

agAM - Marseille Urban Area Town Planning Agency  
 Marseille Provence Chamber of Industry and Commerce (CCIMP)  
 City of Marseille  
 Marseille Provence Metropole (Marseille Provence Collectivity)  
 Marseille Fos Port Authority  
 Euromediterranee Urban Development Agency



METREX	The Network of European Metropolitan Regions and Areas
30 May to 1 June 2012	METREX Marseille Spring Conference
Theme	Renewal and Regeneration - The Marseille/Provence Territory
Hosts	Conference organisation  agAM - Marseille Urban Area Town Planning Agency Marseille Provence Chamber of Industry and Commerce (CCIMP) City of Marseille Marseille Provence Metropole (Marseille Provence Collectivity) Marseille Fos Port Authority Euromediterranee Urban Development Agency



*View of the future waterfront @EPAEM -Euromediterranée*

Wednesday 30 May	METREX Networking Day
Venue	Marseille Provence Metropole Hall – Le Pharo
Programme	METREX Marseille Spring 2012 Conference
14.00 – 18.00	METREX Networking Meetings (Project and Expert Groups and meetings to be confirmed)
<p><i>In two sessions 14.00-16.00 and 16.00-18.00</i></p> <p><i>Confirmation of times will follow when the group Meetings have been confirmed</i></p>	<ul style="list-style-type: none"> <li>• URMA - Urban and Rural cooperation in Metropoloitan Areas</li> <li>• ReMAC - Regenerative Energy in Metropolitan Areas and Cities</li> <li>• PolyMETREXplus (ESPON ET 2050 User Group)</li> <li>• PHIMA - Planning for Housing in Metropolitan Areas</li> <li>• PRIMA - Planning for Retailing in Metropolita Areas</li> <li>• EconoMETREX - Economic development and spatial planning</li> <li>• InfraMETREX - Major Infrastructure</li> <li>• CcMA - Cooperation and Control in Metropolitan Areas</li> </ul>
14.00 – 16.00	METREX Managing Committee Meeting
Venue	Marseille Town Hall
19.00	Registration
20.00	Reception by elected representatives from the METREX Marseille Membership



Marseille Town Hall



Pharo conférence venue

Thursday 31 May	Marseille Day
Venue	Marseille Provence Metropole Hall – Le Pharo
Programme	METREX Marseille Spring 2012 Conference
8. 30	Coffee, Tea and Registration
8.45 – 9.30	<b>Welcome Introduction and Organisation of the Conference</b> <ul style="list-style-type: none"> <li>Hannu PENTTILA, President of METREX</li> <li>Elected representative from Metrex Marseille Membership</li> <li>Organisation of the day</li> </ul>
9.30 – 10.00	<b>Overview of the territory : a multi polar territory</b> <ul style="list-style-type: none"> <li>Christian BRUNNER, Head of agAM - Marseille Urban Area Town Planning Agency</li> <li>Pascal MARCHAND, Head of Planning, Marseille Provence Metropole</li> <li>Régine VINSON, Head of City-Port Relationships Development Division, Marseille Fos Port Authority</li> </ul>
10.00 – 10.30	<b>Which governance for a multipolar territory ?</b> <ul style="list-style-type: none"> <li>Jacques BOULESTEIX, President of Conseil de Développement Marseille Provence</li> <li>Gilles PINSON, Professor of Politics at Sciences Po Lyon</li> </ul>
10.30 – 11.00	Discussion
11.00 – 11.15	Coffee and tea
11.15 – 13.15	<b>Three flagship territorial projects, as a reflection of the renewal dynamics</b>
Projects	<p><b>1 – Renewal through culture – Marseille Provence European Capital of Culture 2013</b></p> <ul style="list-style-type: none"> <li>Ulrich FUCHS, Deputy Director General - Marseille Provence European Capital of Culture 2013</li> <li>Boris GRESILLON, University Professor, author of " Marseille Provence 2013 - A Capital challenge"</li> </ul> <p><b>2 – Renewal through spatial planning - Euroméditerranée and the Belle-de-Mai wasteland</b></p> <ul style="list-style-type: none"> <li>Franck GEILING, Head of architecture, town planning and sustainable development, Euroméditerranée</li> <li>François LECLERQ, town planner, winner of the international urban design competition for Euroméditerranée</li> </ul> <p><b>3 – Renewal through higher education and innovation - merging of Aix-Marseille universities</b></p> <ul style="list-style-type: none"> <li>Yvon BERLAND, President of Aix-Marseille University</li> </ul>
13. 15 – 14. 30	Lunch
14. 30 – 18. 00	<b>Orientation tour</b> <p>Pedestrian route to be organised from the Conference venue.</p> <p>The purpose will be to have visual perspective of the sites and projects related to the themes presented in the morning session : Vieux-Port renewal program, architectural and urban flagships of Euroméditerranée and Marseille Provence European Capital of Culture, Marseille Fos Port Eastern docks</p>
18.00 – 19.30	Break and delegates return to hotels
19.30 – 23.00	<b>Conference Dinner – Friche de la Belle de Mai</b> <p>Short visit of the industrial wasteland renewal building site</p> <p>Dinner</p>



Friche Belle de Mai ©ARM Architecture

<b>Friday 1 June</b>	<b>METREX Day</b>
<b>Venue</b>	<i>Marseille Provence Metropole Hall – Le Pharo</i>
<b>Programme</b>	<b>METREX Marseille Spring 2012 Conference</b>
<b>8. 00</b>	<i>Coffee, Tea and Registration</i>
<b>8.30 - 8.45</b>	<b>Organisation of the day</b>
<b>8.45 - 10.15</b>	<b>The Mediterranean Dimension</b>
<b>Part 1</b>	<p>Presentation of the Euro-Mediterranean Dimension of the Territory (Specificities, structures, networks, projects etc.)</p> <ul style="list-style-type: none"> <li>Jean-Louis REIFFERS, President of the Scientific Committee of Femise (Economic research institutes Euromediterranean Forum)</li> </ul>
<b>Part 2</b>	<p>Presentation of the CATMED european program « Change Mediterranean Metropolises Around Time »</p> <ul style="list-style-type: none"> <li>Hélène BALU, Chief of Sustainable Development, Environment and Mobility department - agAM</li> <li>Loïc GIRAUDON, Project Leader, City of Marseille</li> </ul>
<i>10.15 - 10.30</i>	<i>Coffee and tea</i>
<b>10.30 - 12.00</b>	<b>Knowledge Day Workshops</b> (15-25 delegates in each including a Moderator, Rapporteur & discussants)
<b>Theme 1</b>	<p><b>Urban Regeneration</b></p> <p><i>(suggested approaches)</i></p> <ul style="list-style-type: none"> <li><b>Wastelands and real estate management</b> What arbitrations/decisions? What uses (housing,economic, cultural andcommercial activities)?</li> <li><b>Urban Renewal</b> What policies? What generates these? (For example, large events) What balance to be struck between heritage, the public realm, transport, housing &amp; other activities ?</li> <li><b>Governance and funding to decide on, initiate and lead large projects</b> Public, private and public/private partnerships European funding and others</li> </ul>
<i>12.00- 12.30</i>	<ul style="list-style-type: none"> <li><i>Short Sight Seeing tour in the gardens of Le Pharo</i></li> <li><i>Press Conference - METREX President and Vice Presidents</i></li> <li><i>Presentation of the membership territorial partnership to METREX</i></li> <li><i>Exchange of good practice discussed during the Conference, Workshops feedback etc.</i></li> </ul>
<i>12.30 - 13.30</i>	<i>Lunch</i>
<b>13.30 - 15.00</b>	<b>Knowledge Day Workshops</b> (15-25 delegates in each including a Moderator, Rapporteur & discussants)
<b>Theme 2</b>	<p><b>Realizing the potential of Culture and Tourism</b></p> <p><i>(suggested approaches)</i></p> <ul style="list-style-type: none"> <li><b>How to sustain the positive effects once large events are over and large infrastructure has been completed?</b></li> <li><b>Governance and funding to decide on, initiate and lead large projects</b> Public, private and public/private partnerships Sponsoring</li> </ul>
<b>15.00 - 15.45</b>	<b>METREX Istanbul Study Visit and Managing Committee Meeting Feedback</b>
	<ul style="list-style-type: none"> <li>Istanbul Metropolitan Area Master Plan</li> <li>METREX Brussels presence and lobbying</li> <li>METREX 2012 Elections</li> <li>Roger READ, Secretary General, METREX</li> </ul>
<i>15.45 - 16.00</i>	<i>Discussion</i>
<b>16.00 - 16.30</b>	<b>Feedback reports on the Knowledge Day Workshops</b>
	<ul style="list-style-type: none"> <li>Workshop Rapporteurs</li> </ul>
<i>16.30 - 16.45</i>	<i>Discussion</i>
<b>16.45 - 17.00</b>	<b>Invitation to the Vienna Conference and METREX General Assembly</b>
	<ul style="list-style-type: none"> <li>Representative of the Vienna Membership - To be confirmed</li> <li>Roger READ, Secretary General, METREX</li> </ul>

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#### Marseille Conference Contacts

- Sylvain CRESPEL - agAM**  
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- Marie-Anne GOBERT - CCIMP**  
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#### Registration

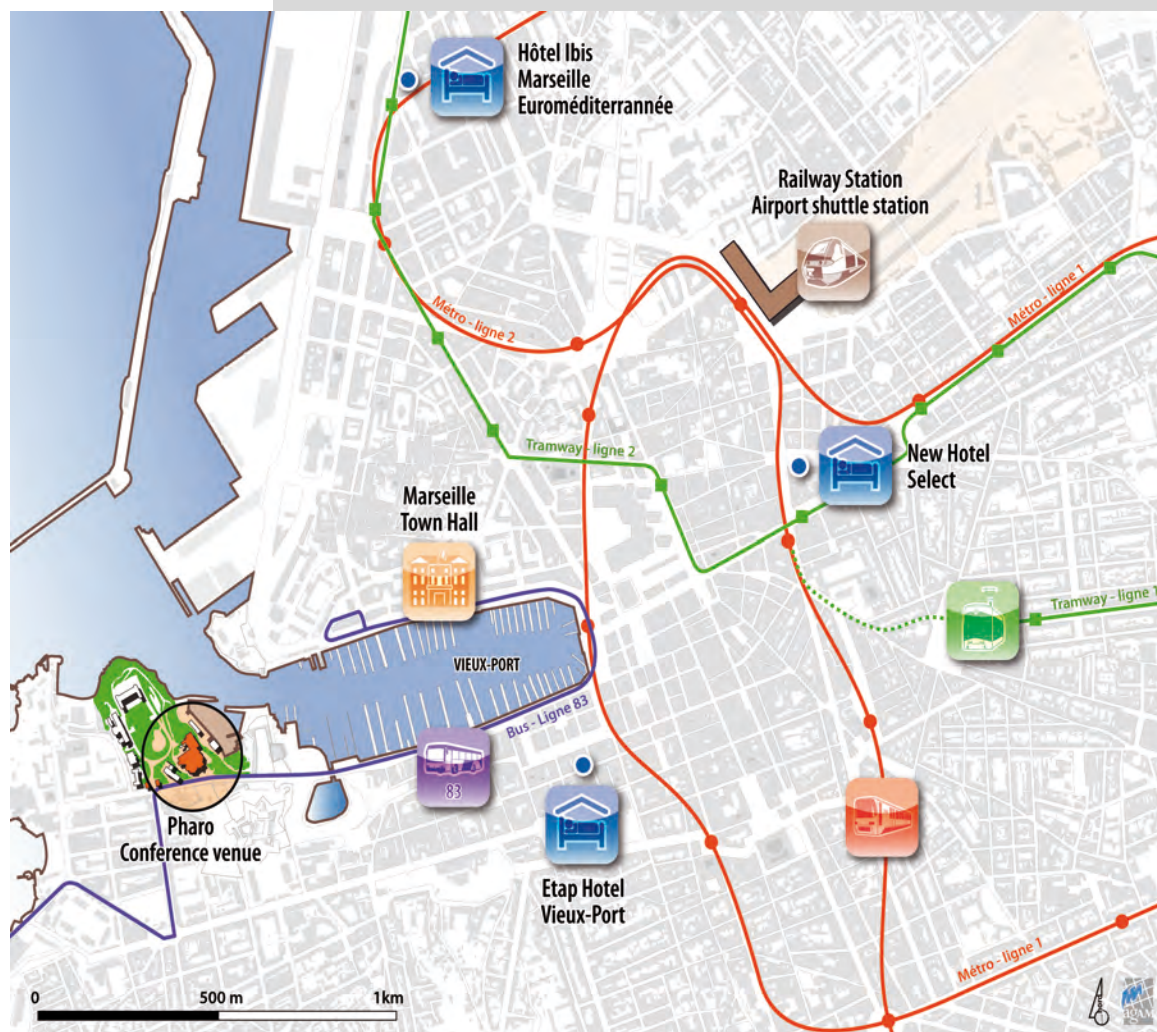
- METREX Members and other participants can register and download hotel information through the METREX website at [www.eurometrex.org](http://www.eurometrex.org)  
**The deadline for conference registration is Friday 11 May 2012.**

#### Conference Hotels (see also METREX website)

- Etap Hotel Marseille Vieux Port**  
 46 Rue Sainte - 13001 Marseille  
  
 Tel 00 33 (0) 8 92 68 05 82  
 Fax 00 33 (0) 4 91 54 95 75  
 Website <http://www.etaphotel.com/fr/hotel-2575-etap-hotel-marseille-vieux-port/index.shtml>  
  
 Rates **64€** per night for a single occupancy with breakfast included.  
 Please use the attached accomodation form to book a room  
**The closing date for this booking rate is Saturday 28 April 2012**
- Hotel Ibis Marseille Euroméditerranée**  
 15/17 boulevard de Dunkerque 13002 Marseille  
  
 Tel 00 33 (0) 4 91 99 25 20  
 Fax 00 33 (0) 4 91 99 25 30  
 Website <http://www.accorhotels.com/fr/hotel-6190-ibis-marseille-euromediterranee/index.shtml>  
  
 Rates **100€** per night for a single occupancy with breakfast included.  
 Please use the attached accomodation form to book a room  
**The closing date for this booking rate is Saturday 28 April 2012**
- New Hotel Select**  
  
 Tel 00 33 (0) 4 91 95 09 09  
 Fax 00 33 (0) 4 91 50 45 56  
 Website <http://www.new-hotel.com/fr/hotel/select>  
  
 Rates **90€** per night for a single occupancy with breakfast included.  
 Please use the booking code: **Conférence réseau METREX** when booking a hotel room.  
**The closing date for this booking rate is Tuesday 26 April 2012**



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<p><b>Conference locations - see below on the map (see also METREX website):</b></p> <p>Marseille Town Hall : Quai du Port, Marseille  Marseille Provence Metropole Hall – Le Pharo : Boulecard Charles Livon, Marseille</p> <p><b>Conference locations map</b></p>	



Staying on	Organize your weekend in Marseille
<p>Visit <a href="http://www.marseille-tourisme.com/en/">http://www.marseille-tourisme.com/en/</a></p>	

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METREX	

#### President

- Hannu PENTTILA, Deputy Mayor of Helsinki

#### Secretary General

- Roger READ

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*Marseille Vielle Port*