

FRENCH ARCHITECTURE TOUR

Meet the French Trade Delegation Ready to Design
the Cities of Tomorrow!



**SAUDI ARABIA &
THE UNITED ARAB EMIRATES**
October 31 - November 4, 2021

Team France Export was created to help French businesses succeed abroad. Supported by Business France, the French Chambers of Commerce and Industry and France's public investment bank, Bpifrance, Team France Export brings together all the expertise of its founders with that of public and private key players, helping businesses to expand into the export market.



BUSINESS FRANCE

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 58 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance.fr

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**TEAM
FRANCE**
— EXPORT —





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Architectes
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AFEX

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French Architects Overseas

While Middle East countries, and the Gulf in particular, are experiencing unprecedented socio-economic upheavals, as a new generation of leaders comes to power bringing its share of political and economic reforms, French architects want to get involved in the changes to come in this part of the world, where the opportunities are considerable and the stakes for development major.

This region vast potential offers many possibilities for strategic choices.

Through the quality and inventiveness of their proposals, our architects wish to provide their support in imagining our common future, without ever losing sight of the principles of sustainable development, at the service of people, concerned about the territory and its heritage as well as its evolution.

Madeleine HOUBART
AFEX Secretary General



AFEX is non-profit association with more than 200 members: a hundred architecture firms but also engineers, planners, landscape architects, etc. and manufacturers.

Its services: PROMOTE the savoir-faire of French architects abroad, ANIMATE the professional public and private partners network committed to exportation; DIFFUSE information about contracts and international tenders; FACILITATE access to exportation aids; DEVELOP shared experiences within its network; PUBLISH geographic or thematic Export Guides; ORGANIZE events in France and throughout the world (seminars, exhibitions, trade shows, Grand Prix AFEX,...); ASSIST international clients in search of French expertise



WELCOME TO FRANCE

France is a European leader in the construction industry with more than 394,000 companies, 1,477,000 employees and €140 billion in annual turnover (including 6,6 billion for export) in 2019. The French construction sector is expected to reach €193 billion by 2024.

France gathers more than 30,000 architects recognized for their expertise, capable of combining aesthetics and sustainability, innovation and creativity. Thanks to its rich architectural history, France emerged as a leader in heritage conservation and rehabilitation.

Besides, french engineering accounts for 6% of the global market in terms of sales.

AFEX, a non-profit association with more than 200 members, plays the key role of promoting the savoir-faire of French architects, engineers, planners, and landscape architects abroad.



#1 MOST ATTRACTIVE COUNTRY IN EUROPE FOR FOREIGN INVESTORS



INTERNATIONAL ABROAD PROJECTS : 25% IN THE CULTURAL FIELD, 12% IN TOURISM, 11% IN THE TERTIARY SECTOR AND 8% IN URBAN DESIGN



SUSTAINABILITY AND ENERGY CONSUMPTION REDUCTION ARE CENTRAL COMPONENTS OF FRENCH PROJECTS



FRENCH ARCHITECTS WORK ON BIG SCALE PROJECTS IN THE WORLD'S LEADING DESTINATIONS AND CAPITAL CITIES

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AIA LIFE DESIGNERS



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Founded in 1965, AIA Life Designers is a major multi-disciplinary consultancy company, providing a full range of combined expertise and services in architecture, engineering, as well as in project management, urban planning and sustainable development.

Headquartered in Paris with several offices in main cities in France such as Nantes, Lyon and Bordeaux etc. the firm is also established in China, Geneva and Luxemburg. Diverse projects are implanted in more than 20 countries and regions throughout five continents. AIA Life Designers is one of the major architecture firms in healthcare sector in France.

AIA Life Designers is able to offer a high level of commitment and know-how in sectors where the specificity of the activities and the complexity of the functions require innovation and synergy. Our architects, engineers, economists, urban planners, landscape architects, BIM engineers and model makers collaborate in an atmosphere of open, interactive and diverse pedagogy.

Our key expertise in <Health and Well-being>, <Industrial Facilities>, <Urban Planning> and <Generative City> allows us a multi-disciplinary approach for each project.



IBN Sina University Hospital, Rabat, Morocco



Specialized Rehabilitation Hospital, Abu Dhabi, UAE

AW²



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AW² is an international architecture & interior design studio based in Paris. Reda Amalou founded the agency in 1997. Stéphanie Ledoux joined AW² in 2000 and became partner in 2003. The two partners have led the studio in tandem ever since and play an active role in the design of each project. With projects in 40 different countries, the agency has an international reputation for quality high-end design. The studio covers all project typologies including hospitality, education, commercial and residential.

AW² has received several awards over the years including the MIPIM Best Hotel Award for the Six Senses Con Dao resort, the Build Architecture Award for Best International Architecture & Design Studio – Paris, and four nominations for the AFEX Grand Prize in French Overseas Architecture for Six Senses Con Dao, the Lycée Français in Amman, Jordan, Ani Private Resort & Art Academy in Sri Lanka and Kasiya Papagayo eco-lodge in Costa Rica.



Ashar Tented Resort (Accor - Banyan Tree) in AlUla, Kingdom of Saudi Arabia designed by AW2 Architecture Workshop led by Reda Amalou and Stéphanie Ledoux. Under construction.

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architecturestudio

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Founded in 1973 in Paris, Architecturestudio is an international practice based in Paris, Shanghai, and Zug, Switzerland. It brings together 13 partner architects and 150 architects, urban designers, landscape architects and interior designers of 25 different nationalities. Architecturestudio is a team: we believe in the virtues of exchanging ideas, common effort, shared knowledge and enthusiasm. We believe these virtues are essentials for providing continually new answers to environmental, urban and architectural challenges, in a changing world, both global and polymorphous.

Among Architecturestudio's major achievements are, in Europe and France, the European Parliament (Strasbourg), the Arab World Institute (Paris), the restructuring of Jussieu University Campus (Paris), the Grand Auditorium of the Maison de la Radio (Paris), and the Eco district of Parc Marianne (Montpellier), Onassis Cultural center (Athens). In the Middle East and Asia, the public realm design of Lusail City (Qatar), Bahrain National Theater, and Jinan Cultural Center (China).



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AHB Architects works on private and public markets, and cater for every budget.

Founded by Houda BENDIB in 2014 in Paris and in 2017 in Algiers. AHB architects is an architecture and urban planning agency. It is known for creating contemporary and innovative concepts, respecting urban and environmental rules while aiming at the durability of the work. The company favors the use of parametric architecture to design the various spaces, paths and ornaments, which involves the creation and use of algorithms in the architectural design by integrating the data of the land, the environmental characteristics and the planned program. This will allow to establish a project that responds to the needs of the users, the typology of the land, the cultural roots inherent to the places envisaged on the latter, the requirements of mobility, accessibility and ecological requirements specific to the users, through a modern and efficient design technique, while respecting all the rules, but also respecting the heritage values. It offers a global approach, from design to construction, taking care of all phases.



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Founded by Jacob Celnikier and Pascal Grabli, Celnikier & Grabli Architects has been defending a generous and sensitive idea of architecture since 2005.

Based on a rigorous sense of analysis and transparency, the agency now has a staff of fifteen and has met with great success, particularly in the fields of scientific and hospital facilities.

Over the years, they have developed a work process that allows them to dissect any type of project, in any field : cultural and events with the French Pavilion at Dubai Expo; sports with the restructuring of the emblematic Yves-du-Manoir Stadium for the Olympic hockey events for Paris 2024; collective housing with a 240-room boarding school for the Cerny high school; scientific and hospital sectors with the Neuroscience Institute in Saclay; the Infrastructure for Climate and Environmental Sciences; the Centre for Integrative Biology in Strasbourg; the new building for the Sainte-Périne hospital in Paris.



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KOZ is an architecture firm operating in the fields of architecture, design, place making , research with offices in Paris and operating through France, the Caribbean and Central Africa.

KOZ has a reputation for cutting-edge and friendly designs that are sustainable, cost conscious and provide amazing living conditions through technical simplicity and connection to nature.

We focus on innovative wood architecture, with expertise along all the value chain from forestry to building.

Sensation in Strasbourg (2019) is the biggest and highest 100% wood structure residential building in Europe, and Tête en l'Air (2014) was the first French project to win an Archdaily Building Of The Year award.

Our current projects include: Urban, architectural and technical co-ordination of the E sector for the Paris 2024 games athlete's village, new offices for the Créteil Rectorate, golf and spa resort near Montreal, affordable eco-friendly housing in La Martinique, parent's lodge at the Laquintinie Hospital in Douala



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Maison Edouard François (MEF) was founded in 1998 as an architecture and urban planning studio. Our studio is a world pioneer of the Green Architecture. Our work focuses on the integration of natural and built environments, materials, contexts, and use. It includes some of the most emblematic residential developments in France, five stars hotels and resorts in Central Paris - one of the world's most competitive markets-, including the new Cheval Blanc by LVMH, and mixed-use urban developments in France and Morocco. We explore materials such as stone, rammed earth and wood for our projects, and we manage to mix luxury with resilience. Edouard is an International Fellow of the RIBA, and his work is part of the collections of Victoria & Albert Museum, Centre Pompidou or the Canadian Centre for Architecture. MEF has imagined resorts, office and residential buildings in the UAE, Qatar and Oman.



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Origin by ATSP is an architectural firm that supports the transformation of these sites by creating projects that affirm their usefulness, durability, and originality. Our job is to question the places where people live, work and play, placing at the center of our reflection: ecological and social issues. A collective and creative instinct drives our workshops to imagine and shape projects participating to the construction of the open building. With more than 20 years of experience, our uniqueness lies in the plurality of programs carried out: ranging from public facilities, and in particular sports arenas, to town planning, including collective housing. We have already designed more than a million seats in the largest stadiums in the world and built around 15 headquarters on 4 continents.



PETITDIDIERPRIoux ARCHITECTES (PPX)

PPX

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PETITDIDIERPRIoux Architectes (PPX) is an innovative agency founded by Cédric Petitdidier and Vincent Prioux in 2004 in Paris. Since, they have used their designs to express their reflections on usage – one of the reasons why all of their buildings suggest a sense of empathy, for residents as well as neighbours. They are architects who favour method over recipes.

Driven by a creative mindset, they have developed an anti-dogmatic attitude towards concepts and values. Their work is not about building; it is about planning.

This approach gave them the opportunity to complete 40 projects mainly in Paris and Lyon. Since 2019, PPX is leading 4 big scale urban projects in Moscow and Tyumen (Russia). More than 50 projects are currently underway, including the athletes' village for the 2024 Olympic Games, 500 housing units in a large-scale project in Nice and 4 mixed-use projects in Luxembourg.



Competition for Koweit Foundation for the Advancement of Sciences



Boucicaut Project, Paris

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We are a Paris based international architecture firm of over 70 architects specializing in large-scale mixed-use sports, health, and lifestyle projects to define tomorrow's city.

Our stadium projects include the French National Stadium and more recently the Paris Arena for the 2024 Olympics. Our Stade Bauer project at the edge of Paris integrates retail, office, co-living, sports and education to become a true destination for all.

With over 30 years' experience in health projects, we are currently working on many new hospital projects which redefine the relationship between patient and building to provide a more welcoming environment that integrates into the heart of the city.

Working in harmony with our clients we seek to create an architecture that ensures wellbeing for the user, a quality of life and a positive catalyst for the development of the city of tomorrow.



STUDIO FALAJ



STUDIO FALAJ

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[FALAJ]: name of Oman Oasis irrigation channels.

Like these channels, we feed each site with our creativity and expertise to create beautiful and multisensorial spaces with respect for wildlife and for people enjoyment.

A HOLISTIC APPROACH:

It always starts with a wish to change a site's identity for public reasons.

At Studio Falaj, we help making these changes in a well-thought manner: Comprehension of the client's brief followed by the analysis of the site's components (History, topography, vegetation, usages...); conceptual designs incorporating these parameters with an artistic and sensitive input and the best solution detailed and followed up to completion.

"HAUTE-COUTURE" PROJECTS:

Rich of work and life experiences in KSA, Bahrain, Europe and Morocco, our practice's strength lays in territories and their ecology understanding, human psychology and cultures, knowledge in material, endemic plants and artistic vision to bring effortless technical solutions; creating chic, comfortable and well-crafted environments.



TERRELL GROUP

TERRELL

Consulting Engineers since 1982

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Created in 1982, the Terrell group has become a leading international multi-disciplinary engineering consultancy, with headquarters in France and offices in the UK and the Middle East.

Terrell offers expertise in all major aspects of building engineering, from structural to MEP and façade disciplines, and has gained national & international renown working with leading architects while retaining a concentrated allegiance to their clients' core requirements by:

- optimizing engineering design
- balancing architectural requirements with budgetary constraints
- integrating all aspects of design within a full BIM framework
- using latest technology and expertise to achieve optimum buildability, speed of construction and value for money.

Environmental quality is at the heart of our projects aiming to deliver effective passive and active solutions to ensure low energy consumption.

We pride ourselves on the technological innovation we implement in the construction market and our pragmatic approach ensuring delivery of optimised design solutions.





FRENCH FAB



Creative by nature, industrial by tradition, strongly innovative, France invents the industry of tomorrow and inspires the future. Its industry stands out through strong abilities, techniques and a unique savoir-faire. La French Fab is the new inspiration for industry.

La French Fab supports a more digitized and respectful industrial era, deeply committed to designing disruptive and innovative industrial processes, always seeking to preserve an equal balance between working conditions and well-being. Passionate about energy efficiency and limiting the impact on the environment, France is at the cutting-edge of the digital transition, leading the next eco-industrial revolution, the “solutions’ revolution”.

La French Fab also aims at sharing responsible good practices and industrial savoir-faire to connect talented people for more inclusive and competitive jobs in a protected environment. Renowned for its excellence, and with a strong avant-garde spirit, French manufacturing is at the forefront of the factory of the future.

Launched in 2017 by Bruno Le Maire, La French Fab brings together, under one common banner, the industrial ecosystem across France. Indeed, La French Fab is the new name of the French industry. And it has the highest ambitions! Collectively supported by the Alliance Industrie du Futur, Bpifrance, Business France, France Industrie, the Direction Générale des Entreprises and France’s regions, La French Fab highlights the French manufacturing expertise and provides a vision to help revive and transform the industrial base, by connecting people, generations and territories, by implementing the use of digital and innovative solutions to sustain concrete answers to today’s challenges, in France and abroad.

With La French Fab, experience industry in a new way. Together, let’s inspire a new world.

#FrenchFab

@LaFrenchFabTalk

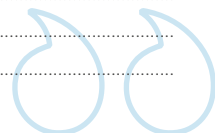
www.lafrench-fab.com





NOTES

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FRENCH ARCHITECTURE TOUR IN SAUDI ARABIA & THE UNITED ARAB EMIRATES

▶ IN PARTNERSHIP WITH :

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