

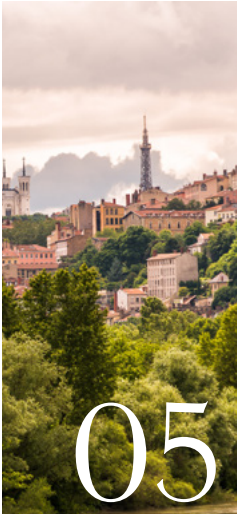


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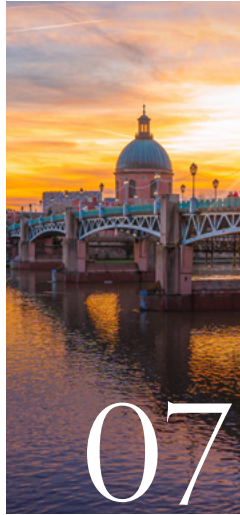
THE FRENCH WAY OF ASSOCIATIONS

— DECEMBER 2022 —

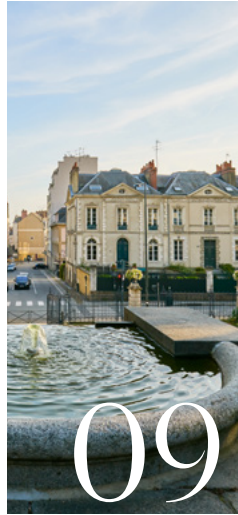
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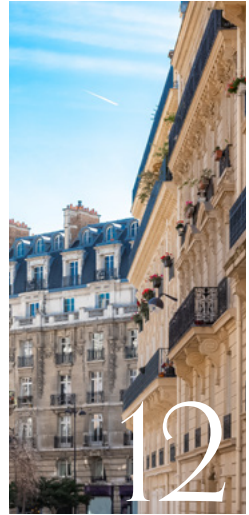
TOULOUSE



RENNES



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Foreword

Over the years, France has consistently proven its eagerness to face new challenges, turning risks and crisis into new opportunities. In order to address the economic consequences of COVID-19, the French government has launched an ambitious recovery plan « France Relance », structured around three components: Ecology, Competitiveness and Cohesion. A specific plan “Destination France” was also decided to transform the French travel and meeting industry, and accelerate the path to recovery. By investing strongly, the French government wants to build the France of 2030 today.

The « France Relance» recovery plan also considers the reduction of the impact of economic activity on the environment and includes a significant speeding up of the ecological transition of the country. By 2050, France has the ambitious objective to become Europe’s first major decarbonised economy by achieving carbon neutrality. All these features contribute to create a stimulating environment.

As part of the Destination France Plan, the new campaign The French Way, launched since October 2022 in Europe and the United States by Atout France, aims to accelerate the recovery of the business event sector in France.

The leading French congress cities highlighted in this wrap-up embody this strong dynamism for the benefit of the meetings industry. Discover some France’s famous faces, new venues and new services from the Convention Bureaus dedicated to the success of your event.

We look forward to meeting you in France.

Best regards.

Caroline Leboucher,
CEO of Atout France,
the France Tourism Development Agency

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LYON

Florence Agostino-Etchetto

Florence Agostino-Etchetto is CEO of Lyonbiopôle, the gateway to healthcare innovation in the Auvergne-Rhône-Alpes region. As a leading cluster, it supports ambitious projects and innovative companies in the healthcare & life sciences' sector. For Boardroom's France's Famous Faces series, she explains what makes Lyonbiopôle Auvergne-Rhône-Alpes so special, and how some of its members have been instrumental in attracting conferences to Lyon.

CAN YOU PRESENT LYONBIOPÔLE AUVERGNE-RHÔNE-ALPES?

Lyonbiopôle Auvergne-Rhône-Alpes is a competitiveness cluster specialized in the healthcare sector. It federates and facilitates the innovative health ecosystem of the Auvergne-Rhône-Alpes region, and represents and promotes this regional network of experts at a local, national and international level.

Today, Lyonbiopôle brings together and hosts more than 275 members. They are large and small companies, academics and hospitals, whose innovation, growth, and internationalization projects are supported every step of the way. We aim to help these highly-trained professionals build the medicine of the future, so that the technologies, products and services of tomorrow they develop are available to patients sooner than later.

YOU ARE CURRENTLY WORKING ON THE CREATION OF A EUROPEAN BIOCLUSTER. WHAT WILL BE ITS MISSIONS?

The pandemic has unveiled the vulnerability of our healthcare system as a whole. We now need to be better prepared and rethink the entire healthcare sector, so we are able to overcome potential future health crises more efficiently.

As the place where vaccines and diagnostics were first born, the Auvergne-Rhône-Alpes region boasts all kinds of assets and some major players - both from academia and industry - in the field of human and animal infectiology. It was only natural for us to be at the forefront of the creation of a European biocluster dedicated to immuno-infectiology.

The missions of this cluster will be to structure different kinds of initiatives et gather under one roof, if I may say, all the actors and the tools that have a role to play in terms of prevention, diagnosis and treatment. It will also offer the opportunity to make the 'One Health' concept, this integrated, systemic and unified approach to public health, more concrete.

SOME OF YOUR MEMBERS HAVE SUCCESSFULLY BIDDEN FOR MEDICAL CONGRESSES TO COME TO LYON. IN WHAT WAY IS THIS IMPORTANT FOR THE CITY OF LIGHTS?

The history of Lyon is closely linked to some major - sometimes recent - discoveries in the health field. As a territory which promotes excellence at every level, it has created an ecosystem of academic and clinical skills showcased in the work of some 22,000 life science research professionals, 40 public/private research institutes and internationally renowned academic research institutes and infrastructures such as CNRS or INRIA just to name a few.

In addition, Lyon and its region are recognized as an active and attractive talent pool. It is the first French region with employees in the fields of R&D, and bioproduction for instance. Its large industrial network also brings together major international groups such as Nemera, Roche Diagnostics, Sanofi for example, but smaller companies as well. Last but not least, more than 800 start-ups and SMEs work in the region to create the innovations of tomorrow.

All of these ingredients make Lyon a destination of choice for conferences in the fields of biotech, medtech or digital health. After all, medical events are an opportunity to develop international collaborations and showcase to the world what Lyon is really good at.

Contact

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TOULOUSE

Isabelle Saves-Peccoz

As head of international cooperation, Isabelle Saves-Peccoz develops and implements the strategy of opening up, outreach and international attractiveness of the Centre for Integrative Biology (CBI-Toulouse) and the Institute of Pharmacology and Structural Biology (IPBS-Toulouse). In that regard, she has been instrumental in getting two-high level conferences to Toulouse in 2022. For Boardroom's France's Famous Faces series, she explains how she sees her role as an ambassador and in what ways business events are drivers of change and influence.

YOU WON THE BID TO HOST TWO CONGRESSES. ONE WHICH TOOK PLACE IN FEBRUARY. ANOTHER WHICH WILL BE HELD IN SEPTEMBER. HOW DO THESE EVENTS CONTRIBUTE TO THE INTERNATIONAL REACH OF TOULOUSE?

At CBI-Toulouse and IPBS-Toulouse, one of my missions is to give visibility on an international level to the very high-quality research carried out in our laboratories covering a wide disciplinary spectrum, from fundamental biology to its application in several fields of health. This is why I applied for Toulouse to host the [6th World Global Forum on Tuberculosis Vaccines](#) and then the [International Plasmid Biology Meeting 2022](#).

These two events are very different, they are organized by research units which are part the French National Centre for Scientific Research (CNRS) and the University of Toulouse 3, but each in their own way allow Toulouse to shine through the quality of its higher education and research. They also help position Toulouse within the broader French research field, in particular in Biology-Health and biotechnologies.

MORE GENERALLY, WHY IS IT INTERESTING FOR A DESTINATION TO HOST AN INTERNATIONAL CONGRESS?

Hosting scientific events of this kind has a real impact for Toulouse. The first one is obviously touristic: the delegates usually find the city very charming, and rightly so! The second one might be more interesting as it has to do with knowledge-sharing: the various stakeholders taking part in the congress will often grab the opportunity to initiate or develop cooperation with local actors, and that cooperation will result in best practice exchange, transfer of expertise and sometimes mobility of researchers themselves. It is therefore the visibility of the city that is at stake and all its attractiveness that is reinforced.

WHAT TYPE OF COLLABORATION HAS THERE BEEN WITH TOULOUSE CONVENTION BUREAU?

The collaboration with [Toulouse Convention Bureau](#) was of a different nature and importance on each instance.

For the 6th Global Forum on Tuberculosis Vaccines, which was to bring together around 500 participants from more than 30 countries, joint work with the Toulouse Convention Bureau began in June 2019, for a Forum that was in the end held virtually in February 2022. The collaboration with Toulouse Convention Bureau began very early on as they helped us to put together the most solid bid possible.

They actually were by our side throughout the whole process, from getting all the right partners on board to the site inspection. This collaboration lasted until the completion of the Forum in order to ensure the best possible reception and the best promotion of Toulouse despite the impossibility of organizing the Forum face-to-face. And even if the event was organized virtually, we received significant financial support from the Toulouse Métropole Congress Fund.

In the case of the Plasmid Biology Meeting which is expected to bring together around 150 specialists from around the world, the support of Toulouse Convention Bureau has touched on more logistical aspects, including the search of the right partners and sponsors. They will also help with the promotion of Toulouse which will be made during the event, which I'm sure will be a great success.

For more information on Toulouse as a conference destination:
www.meetings-toulouse.com

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Florian Lemaitre

For our France's Famous Faces Series, Boardroom met with Dr Florian Lemaitre, Professor in Pharmacology at the Rennes University Hospital's School of Medicine. In the Pharmacology Department, Dr. Lemaitre is responsible for therapeutic drug monitoring, or as we say 'TDM' of patients taking immunosuppressive and antiretroviral drugs. He was also instrumental in getting the International Congress of Therapeutic Drug Monitoring & Clinical Toxicology to Rennes.

Can you briefly introduce the International Association of Therapeutic Drug Monitoring & Clinical Toxicology?

The IADMCT is a professional society that brings together pharmacologists and toxicologists from all over the world working in hospital or academic biology laboratories. They are drug specialists, doctors, pharmacists or scientists, involved in the individualization of drug treatments.

To put it simply, from a blood sample taken from a patient, we measure the concentrations of drugs in his/her body and suggest adjustments to the dosage in order to ensure the effectiveness of the treatments and to limit the risk of toxicity during their use.

I am both the secretary of the association and the vice-chair of the scientific committee relating to immunosuppressive drugs, the anti-rejection drugs used in organ transplantation.

You help bid for and won the hosting of the International Congress of Therapeutic Drug Monitoring & Clinical Toxicology to be held in Rennes in 2026: to what extent is this a showcase of Rennes as knowledge hub?

This success puts Rennes on the same level as other major European and international cities that hosted the event in the past. This is actually only the second time that a French city has been selected for the organization of the congress in the last 24 years. Rennes will be able to showcase itself as a major hub for pharmacology and toxicology, but make no mistake, this achievement is due to the fact that all stakeholders at a national level worked hand in hand to get this.

Generally, what's in it for a destination like Rennes to attract such a high-profile event?

The organization of an international congress in Rennes is a wonderful opportunity to show what the city, and possibly

the entire region, can offer. Our fellow pharmacologists and toxicologists from all over the world will be introduced to our strong local scientific network and I'm confident we will initiate or strengthen formal collaborations with other hospitals and universities. The diverse origins of the participants are always the starting point for rich discussions and interactions - only at congresses like this can you do that, and Rennes' typical local culture will definitely help.

What kind of support has the Rennes Convention Bureau provided?

The teams at the Rennes Convention Bureau and the Couvent des Jacobins Convention Centre provided us with invaluable assistance in preparing our bid application. Their know-how, every step of the way, is undoubtedly an added value. They have brought their wealth of experience regarding our needs in terms of rental space, transport, accommodation and catering, as well as support for other services such as communication and marketing - they also helped us deal with the right PCO.

The teams truly act as a partner to us, the local organizing committee, who, in turn, has their hands free to develop the best scientific program possible. Without the help of the Rennes Convention Bureau and the Couvent des Jacobins Convention Centre, we would probably not have been able to win the bid.

More information on Rennes as a congress destination:

bureau.congres@destinationrennes.com / rennes-congres.fr /
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Innovation & Sustainability in Nancy

Known as the cradle of *Art Nouveau*, classified by UNESCO for its 18th century centre, Nancy, the capital of the Duchy of Lorraine, has a few assets when it comes to hosting association meetings – especially as a sustainable destination, which it is definitely, thanks to some initiatives clearly making it stand out.

Considered by some to be the most Italian town of eastern France, Nancy is known for its famous Place Stanislas, one of the most beautiful royal squares in Europe, with its famous gilded wrought-iron gates. But beyond the old town and its many museums, Nancy quietly cultivates a certain *art de vivre*, and also demonstrate a sincere commitment to sustainability and the environment.

DESTINATION NANCY, the destination marketing organization of the city, wears four different hats: not only do they organize events at the Prouvé Convention Center and Nancy Exhibition Centre; but they also act as a convention bureau and dedicated tourist office for the whole metropolitan area. As such, they strongly believe that face-to-face meetings should have the minimum carbon footprint and they work closely with the whole stakeholders' chain to make this possible.

Since 2018, DESTINATION NANCY has been ISO 20121 certified, and they can offer guidance and best practice to help you manage your event sustainably. A pioneer in the sector, Nancy's CSR approach is more and more a differentiator for association planners. The city now aims to become an *international* green destination like a handful of its French counterparts, working within the confines of a program launched by France Congrès et Événements. In fact, Nancy Tourist Office was the first French Tourist Office that was certified ISO 20121 in 2020.

Moreover, DESTINATION NANCY was awarded 'Sustainable Innovative Destination' label in 2022, which covers both business and leisure tourism. Its greatest value lies in involving all the local stakeholders (visitors, businesses, residents) in successfully implementing the designated actions and achieving the targets set in the areas of sustainability and innovation.



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Initiatives include at Prouvé Convention Center: managing food waste with over four tons of food donated to the Food Bank since 2017, the use of renewable energy thanks to photovoltaic panels on the roof of the venue, and a selection of caterers based on solid sustainability criteria; at Nancy Tourist Office: the promotion of soft mobility (Nancy is a destination where everything can be done walking and where public transport is free on the weekends), the Tourism and Disability label (Nancy is an accessible, inclusive destination), and the showcase of eco-responsible, local and sustainable craftsmanship.

Contact

cnl@destination-nancy.com / www.destination-nancy.com

Conferences Made Easier

It's a stat that says it all. When associations organize a conference in Paris, there is usually a 20 per cent increase in the attendance. But that doesn't mean the French capital – which is 'naturally' attractive in a way – just sits there and rests on its laurels.

In fact, Paris Convention & Visitors Bureau just launched two Welcome Charter that have been designed to make any event run even more smoothly.

Corinne Menegaux, Managing Director, tells Boardroom all about it.

This is a competitive world, especially when it comes to business events. Despite geopolitical uncertainties that are looming upon us, destinations have to differentiate themselves from each other and prove that they can deliver.

RIGOROUS CRITERIA

Paris is no exception. If its historical attraction has been undisputed, it has to stay on top of its game and demonstrate its innate sense of hospitality every step of the way. In that regard, the Paris Convention & Visitors Bureau, together with all the stakeholders operating in the Paris tourism sector, have invested in making easier the hosting of conferences in the French capital, and signed two hosting charters which set out rigorous criteria designed to enable easier business traveller pathway.

"The idea is to gather the professionals of the tourism sector in Paris under one roof if I may say so," explains Corinne Menegaux. *"The ones who share the same values of excellence and hospitality and who can commit to making the experience of the planner and the delegate like no other. So far, we have about 50 signatories of the charters. It's actually a work in progress."*

The charters describe the way institutions, hotels, venues, caterers, inbound tourism agents and transport companies work together to develop the appeal of



the destination, in a whole-of-a-city approach. This implies personalized - and unified - support for sponsors, support letters, simplified terms and conditions of sale, technical management tracking, quota management, targeted prospecting, systematic application of quality commitments, etc. The list is quite long!

Menegaux adds that the ultimate good is to provide an event experience that is augmented, sustainable and innovative.



“Augmented because we can help technologically make your event more visible on the world stage, sustainable in the broadest sense of the term because sustainability lies at the core of our strategy and not only from an environment perspective, and innovative for we make it easy to change your mindset about how you usually do things,” she says.

IMPACT & BEYOND

To take one step even further, the Paris Convention & Visitors Bureau is currently developing an impact calculation tool, scheduled to be launched in spring 2023. It will concretely measure the economic, social and environmental benefits of the events taking place in the French capital.

Menegaux argues: *“Obviously, we’re interested in the economic impact business events generate for Paris and its surrounding region. But we’re also aware that organizations nowadays would also like to know the social and environmental impact they have on the local communities and how they create change with their events. This new tool will be designed just for that. And it will give us a competitive advantage in comparison to our more traditional competitors.”*

All this, in addition to a renewed confidence in world that sees business events as an ideal platform for knowledge transfer, will definitely breathe life into the French capital’s sectors of excellence, including innovation, design / fashion, science, culture, gastronomy and sport. As it is preparing itself for the 2024 Olympic and Paralympic Games, Paris has never been so ready to embrace association conferences that want to make a difference.

Contact

convention.parisinfo.com

Medical Congresses in Paris

In Paris, medical conferences accounted for 41% of the total number of congresses organized in 2021, with 136 events.

The healthcare sector always ranks first when it comes to hosting conferences in the French capital. In 2021, it attracted 149,760 participants, i.e. 28% of total delegates, the lowest share since 2018. Half of the medical congresses organized in Paris had more than 500 participants, and November was the busiest month, with 39 meetings and 65,453 participants.

Flagship events include conferences such as the ESMO 2022 Congress which took place early September 2022 at Paris Expo Porte de Versailles. On this occasion, the oncology community resumed one of their most awaited annual in-person events – something they were not able to do for a long time.

The event brought together 29,000 delegates - medical and clinical oncologists, basic translational researchers, oncology nurses (but also all other oncology professionals, patient advocates, journalists, healthcare industry representatives, policy decision makers, and regulators), of whom around 5,000 joined the meeting online. High-quality education was delivered in more than 20 tracks covering all tumor types, and a deep-dive focus was given to practice-changing data, therapeutic innovations, translational research, and patient advocacy, with around 2000 abstracts.

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