for excellence and innovation, the United Grand Paris Pavilion at MIPIM provides an opportunity to invest in the right place in Europe right now.

*Members of the United Grand Paris alliance: **Choose Paris Region; EpaMarne-EpaFrance** (Etablissements Public d'Aménagement de Marne-la-Vallée); **Epamsa** (Etablissement Public d'Aménagement du Mantois Seine Aval); **Etablissement Public d'Aménagement de Sénart**; **Etablissement Public d'Aménagement Orly Rungis –Seine Amont**; **Grand Paris Aménagement**; **Grand Paris Sud, Seine-Essonne-Sénart**; **Métropole du Grand Paris**; **Paris La Défense**; **Paris Saclay** (Etablissement public d'aménagement et les Communautés d'agglomération de Paris-Saclay et Saint-Quentin-en-Yvelines); **Plaine Commune Développement/Plaine Commune**; **Saint-Quentin-en-Yvelines**; **Société du Grand Paris**; **Sogaris**; **Ville de Paris** (Paris &Co, Paris Batignolles Aménagement, SEMAPA et SEMPARISEINE); **Val d'Oise**; **Comité d'Expansion Economique du Val d'Oise**; and **Yvelines – Hauts-de-Seine**.*

About Choose Paris Region:

Choose Paris Region is the agency developing the appeal of and promoting Paris Region internationally. The agency works in partnership with all the players in the Paris region to provide international businesses tailored support services.

Choose Paris Region acts as a catalyst to innovation and business while supporting international firms with their development in the Paris region. The agency combines its market insight and its extensive network of local players to help international firms forge technology partnerships, draw up their plans for expanding in the region and making their plans a reality.

Each year, with its team of 80 staff in Europe, the US and in China, the agency supports more than 1200 international firms that are seeking to accelerate their development in Europe's premier region. It is instrumental in making Paris Region one of the leading areas globally for business and innovation.

The agency's President is Franck Margain and its CEO, Lionel Grotto.

About Business Immo:

Business Immo is the leading media group for the real estate industry.

Established in 2004, Business Immo is a press agency dedicated to real estate and making cities, with an internet site attracting more than 300 000 visits a month. The group, which has just launched a European news thread (businessimo.eu), also publishes a collection of magazines and special issues, including the only monthly on the real estate industry and the quarterly magazine In Interiors about new property uses. Finally, Business Immo decided to strengthen its video output by introducing a new web TV channel called BiTV.

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