LEVERAGING PARIS REGION’S EXPERTISE WORLDWIDE
Promoting Paris Region’s expertise has been at the heart of the Region’s international strategy since 2016.

Given that our territory is at the cutting-edge of innovation in sectors of the future, and because our resources and talents are worthy of being shared throughout the world, we wanted to make the best of Paris Region’s know-how available to our foreign partners, for the benefit of both their local development and our businesses.

Our international strategy is designed as a win-win partnership.

Valérie Pécresse
President of Paris Region

PARIS REGION EXPERTISE (PRX) provides international partners with a one-stop shop to facilitate access to expertise found in Paris Region. PRX also helps local operators willing to expand internationally.

Paris Region has implemented an ambitious international strategy and is today involved in more than 20 partnership agreements with local authorities abroad. These authorities increasingly calling for Paris Region’s expertise to help them develop their local areas, and our local players similarly looking to expand internationally, Paris Region launched PRX initiative.

- If you are a partner authority (see map p. 6-7) with a project needing Paris Region’s renowned expertise, it is at your disposal.
- If you are an entity based in Paris Region interested in those international markets, we will help you know more about their projects and put you in contact with local players and decision-makers during tailored technical workshops and field trips.
PARIS REGION EXPERTISE
internationally renowned

A vast multimodal transport network
- TGV, Transilien, tramways, metros, bus, bike-sharing, river shuttles
- Grand Paris Express: 2005 km of new tracks

No. 1 tourism region worldwide
- 49 million visitors a year
- More than 500,000 people employed in tourism

Higher education and research of world renown
- No. 1 region in Europe by number of students
- 17 universities and about 20 prestigious schools
- More than 300 public research laboratories
- 100,000 researchers

A thriving and innovative region
- No. 1 GDP in Europe
- No. 1 region for start-up growth in Europe
- 11 competitiveness hubs in innovative sectors
- No. 1 European region for R&D
- 100% renewable energy and carbon-free region by 2050

An appealing territory
- No. 1 real estate hub for businesses in Europe
- 3 international airports, 7 TGV train stations
- 100% optical fibre network by 2021

Leading cultural hub
- Many globally-renowned museums
- No. 1 region in the world by number of cinemas and libraries
- No. 1 region in Europe by number of theatres

A pioneering region in the health sector
- No. 1 region in Europe in the field of health and life sciences
- Prestigious institutes (Curie, Gustave-Roussy, Pasteur, etc.)
- AP-HP, the largest European hospital network

Why call upon PRX?

PRX is an initiative led by Paris Region which makes the best expertise available to its partners abroad.

It aims at:

- meeting the expertise needs of partners abroad by offering them a range of internationally recognised know-how: attracting tourists and investors; developing local areas with a sustainable development approach; stimulating innovation and emerging technologies; maintaining farmland and preserving the environment; enabling sectors to grow...

- helping Paris Region’s players (public bodies, companies, competitiveness hubs, universities, associated partners of the Region, etc.) access foreign markets and engage in international cooperation and/or explore business opportunities.

Zoom in

In addition to the projects led from Paris Region, the Region has two PRX agencies located abroad: one in Hanoi, Vietnam, and the other in Antananarivo, Madagascar. These offices oversee local relations between the local partners and the Region, track decentralised cooperation projects and promote Paris Region’s expertise.
PARIS REGION'S EXPERTISE LEVERAGED IN PARTNER COUNTRIES
PARIS REGION’S EXPERTISE LEVERAGED IN PARTNER COUNTRIES: examples of workshops

LEBANON

City related jobs and sustainable development
In the area of urban planning, sustainable cities and green spaces, Paris Region’s expertise was made available to help the Municipality of Beirut. Paris Region Institute (L’Institut) and the Agency for Green Spaces (AEV) have led the drafting of a transportation plan, an environment and countryside plan, as well as a street lighting development plan. A “green corridor” has been built between the city centre and the Pine Forest, Lebanese capital’s green lung.

BRAZIL

Transportation and mobility
Paris Region Mobility (Île-de-France Mobilités) has signed a technical cooperation agreement on urban mobility with the Transport Secretariat of São Paulo to assist with developing the public transport network of the Brazilian metropolis.

CHINA

Tourism
The Regional Tourism Committee (CRT) of Paris Region is implementing the resources, tools, support and network needed to enable tourism professionals to develop and deliver a quality, innovative and tailored offer of services to promote destinations.
In China, the CRT has signed a partnership agreement with Alibaba Group’s online travel platform, for the creation of a “Chinese itinerary” in Paris Region and for the introduction of the “Alipay” mobile payment solution widely used by the Chinese population.

ALGERIA

Heritage
Paris Region Institute (L’Institut) and the Regional Culture Department are helping the Algiers Wilaya in its goal of preserving and enhancing its architectural heritage.
An expert located in Algiers is responsible for implementing the renovation strategy for the Casbah. The Institute also supports the urban integration project of converting Dar El Hamra Palace into a metropolitan cultural facility.
Digital economy

Cap Digital is a competitiveness hub bringing together all stakeholders involved in the digital economy and sustainable development. It provides support services for innovation, acceleration, digital transformation and ecologic transition. Cap Digital has signed an agreement with its Moroccan counterpart, Maroc Numeric Cluster. It has organised a digital innovation festival in Casablanca based on the “Futur.e.s” event in Paris. The event showcased the thriving activity of the Moroccan and African digital ecosystems and boosted business exchanges in the digital field between the two geographical areas.

Environment

The Region is involved in improving the environment in Hanoi with the launch of the project “Quality of Life in the City”. It uses the expertise of the L’Institut, AirParif, the Region and the Paris Belleville school of architecture, as well as innovative companies from Paris Region. The objective is to assist with sustainable urban planning, reducing air pollution, managing green spaces and reducing waste.

Higher education

Paris Region has a House of Ile-de-France at the International University Campus in Paris (CIUP). It provides accommodation for young people from its cooperation areas.

Start-up support

Inco is a business that helps start-ups and SMEs of the new economy grow. In 2017, Inco and Paris Region launched SPRINT (Startup Paris Region International), the first network of nine French-speaking incubators for “green” and social start-ups.

Developing new cities

In partnership with the Council of Rufisque the Region organised a PRX-Senegal workshop on developing smart cities. Bringing together the contracting authority for new Senegalese cities (General Delegation for the promotion of urban areas), the Ambassador of Senegal, experts and business leaders from Paris Region. This workshop provided an opportunity to:

- show experts and business leaders from Paris Region the opportunities of development available in Rufisque area,
- promote Paris Region’s expertise to the General Delegation for the promotion of urban centres in order to support the growth of new cities across Rufisque.
More information on Paris Region’s international action:
www.ilededefrance.fr/coopération-internationale

Contact
International cooperation department
European affairs, international cooperation and tourism unit
prx@ilededefrance.fr

Paris Region
2, rue Simone-Veil 93400
Saint-Ouen FRANCE
Tel.: +33 1 53 85 53 85

www.ilededefrance.fr

RegionIleDeFrance
@ilededefrance
ilededefrance