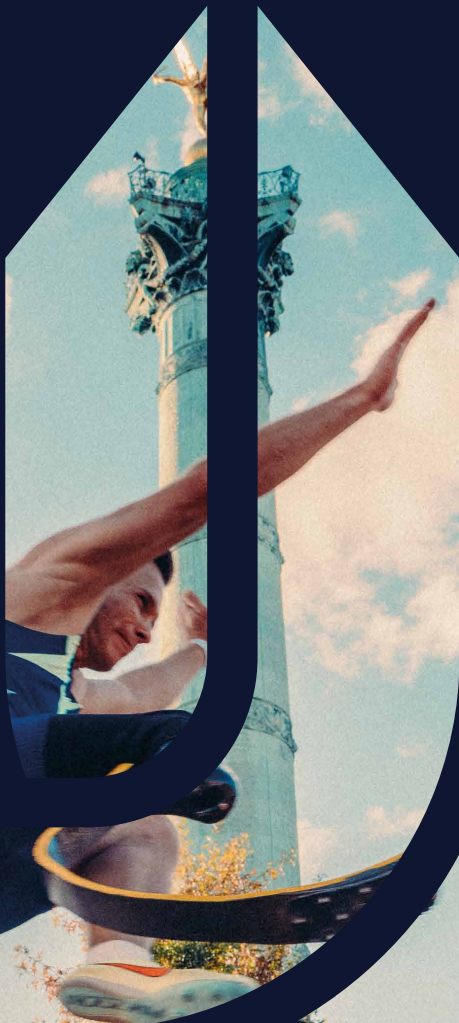


Olympic and Paralympic Games

Observatory of international investments related to the Paris Region Olympic Games



Investments and business set-ups during the 2024 Olympic and Paralympic Games

With the eyes of the world focused on Paris for the 2024 Olympic and Paralympic Games, this is a unique opportunity to position Paris Region on the world stage and attract international investment. This event is a catalyst not only for major urban development projects, but also for investments in sectors as varied as healthcare, construction, energy, mobility, marketing, sport, the social economy and so on.

The ambition is to bequeath not only a tangible heritage of quality infrastructures, but also an intangible one based around the "Paris Region" brand, and to highlight not only sporting performances, but also the intrinsic values of practicing a sport, a region in transformation, innovations and business and investment opportunities.

The local authorities, led by Paris Region, are involved in every phase of this exceptional project of organizing the Olympic and Paralympic Games.

On this occasion, Choose Paris Region is ready to welcome the world and offer a unique experience to tourists, investors and international talents, and to highlight inspiration (history and heritage), innovation and sustainability (mobility of the future, sustainable buildings, smart infrastructure), quality of life (territories, sports, art, culture and experience), heritage and inclusion.

This document focuses on investments and business set-ups related to the Olympic and Paralympic Games in Paris Region since 2017. The impact of the event is already perceptible: while the Rugby World Cup 2023 has brought in 600,000 more visitors over the two months of the competition than in 2022, the decision to award the Games to Paris has allowed for the identification of 110 foreign investment projects related to the Games, which represent the creation of over 4,000 jobs within 3 years.



Foreign company projects related to the 2024 Olympic and Paralympic Games

As part of its support for foreign companies, Choose Paris Region has observed a growing number of foreign investment projects related to the Olympic and Paralympic Games over the 2017-2024 period.

Ever since the Games were awarded to Paris in 2017, **110 foreign direct investments** have been gained for Paris Region and will create over **4,000 jobs in 3 years**, broken down into company start-ups (54%), business partnerships (26%), and expansion projects (20%). The agency is supporting all these projects before, during and after the 2024 Olympic Games.

The Olympic and Paralympic Games offer numerous business opportunities for companies, whether they are directly called upon to contribute to the organization and success of the event,

or whether they wish to capitalize on the development opportunities generated by the massive influx of visitors and worldwide media coverage.

Prospecting angles

The agency implements digital influence and prospecting actions aimed at foreign companies to promote the many business opportunities in Paris Region.

By way of example, 10 digital prospecting campaigns and a webinar co-organized with SOLIDEO (Société de Livraison des Ouvrages Olympiques) in 2023 allowed us to reach more than 2,500 stakeholders in the following sectors:

- **DeepTech**, to ensure security and put France on the map in terms of new technologies: big data, intelligent and ethical video protection for the 2024 Olympic Games, artificial intelligence...
- **Sports and Health**, to promote the impact of the 2024 Olympic and Paralympic Games on the sports industry and on technological innovations: Medtech (diagnostic technologies, imaging, medical monitoring of athletes), SporTech Health (precision equipment, performance monitoring), E-health (mental health).
- **Mobility**, because the 2024 Olympic and Paralympic Games will generate significant mobility needs over a very short period of time. They represent an opportunity to carry out ambitious and innovative promotional campaigns to boost our attractiveness.



The impact of the 2024 Olympic Games: identified direct and indirect projects

Among the foreign projects identified in Paris Region, **projects directly linked to the Olympic and Paralympic Games** (representing 57% of identified IDI projects) concern :

The construction of sports infrastructure and facilities

Construction or equipment for stadiums, swimming pools, gymnasiums, Olympic villages, etc., or the supply of essential products and services such as sports equipment, timing systems, etc.

Services for organizers, sports delegations and spectators

Some companies offer services such as ticketing, accommodation, transportation, catering, sightseeing tours, etc., for sports delegations, spectators and tourists who will attend the event and thus benefit from high visibility.

It should be noted that many of the projects directly related to the 2024 Olympic Games are carried out by Official Partners or Supporters that have been selected by the Organizing

Committee of the Olympic and Paralympic Games (OCOG) : they provide a dedicated service to the organization of the Games, or sponsor the Games to promote their brand and products.

These commercial partnerships during the Games can then act as a catalyst for a series of projects that will benefit the region, by creating jobs and synergies with other local companies, serving as a technological or innovative showcase, a source of new investment opportunities, or leaving a lasting legacy in terms of infrastructure and know-how.

Projects indirectly linked to the Olympic Games (representing 43% of identified IDI projects) concern the following sectors:

- Hotels, tourism, accommodation, catering
- Sport and recreation
- Commerce (e-commerce, sales outlets)
- Media/Advertising
- Financial / IT related services
- Construction...

These company projects aim to take advantage of the influx of visitors, which they see as a wider audience, and therefore a strong increase in demand, to develop their activities in Paris Region.

Typology of identified projects

The projects come mainly from the USA (22%), the UK (16%), Japan (9%), the Netherlands (7.5%) and Germany (7.5%). In terms of jobs, the USA (38%) is also the most dynamic country, followed by Germany (20%) and the Netherlands (13%). More than half of foreign direct investment (FDI) is concentrated in 4 sectors: 25% of these IDIs are in the service sector, with 14% in hotels and tourism, 10% in digital content and services, and 10% in eco-activities and sustainable city services.

The key involvement of Official Sponsors

It's also worth noting that of the more than 70 companies that are partners of Paris 2024, almost half are foreign (Cisco, Deloitte, Airbnb, Intel, Samsung, Toyota, Salesforce...), and almost all of these are present in Paris Region. Sponsors account for 32% of foreign investment projects related to the 2024 Olympic and Paralympic Games, and nearly 60% of the projects directly related to the organization of the event. These official sponsors of foreign origin already employ over 35,600 people in Paris Region.

In terms of services, the agency and its network of dedicated service providers meet the specific needs of companies:

- **Recruitment:** temporary recruitment (interim, fixed-term contract, freelance, etc.) or high volume recruitment through specific job fairs, candidate assessment centers, etc.
- **Immigration formalities for non-EU nationals:** the 2024 Olympic and Paralympic Games will bring many foreign workers to France. Companies may therefore have to manage major foreign employee mobility projects prior

to the Games (recruitment of foreign talent or relocation/secondment of employees), which will require support and advance preparation due to specific formalities (work permits, declaration prior to secondment, etc.).

- **Accommodation:** With more than 15 million visitors expected to visit the capital in the run-up to the Games, it will be increasingly difficult to find short- or long-term accommodation. With one year to go before the 2024 Olympic and Paralympic Games, service providers in charge of rental management of furnished properties are already being approached by companies who want to house their staff during this period. It is therefore important to anticipate these needs as early as possible.
- **Customs and VAT issues:** Suppliers of goods or services involved in the games will have to deal with VAT/customs issues in France. The introduction of goods into France, their use during the 2024 Olympic Games, their re-export or re-dispatch to another EU country, as well as any provision of services, are subject to complex VAT and customs rules in France.
- **French language courses** to facilitate the imminent arrival of foreign employees by allowing them to learn French free of charge online before they arrive, thanks to QIOZ.

40% of these projects contribute directly to the UN's sustainable development goals

The Choose Paris Region agency has launched a process for rating investment projects according to their impact on the sustainable development objectives defined by the United Nations. These Sustainable Development Goals provide a roadmap for achieving a better, more sustainable future for all, and are grouped into 5 pillars:

- combat the degradation of the planet ;
- Eradicate poverty and hunger, ensuring dignified living conditions and the equality of all peoples;
- reconcile economic, social and technological progress with respect for nature and prosperity ;
- promote peace and justice;
- forge effective, inclusive partnerships to achieve the SDGs.

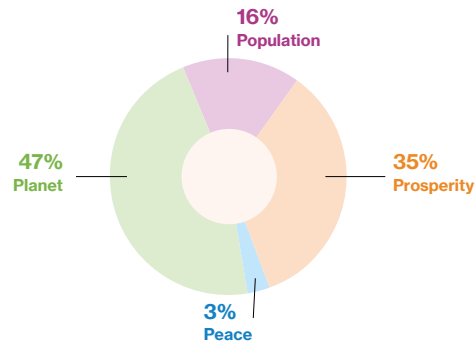




Olympic Village © Ecoceem

A project has a positive or exemplary impact when it makes a significant contribution to achieving one or more of these goals. Of the total number of projects related to the Paris Olympic and Paralympic Games, 40% have a positive or exemplary impact, and almost 50% of the jobs created in the long term are due to these projects.

Breakdown of the projects' contribution to the sustainable development goals



Among the projects contributing to the UN's sustainable development goals:

- 47% have a positive impact on the planet, mainly through “sustainable consumption and production”, and “combating climate change and its repercussions”,
- 35% for prosperity, through action on “sustainable and resilient cities”,
- and 16% on populations.

Innovation and experimentation for a sustainable local legacy

The Olympic and Paralympic Games in Paris serve as a veritable catalyst for innovation and offer an exceptional opportunity to develop, test and deploy new services and technologies. This global showcase encourages the emergence of innovative initiatives that will leave a lasting legacy for local communities in fields as varied as :

- sustainable mobility,
- sustainable construction,
- water management,
- renewable energies,
- urban air transportation,
- digital technologies,
- sustainable river transportation,
- etc.

Here are just a few examples of the innovations driven by international companies that are expanding in Paris Region.



110
investment
projects

In connection with the 2024 Olympic and Paralympic Games since their attribution in 2017

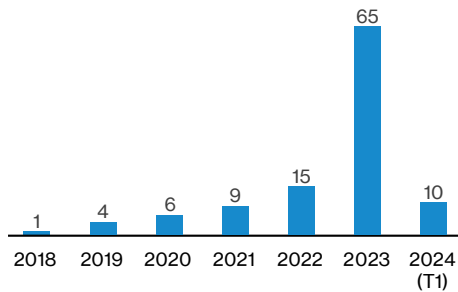


4000
jobs

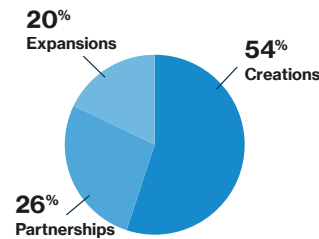


40%
of these IDI projects are positive impact projects according to the UN's sustainable development goals

Evolution of the number of IDIs



Type of investment*



*Creation: jobs created on a new site, with an associated new SIRET number / Expansion: the company is already established in Paris Region and the subsidiary has a project to increase its workforce / Business partnership: companies pool their workforce, resources and partners to develop their commercial activity.

Main markets by number of projects (in %)

IDI	market
Services and consulting	25%
Hotels/Tourism	14%
Eco-activities and sustainable cities	10%
Digital content and services	10%
Automobiles and mobility	7%
Commerce	6%
Financial services	5%
Creative industries	5%
Optics and complex systems	5%
Health and Biotechnology	5%

Main countries by number of jobs created (in %)

Country of origin	Jobs
USA	38%
Germany	20%
The Netherlands	13%
Switzerland	12%
The United Kingdom	7%

Stories from international companies

Through a series of stories, discover the different projects and initiatives undertaken by international companies, which highlight their significant contribution to the 2024 Olympic and Paralympic Games, or their desire to benefit from the visibility and spin-offs of this global event by choosing to expand in Paris Region.

Projects that provide services for organizers, sports delegations and spectators

Cisco (USA), Paris (Partnership)

"Cisco France has close ties with Paris Region, where the group has been in operation since 1989. Paris Region is a strategic region for Cisco, thanks to its dynamic economy, its rich digital ecosystem and the quality of its research centers and engineers.

Today, Cisco France is a trusted stakeholder for companies and local authorities in Paris Region. With its networking, security, collaboration and cloud management solutions, Cisco France connects people and technologies to meet the major technological challenges that face our society.

As an Official Partner of the 2024 Paris Olympic and Paralympic Games, Cisco will deploy Network Equipment, Cybersecurity infrastructure and Videoconferencing software that will contribute to the organization of the event.

Cisco accompanied the London 2012, Rio 2016 and Tokyo 2020 Olympic and Paralympic Games as the Official Network Infrastructure Partner. Backed by these partnerships, Cisco will also be deploying Cybersecurity infrastructures and Videoconferencing software for Paris 2024. Together, these technologies will allow for sustainable solutions to connect all stakeholders in the Paris 2024 Olympic and Paralympic Games and will promote optimal connectivity and interactions between athletes, coaches, volunteers, tourists and spectators from all over the world." "

Connect&GO (Canada), Champigny-sur-Marne (94) (Expansion)

"Connect&GO, a global leader in integrated attractions management technology and smart wristbands, is one of the Canadian Olympic Committee's partners in delivering an exceptional experience to guests from around the world at the Canada Olympic House during the Paris 2024 Olympic Games." Connect&GO will deploy its cutting-edge Konnect platform to simplify operations at the Olympic House: smart wristbands, multi-zone access control management and real-time data, business intelligence tools, point-of-sale system for catering, etc. In addition to the Olympic and Paralympic Games, and thanks to its presence in Paris Region, Connect&GO will continue to deploy its technology in France thanks to a growing number of new partners including Looping Group, one of the largest park owners in France." "

FlixBus (Germany), Paris (Partnership)

"As the world leader in long-distance coaches, with a network that covers 43 countries and all of Europe in particular, FlixBus will be one of the main passenger carriers during the Paris 2024 Olympic and Paralympic Games.

FlixBus offers the greenest mobility solution after high-speed trains. With a station in the center of Paris, multiple stops in Paris Region and at airports, for example, and a growing offer and network to meet demand, we're ready to help the region make the games a magical, shared experience. "

Hydrolift Smart City Ferries - HYKE (Norway), Paris (Creation)

" The Norwegian company has been selected by Voies navigables de France (VNF) to introduce carbon-free navigation in Paris, thereby signaling a move towards sustainable urban transportation. Initially, the company was planning to unveil a semi-autonomous ferry, but is now focusing on launching an electric ferry that can accommodate 50 passengers. This move underlines HYKE's commitment to clean energy and efficient urban mobility. The imminent introduction of the electric ferry on the Seine offers a new, environmentally-friendly way of getting around for the city's residents and visitors. By taking this initiative, HYKE is supporting Paris' environmental goals and demonstrating the efficiency and appeal of electric transportation. Pending the launch of the electric ferry on the Seine, we are witnessing a move towards more sustainable and innovative transportation options in Paris. "

OnePlan (United Kingdom), Saint-Denis (93) (Creation)

"As the Official Supporter of GIS mapping platforms and digital twins for the Paris 2024 Olympic and Paralympic Games, OnePlan is coming to France to allow for the mapping and planning of your events. Combining the best features of AutoCAD with up-to-date mapping technology, OnePlan allows for the design and management of event venues in a centralized system. Whether it be for a road sports event, a stadium, a Christmas market or a festival. In Paris Region, Nanterre Ville and St Quentin-en-Yvelines are already using this intuitive, easy-to-use and collaborative technology, which allows for time-saving, risk-free venue planning and a reduced carbon footprint. "

On Location (USA), Paris (Creation)

"On Location designs and produces premium experiences for sports and entertainment events. As the official supplier of hospitality programs for the Paris 2024 Olympic and Paralympic Games, On Location offers official tickets to attend the competitions, coupled with hospitality or experiential services (accommodation, transportation, gastronomy, tourist activities...). In Paris Region, On Location will generate over 250 direct jobs and 13,000 indirect jobs during the Olympic period. The company relies on the French economic fabric to deliver its hospitality packages: almost 90% of On Location's suppliers during the Olympic and Paralympic Games will be French companies, and 100% of the caterers will be French. "



Quatro Gymnastics France (United Kingdom), Buc (78) (Creation)

"Quatro Gymnastics is one of Europe's leading stakeholders in gymnastics apparel, and has won the trust of numerous federations, including British Gymnastics, the Swiss Confederation, Gymnastics Ireland, Scottish Gymnastics, Jamaica and Finland. Many of the athletes competing at the forthcoming Paris Olympic Games will also be relying on Quatro to create unique, high-quality equipment for them. Based in the UK, Quatro continues to expand into new countries and opened its European office in Paris Region in 2020. Paris Region's strategic location at the heart of Europe gives Quatro Gymnastics a favored access to key European markets, thus strengthening its competitive position on the continent. "

Randstad (Netherlands), Saint-Denis (93) (Partnership)

"As an Official Supporter of the Games, the Randstad group is supporting the recruitment and outplacement of the Organizing Committee's teams, which will number almost 4,000 at the time of the Games, in the fields of events management, logistics, project management and more. These teams will be responsible for setting up, deploying and operating

the Athletes' Village and the various competition venues in Paris Region and throughout France. In addition, Randstad will be recruiting the Organizing Committee's temporary workers for the Athletes' Village. As a further illustration of its commitment to sports, the group has also become an official partner of the Fencing Federation and the French Athletics Federation, and will be hosting the Maison de l'Athlé at the Randstad group headquarters in Saint-Denis for the duration of the Games, which will allow the entire athletics family to take advantage of this exceptional location for an unforgettable experience. "

Toyota (Japan), Paris (Partnership)

"As the Official Mobility Partner of the Olympic and Paralympic Games, Toyota will contribute to limiting the environmental impact of this event. The company will provide sustainable mobility solutions for athletes, officials, volunteers, journalists and spectators, with a focus on inclusivity, sustainability and mobility for all. In all, more than 2,650 electrified Toyota vehicles, 60% of them zero-emission (with 500 hydrogen fuel-cell Mirais and battery-powered electrics in addition to the existing fleet of 600 Mirai cabs), will be used at the event, including 150 wheelchair-accessible vehicles. There will also be 10 other



hydrogen applications, thus showing the variety of possible uses for this energy carrier. This fleet will allow for at least a 50% reduction in greenhouse gas emissions compared with the previous Games, and the testing of new inclusive "last mile" mobility and car-sharing solutions with KINTO's servicing solutions.

Toyota is also proud to support several French athletes with their sights set on Paris 2024.

Last but not least, the company is delighted to be able to count on the support of the Paris Region and the French government in developing a more respectful and inclusive global technology showcase that will benefit Paris Region. "

Volocopter (Germany) (Creation)

"Volocopter brings sustainable air mobility to life in the world's megacities. Our aim is to improve the quality of life of city dwellers by offering them a new mode of electric transportation, starting in France. We will do this by creating sustainable, scalable urban air mobility ecosystems with local infrastructure and operations partners, such as the ADP Group. With the world premiere of flying cabs scheduled for summer 2024 in Paris, we will offer passengers fast, safe and emission-free connections in the world's most iconic urban cities. "

Projects related to sports infrastructure and facilities

Ecocem (Ireland), Champlan (91) (Expansion)

"Ecocem is a company specialized in the production of very low-carbon cement. Present in France since 2007 following a joint venture with Arcelor Mittal, the company has set up its global R&D center in Paris Region. It has set up a circular economy circuit that allows for the production of a cement substitute from a steelmaking by-product that emits 8 times less greenhouse gases than traditional cement. This allows for the production of high-performance, low-carbon concrete. Ecocem has already contributed to major projects in the region, such as the Hekla tower at La Défense, and the Grand Paris Express. Its technology was also used in the construction of the Athletes' Village for the 2024 Olympic and Paralympic Games, thereby participating in the efforts to reduce the Games' carbon footprint set by the Paris 2024 team. Their contribution to the infrastructure of the Games thus represents an additional gas pedal for the company's development in Paris Region."

Equinix (USA), Saint-Denis (93) (Expansion)

"Equinix, a global digital infrastructure stakeholder specialized in data center hosting and operations services, inaugurated its 10th data center in October 2022, which is located in Paris Region. Equinix strives to optimize the environmental performance of its sites: the heat emitted by the new site in Paris Region will be recovered and re-injected into the district heating network of the city of Saint-Denis, which will allow for heating of the Olympic Aquatic Center (OAC)."

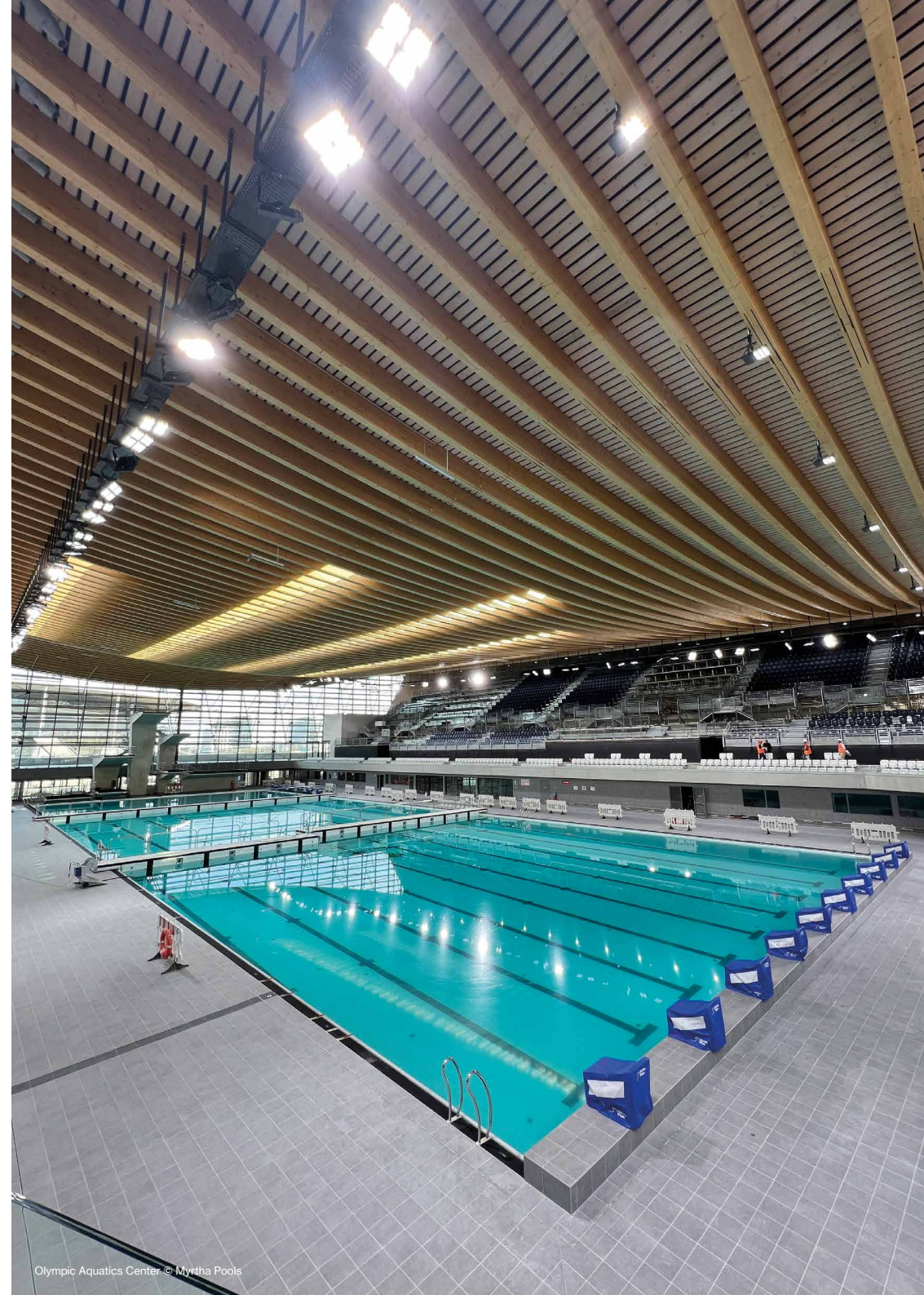
Incognitus (Australia) (Partnership)

"Incognitus is a specialist service provider for major events. Our offices in Melbourne, Dubai, Los Angeles and London allow us to react immediately, wherever the event takes place. For the Paris Olympic and Paralympic Games, Incognitus has come to Paris to provide technical flooring for the installation of infrastructure, as well as easier access for spectators during the events. It also provides consulting services in the fields of site management and waste management. Being located in and around Paris allows Incognitus to count on the availability of a multidisciplinary workforce. The Games will offer an important opportunity to collaborate with France and its European neighbors. As a major global economy providing major events, we recognize that these European connections will be invaluable in the future."

Myrtha Pools (Italy), Paris (Creation)

"Myrtha Pools, a world expert in innovative and sustainable sports competition pools, and an Official Supporter of the Paris 2024 Olympic and Paralympic Games, is contributing to the event by supplying or renovating 24 white stainless steel pools : 21 permanent pools, including the warm-up pool at the Olympic Aquatic Center in Saint-Denis; and 3 temporary pools, one next to the OAC, and two to be built at the Paris La Défense Arena in Nanterre.

Myrtha Pools will also leave a visible and lasting legacy in Paris Region: At the end of the Games, the temporary pools will be dismantled and allocated to a number of towns in the region, thus contributing to a more comprehensive regional development project that will benefit everyone by allowing for the development of swimming and swimming lessons. These opportunities linked to the Olympic and Paralympic Games





will allow Myrtha Pools to continue investing in the French market to develop its production and sustain its growth. “

Ottobock Orthopedic Network & Services (Germany), Les Ulis (91) (Partnership)

“As an official supporter of the Paris 2024 Paralympic Games, the German Ottobock Group specializes in the design of prosthetic and orthotic components, as well as wheelchairs. The company will ensure that para-athletes are fully able to concentrate on their performance through the maintenance and repair of their equipment. Experienced orthoprosthetists and technicians, wheelchair specialists and welders will ensure that the equipment is repaired and serviced professionally and free of charge, regardless of the athletes' nationality and the make of their prostheses, orthoses and wheelchairs. The company is present in France and employs more than 550 staff (orthoprosthetists, technicians, etc.) who provide made-to-measure orthopedic fittings for people with disabilities through its network of Ottobock care branches. With three sites in Paris Region (Paris, Yerres (91)), and its headquarters in Les Ulis (Essonne), it also boasts unrivaled expertise in the manufacture of aesthetic and functional coverings for the upper limb. “

Thermo Fisher Scientific (USA), Villebon-sur-Yvette (91) (Partnership)

“Thermo Fisher Scientific Inc. is the world leader in the service of science, with annual sales of around \$40 billion. Its mission is to enable its customers to make the world healthier, cleaner and safer. As an official supporter of the Paris 2024 Olympic and Paralympic Games, the company provides analytical instruments, laboratory equipment and expertise to identify the misuse of substances and methods banned by the World Anti-Doping Agency (WADA), contribute to a clean competition and thus maintain sporting integrity at the world's biggest sporting event. “

Unusual Rigging (United Kingdom), Courneuve (93) (Creation)

“Unusual Rigging, a leading expert in the production of shows, entertainment and events in the UK, has recently won contracts for the 2024 Olympic Games, thus paving the way for new business opportunities in the French market. As a sign of our confidence in future opportunities, we have invested in Paris Region with a three-year lease, a testament to our commitment beyond the Paris 2024 contracts. Our substantial investment underlines our dedication to delivering superior services to the French events market. We are currently looking at additional opportunities beyond the games to further expand our presence in France. “

Various projects indirectly related to the 2024 Olympic and Paralympic Games (hotels, shops, media, etc.)

Apartool (Spain), Paris (Creation)

"A company specialized in the management of apartment rentals for companies and their employees on the move, Apartool has opened an office in Paris and set up a new team. Thanks to its technological platform, Apartool is already helping a number of companies and institutions to find accommodation for their staff during the Olympic and Paralympic Games. "

Athletes Soul (USA), Paris (Creation)

"A non-profit association founded by current and former athletes, Athletes Soul's mission is to support elite athletes in their transition to their next chapter in life. During the Olympic and Paralympic Games, an "Athletes Soul House" will be set up at Station F to bring together Olympic athletes, former athletes and companies, thus promoting exchanges between the professional and sporting worlds. "

Cruncho (Sweden), Paris (Creation)

"Cruncho offers a solution that has been selected by Atout France and the French Ministry of Tourism to cover the Paris Olympic and Paralympic Games by bringing together on one platform thousands of recommendations of places, activities and events available for each city of the Games. Cruncho creates a fluid user path that provides visitors with a unique experience, and local merchants with an opportunity for visibility. This "eco-responsible" solution also allows for the reduction of visitor congestion, thus ensuring an equitable distribution of tourist flows, and the promotion of sustainable tourism alternatives within the city. Thanks to its participation in the Olympic and

Paralympic Games, Cruncho has established its presence in Paris, which represents an exceptional opportunity for this startup to deploy its solution on the French market. "

Easy Hotel (United Kingdom), Aubervilliers (93) (Expansion)

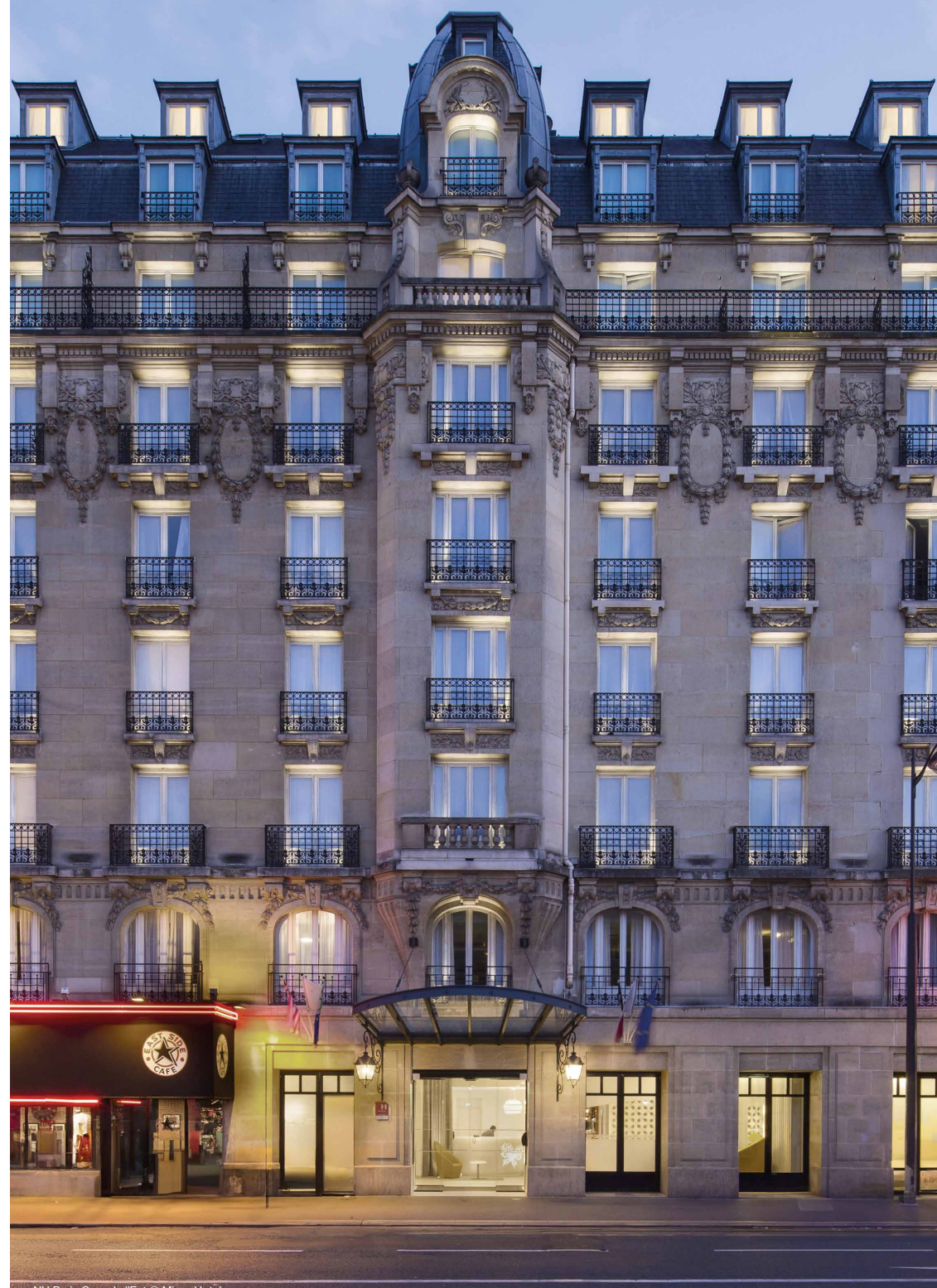
" IN Aubervilliers, Easy Hotel inaugurated its 2nd hotel in Paris region in March 2023, after the one opened at Roissy-CDG. With 180 rooms, this hotel is just a short distance from the headquarters of the Organizing Committee for the Olympic Games, and close to the Stade de France and the Olympic Aquatics Center (30 min walk), which will host the sporting events. "

Fairbnb.coop (Italy), Paris (Creation)

"Fairbnb is a cooperative online accommodation booking platform that funds local association projects for responsible, sustainable tourism. With the opening of an office in Paris, Fairbnb aims to meet the needs of the tourists expected to attend the Olympic Games and allow them to have an even more positive impact and contribute significantly to the development of local initiatives. "

H-Hotels.com (Germany), Saint-Denis (93) (Creation)

"The German hotel group has won the tender to restructure the Tour Pleyel, an emblematic Grand Paris venue in Saint-Denis, where it will operate a 700-room, 4-star hotel that will open for the Olympic and Paralympic Games, as well as an 95,670 sq. yard (80,000 sq. m.) conference center as of 2023, with the creation of 190 jobs. "



NH Paris Gare de l'Est © Minor Hotels



Minor Hotels (Thailand), Paris (Expansion)

“As an international hotel owner, operator and investor based in Thailand, Minor Hotels has over 540 hotels in 56 countries around the world. In 2024, the group arrived in the capital with the addition of three four-star hotels under the NH Hotels & Resorts brand, in collaboration with Swiss Life AM: NH Paris Gare de l'Est, NH Paris Opéra Faubourg, and NH Paris Champs-Élysées, the latter to be renamed NH Collection in 2025 after a period of renovation. These three renovated hotels will offer travelers 400 rooms where they will be able to enjoy Paris, as well as a restaurant and bars where they can savor French cuisine. For the hotel group, this is a tremendous growth opportunity in the world's second most visited city, which will host the 2024 Olympic Games. “

Octagon (USA), Paris (Creation)

“Our establishment in the heart of Paris has facilitated our integration into the sports marketing sector in France. Proximity to the largest French and international companies with operations in the city, the added appeal of a central Paris location for young marketing professionals, and direct access to major event venues - this is a powerful combination. France is a land of sports, and in addition to the major international events, we believe there is a real opportunity for brands that want to invest in sports. We are heavily involved in the 2024 Olympic Games. We're very proud of our relationship with one of our main partners, Toyota, with whom we've been preparing for the Games for the past few years. “

As well as a large number of sports stores:

JD Sports (United Kingdom) (Expansion) is giving itself a showcase on the Champs-Élysées in 2024 so it can take advantage of the Olympic celebration to be held during the summer. **Foot Locker (USA)** is also one of the retailers that are banking on the famous avenue des Champs-Élysées as a showcase for the 2024 Olympic and Paralympic Games. In March 2023, the brand **On Running (Switzerland)** also announced the opening of its Paris outlet. Several athletes involved in the 2024 Olympic and Paralympic Games have signed up with this Swiss equipment manufacturer.

Paris Sports Group Denmark (Denmark), Courbevoie (92) (Creation)

Paris Sports Group Denmark is a Danish multi-brand sportswear house. Its French subsidiary has just opened a 7,535 sq. ft. premium showroom in Courbevoie, with the aim of setting up 5 Outdoor and 7 Performance brands with sporting goods retailers in France. By choosing Paris, Sports Group Denmark has seized the opportunity to benefit from the excitement of major sporting events, such as the Olympic and Paralympic Games, to promote sports, thereby strengthening its local presence and encouraging a dynamic sports culture.



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