

## PRESS RELEASE

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### **Euromed Center: Foncière des Régions and Crédit Agricole Assurances sign an agreement with Louvre Hotels Group**

**The hotel group will develop a four-star Golden Tulip Hotel in central Marseille and the new Euromed Center business district**

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*Foncière des Régions and Crédit Agricole Assurances have signed a final agreement with Louvre Hotels Group, which will operate a four-star hotel under the Golden Tulip banner. The hotel will occupy a significant place in the Euromed Center project, supported by co-investors Foncière des Régions and Crédit Agricole Assurances and the public planning and development authority Euroméditerranée.*

The nine-floor, 210-room hotel of 10,000 sq. m will be an essential component of the future business district. A four-star Golden Tulip Hotel, it will feature a modular conference space of 600 sq. m, a 200-seat restaurant, two bars, an open terrace, an indoor pool and a fitness centre.

This hotel, conceived by Massimiliano Fuksas, International d'Architecture and Studio Desseins (for interior design), will cater to business customers and tourists visiting the Euromed Center and the Marseille metropolitan area.

The project is a shared development involving the co-investors, the urban development agency and the hotel group that confirms the attraction of Euroméditerranée and Euromed Center as a benchmark business hub for Marseille.

The hotel is due for completion in the first quarter of 2016 and will further enhance the business district's hotel offering.



## Contacts

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#### **Foncière des Régions, real estate partner**

As a partner to companies' real estate strategy, Foncière des Régions designs simple and innovative real estate solutions alongside them. The aim of these strategies is twofold: of adding value to existing urban property and designing buildings for the future.

Foncière des Régions owns and manages real estate assets of €16 billion, which are primarily rented to key accounts who are the leading companies in their sector (Suez Environnement, Thales, Dassault Systèmes, France Telecom, EDF, IBM, and Eiffage, etc.). This responsible partnership culture is based on key values and know-how: vision and expertise.

[www.foncieredesregions.fr](http://www.foncieredesregions.fr)

#### **Louvre Hotels Group**

The Louvre Hotels Group, established in 1976 and owned since 2005 by the Starwood Capital Group, is a subsidiary of the Groupe du Louvre and managed by Pierre-Frédéric Roulot. In 2009, Louvre Hôtels acquired the Golden Tulip Hospitality Group via the Starwood Capital Group.

This transaction positioned the Louvre Hotels Group (Louvre Hôtels & Golden Tulip) as a major player in the worldwide hotel sector with more than 1,000 hotels, representing a total capacity of 90,000 rooms in 43 countries.

Louvre Hotels Group manages six clearly separate brands ranging from one to five stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip.

[www.louvre-hotels.com](http://www.louvre-hotels.com)

#### **Crédit Agricole Assurances**

France's leading bancassurance conglomerate and the country's second life insurance company in terms of premium income, the Crédit Agricole Assurances Group carries out insurance activities in France and abroad. The Group includes Predica for personal insurance, Pacifica for casualty and non-life insurance, Caci for credit insurance, the international subsidiaries, Caagis for IT management and related services and Spirica and LifeSide Patrimoine for capital-accumulating life insurance.

#### **Key figures for the Crédit Agricole Assurances Group at 31 December 2012**

€23.2 billion in revenue

€224.8 billion in assets under management

Nearly 3,500 staff

[www.ca-assurances.com](http://www.ca-assurances.com)

#### **About Euromed Center**

Euromed Center is a 70,000 sq. m complex representing a total investment of around €250 million. It is at the heart of the largest urban development project in Europe. Ultimately, it will include the following infrastructure:

- Four HQE®-certified and BBC-labelled office buildings (high environmental quality and low energy consumption) totalling 48,000 sq. m with a capacity of 3,000 people
- A business-oriented four-star hotel with 210 rooms and a business centre
- A pedestrian promenade with 2,000 sq. m of shopping and service space
- A public car park with 846 covered spaces
- 5,000 sq. m of green areas, including the Jardin d'Arenc (4,000 sq. m)
- A cinema complex.

Euromed Center is developed by Altarea-Cogedim and Crédit Agricole Immobilier.

[www.euromed-center.fr](http://www.euromed-center.fr)