



München
From 8th to 10th
October 2018

www.clubfrance.immo

3
Allan Saunderson
Business Immo

4/5
Philippe Le Trung
Alain N'Dong &
Christophe Poujeol

6/7
Discussion by
Primonial REIM

8/15
Interviews

16/17
Invitation
Start-ups

18/23
Exhibitors & Members



2018 NEWS... GENERATION FRANCE

As Startups join the ranks of public agencies, architects, property companies and developers, a new generation of real estate players has emerged. Public and private stakeholders are working for the good of Cities. They have the shared ambitious purpose of developing more efficient, innovative and sustainable buildings, districts and cities, places where people are happy to live, work and play.

These new construction artists are European. In Club France, they will discover – not just a place to network – but a platform for debating and exchanging ideas that cross boundaries. These new avenues of development are a response to common global interests such as innovation, new technologies, sustainable development and a reduced ecological footprint.

This mix of cultures, knowledge and skills stimulates reflection about the future. By joining Club France you will become part of a community considering tomorrow's cities and taking projects beyond existing borders.

CONFERENCE

**What next for
European Healthcare
Real Estate?**

**Tuesday, October 9th
2018**

COCKTAIL PARTY

**Tuesday, October 9th
2018**

23

**Exhibitors &
Members**

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Europe



WHAT DO YOU EXPECT TO THIS EXHIBITION?

This exhibition is very important for me, because it gathers all the real estate actors. As an architect I'm looking to meet different international actors of this sector. Actually, our job and the way to create project is always shifting with the innovation, the environmental requirements... For example, we are designing the first large office building with a 100% wooden structure in central Paris. It's also important to exchange with my colleagues and our clients, to improve our way to work. But we are also here for business (laught). As German architect we have most of our projects in Paris. With a multicultural team, it means a knowledge of international cultures, we are available to build international projects with different types of programs and all scales. Our participation to this exhibition is to show our diversity and to meet different companies with their project, which we will build together.



Historically PERIAL Asset Management's expertise has always related to the corporate real estate, business and retail markets. Our management strategy is driven by strong convictions: moving beyond financial performance and fund asset valuation, the environmental and ethical issues are crucial in PERIAL Asset Management's approach to real estate. Our presence on the ground and our regional network, in addition to the market knowledge we provide, allow us to maintain a well-balanced relationship between owner and tenant. Following our strong growth in the domestic market, PERIAL decided last year to open its investment strategy to the European markets, specifically the German market. We already invested in Germany and Netherlands, as well as Italy. Our long term objective is to develop a Pan-European investment management platform.



YANN GUIVARC'H
MANAGING DIRECTOR



BENEFITING FROM THE "TRUST SHIFT"

In the world of communication, trust is an essential condition to convey a message. However, with the disruptive growth of the Internet trust has shifted.

As people increasingly trust other individuals, because they have similar profiles, shared interests and ideas, or are recognized experts within a particular field or community, trust is moving away from traditional media outlets and institutions.

Opinion leaders wield a growing influence through recommendations and endorsements. Influencer marketing consists of targeting and moving these opinion leaders so that they act as an extended communication network for companies. Planning and implementing "influencer campaigns" has become a vital tool for companies and communication agencies.

That is why Treize Cent Treize decided to extend its range of services by launching Treize Influent, dedicated to clients, so that they can adapt and gain from the "Trust shift".



#TREIZEINFLUENT



EMMANUEL CLOËREC
ASSOCIATE DIRECTOR

HOW IS THE EOL INVESTMENT TEAM ORGANIZED?

EOL takes advantage of its very flexible structure, which is continuously adapting to the market. The EOL investment department is not isolated from the other departments, but rather operates in perfect harmony with the leasing and development team. EOL's objective is to continuously deliver an enhanced added value to their clients, by adopting a highly technical approach to the business. To reach this aim, the department of investment operations is led by a team of professionals with an in-depth knowledge and an impeccable grasp of the retail sector and the industrial property and logistics markets.

WHAT ARE YOUR MOST RECENT OPERATIONS?

In terms of sales consultancy operations, we recently finalized the sale of a portfolio of 47 retail buildings sited throughout France, to a total value in excess of 90 million euros, and the sale of a retail park with a floor area of 20,000 m² in eastern Paris. We also intervened in the sale of a portfolio of 3 logistics buildings (76,000 m²) near Marseille (South of France) and 5 businesses parks in the region of Paris.



JEAN-MARC PETER
CHIEF EXECUTIVE OFFICER

WHY IS THE ECONOMIC SITUATION BEARING OUT SOFIDY'S STRATEGY?

The slight slackening in growth observed in the first half, both in France and the euro zone, combined with the resurgence of political risk in southern Europe, clearly substantiates the prudent, rigorous wealth management strategy that forms part of Sofidy's DNA. Without attempting to predict second half trends, this moderate cyclical slowdown serves as a reminder that for a real estate manager like Sofidy, responsible for its associates' savings, it is essential to set up positions in structurally buoyant, resilient segments, with a constant leitmotiv: location, location, location. In office property, Sofidy focuses on the Paris CBD (central business district), the first ring of Paris western suburbs, and dynamic, attractive regional capitals. This strategy enables your REITs, first and foremost Efimmo 1, to benefit from strong demand for prime space in these highly sought-after areas. In commercial property, Sofidy selects inner city premises in France's most attractive major cities and tourist destinations.



MACOGEP CONSOLIDATES ITS POSITION IN EUROPE

After 26 years of successful operations in Canada, Macogep envisioned to expand operations in Europe. In 2016, Richard Léger, a qualified architect and town planner with over 20 years experience, was appointed Vice-President - Europe, in the Paris office. In 2018, Macogep accentuated its growth in the European market by the acquisition of the Lyonnaise firm Keeping. The office specializing in construction economy and construction management is ran by Gerald Knes. Keeping's expertise and know-how, as well as its successful positioning in the region sustains Macogep's continuous growth and strengthens the firm's value proposition in France and the rest of Europe. Thanks to this business synergy, Macogep France is now able to offer its customers a complete range of services in delegated project management, project management assistance, construction management and quantity surveying, on an international scale.



LOUIS-YVES LEBEAU
FOUNDER AND CHIEF EXECUTIVE OFFICER

RICHARD LÉGER
VICE-PRESIDENT

EXHIBITORS



Founded 10 years ago, ADEN Immo Group is a French German real estate company with 30 experts in 6 offices located in Berlin, Paris and Strasbourg.

ADEN Immo Group has several units:

ADEN Project : Management and Development of Real Estate Programs and condominiums in Berlin

ADEN Immo: Sales and rental of flats through a network of shops - 5 in Paris and Berlin.

ADEN Invest: Transaction and Management of residential buildings and all asset classes of commercial properties (Office, Retail, Hotels, Health Care...) in Germany.

Through the coverage of this scope, ADEN Immo is able to purchase, manage and leverage the value of real estate assets for the benefit of French spoken Family offices or Fonds.

Several investment funds or family offices have already trusted ADEN Immo in order to implement and develop their real estate activities in the attractive and secure German property market.

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Groupe Arcange is a French private real estate investment company founded in 1996 by its CEO Michaël SFEDJ. The activities of the Group are split between all real estate asset classes such as office, residential, hotel and "alternative" real estate.

The DNA along with expertise, experience and value creation culture, inspire the vision and the investment strategy of Groupe Arcange.

Since 2007, the scope of activity has grown thanks to the backing from leading French banks that appreciated the approach and successful track record. Capital backing has enabled the Group to align property transactions of a total value of over 1 billion euros.

Groupe Arcange is an "hybrid" investment player, a general operator, combining a mind-set plus a tailor made approach together with an "A to Z savoir-faire" of an investor, a developer, a manager and creator of services.

Successful thank to its capacity to identify real estate assets with high growth potential as well as a dynamic management.

Agile, Groupe Arcange is capable to anticipate and to adapt the observed changes in the sector, in particular, the steady erosion over the years of the importance of real estate fundamentals in investment to the benefit of a, sometimes unprofitable, financial approach. Groupe Arcange developed an alternative comprehensive approach that involves putting the physical site back into the heart of the investment strategy, with finance used solely as means to an end.

A dedicated expertise, market intelligence and experienced teams on the ground to serving investors. The Group works alongside investors for the initial creation of funds, the acquisition of assets, the day-to-day property management, up to and including, the ultimate decision of when to sell. Increasing value is the ultimate goal. Groupe Arcange's ambitious objectives in their bid : make investments secure and their services : Fund Management, Asset Management, Property Management, improve overall investment performance.

Groupe Arcange believes that solely proactive management can lead to the creation of value.

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Axel Schoenert founded the Franco-German agency Axel Schoenert architectes with Zsofia Varnagy, interior designer, in 1999, in Paris. With a multicultural team, the agency develops its activities in France and worldwide, in the fields of architecture, interior architecture, design and furniture design. Its priority is to promote an eclectic vision of its work, to focus on project diversity and to develop an expertise in new built construction as well as complex refurbishment.

This expertise is applied to all types of programs and to all scales: offices, hotels, restaurants, spas, housing, public office buildings and cultural facilities.

Among its projects stand out the refurbishment of the ESH business Center near the Champs-Élysées, the MOST, the City hall of Puteaux (Laureate for ArchiDesignClub Awards), the headquarters of SEPHORA world, the flagship of WEWORK France. Enhancing its expertise in hotel programs, Axel Schoenert architectes specializes in boutique hotels –Hôtel Gabriel, first Parisian detox boutique hotel – as well as in larger scale hotels, such as Hôtel Beauchamps, Paris-Vélizy Hotel or Hôtel Paris Gare de l'Est and under construction, the first 25Hours hotel in France at the Gare du Nord, Paris.

With those the agency has found itself at the center of urban revival. Arts establishments and restaurants feature strongly amongst the agency's Parisian developments and internationally such as a luxurious boutique hotel THE ROCK in Ibiza, the first MEININGER hotel in France and the SHIFT project with MEAG.

- **36 PEOPLE IN THE TEAM**
- **28 ARCHITECTS**

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Europe

Business Immo is the French market leader in real estate news and data for professionals. Now presenting its intelligence to a growing subscriber base via a dedicated website, newsletters and new-tech mobile formats, BI actively informs over 1,500 market players worldwide, while another 20,000 visit the businessimmo.com website daily.

In November 2017 BI scored another first in France, adding Business Immo Europe - a premier Europe-wide news stream in English that makes its magazine debut at Expo Real 2018.

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& MEMBERS

COVIVIO

Thanks to its partnering history, its real estate expertise and its European culture, Covivio is inventing today's user experience and designing tomorrow's city.

A preferred real estate player at the European level, Covivio is close to its end users, capturing their aspirations, combining work, travel, living, and co-inventing vibrant spaces.

A benchmark in the European real estate market with 23 Bn€ in assets, Covivio offers support to companies, hotel brands and territories in their pursuit for attractiveness, transformation and responsible performance. Its living, dynamic approach opens up exciting project and career prospects for its teams.

- **4TH PROPERTY COMPANY IN EUROPE**
- **360° EUROPEAN AND INTEGRATED REAL ESTATE EXPERTISE**
- **23 Bn€ OF ASSETS**
- **2/3 OF ASSETS LOCATED IN PARIS, BERLIN AND MILAN**
- **5.1 Bn€ OF DEVELOPMENT PROJECTS IN EUROPE**
- **1.8 Bn€ INVESTED IN MAJOR EUROPEAN CITIES IN 2017**
- **846 EMPLOYEES IN FRANCE, GERMANY AND ITALY**
- **82% OF COLLABORATORS ARE PROUD TO WORK AT COVIVIO**
- **73% OF GREEN OFFICES IN FRANCE**
- **100% OF THE NEW OFFICES DEVELOPMENTS ARE GREEN**
- **40% OF WOMEN SIT AT THE BOARD OF DIRECTORS**
- **60% OF INDEPENDENT MEMBERS SIT AT THE BOARD OF DIRECTORS**

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Cordillera Capital dedicates itself to advisory in hospitality investments.

The company is based in Paris and concentrates its activity on assets mainly located in France and on specific occasions in other countries of the world. Clients are French and international. Our business focuses on the sale of the real estate of the hospitality industry (hotels, serviced apartments, co-living, co-working etc.) and on the setting up of complex turnkey operations, which includes acquisition advisory.

Proposed services by the company are as follows: hotels sales, third-party acquisitions and advisory (hotel operator search, value estimation, hotel project monitoring, asset management etc.).

The mission of Cordillera Capital consists in creating synergies between investors, operators and developers in order to catalyze strong value added operations in the hospitality and lodging industry.

Founding partner of Cordillera Capital knows the players of the hospitality market. His network is useful for the success of a deal.

Member of the franchisee networks of the most important French famous hotel brands, he is also co-chair of "ULI European Hospitality Council" and "ULI Next France" Trust shift".

Current ongoing projects are diverse as: exclusive mandate of a 3 star hotel in a regional city of France, sale of a portfolio of 3 hotels from a French insurance company, and exclusive representation mandate for the development of the easyHotel brand in France.

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