

# INVITATION À LA CONFÉRENCE «INNOVATIVE URBAN DEVELOPMENT» BY SNCF IMMOBILIER



**Benoît Quignon, CEO, SNCF Immobilier**  
is pleased to invite you to a special presentation on  
**“Innovative Urban Development” by SNCF Immobilier**  
at the 27th MIPIIM real-estate show in Cannes

**Wednesday, 16 March 2016, 5.00-6.30 pm**  
**Green Room — MIPIIM Innovation Forum**

**Please join us for drinks after the event**  
**in the Bar Lounge, 6.30-7.30 pm**

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À l’occasion de la 27ème édition du MIPIIM à Cannes,

**Benoît Quignon, Directeur Général SNCF Immobilier**  
est heureux de vous convier à la conférence :  
**« Innovative Urban Development » by SNCF Immobilier.**

**Mercredi 16 mars 2016 de 17h00 à 18h30**  
**Green Room - MIPIIM Innovation forum**

**Suivie d’un cocktail de 18h30 à 19h30**  
**au Bar lounge**

RSVP [catherine.souchon@sncf.fr](mailto:catherine.souchon@sncf.fr) before 14 March 2016  
RSVP à [catherine.souchon@sncf.fr](mailto:catherine.souchon@sncf.fr) avant le 14 mars 2016.

SNCF Immobilier works in the very heart of cities and regions to achieve three goals: inventing new uses and transforming neighbourhoods, creating new housing solutions that promote diversity, and modernizing and optimizing our industrial, commercial and social sites.

Innovative urban development in the 21st century means taking a human, user-oriented approach. In today's virtual, connected world, it means making users, experience and feelings our focal point.

Starting from the land and buildings in our portfolio, we work with our partners to find bold, creative ways to revive these unique spaces, opening up new possibilities for the cities of tomorrow.

With

**Benoît Quignon**, CEO

**Emmanuel Dunand**, Property, Greater Paris Region

**Frédéric Goupil de Bouillé**, Property Management & Optimization

**Fadia Karam**, Development

**Cécile Queille**, CEO, ICF Habitat

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Au cœur des métropoles et des territoires, une triple ambition anime SNCF Immobilier : inventer de nouveaux usages et transformer les quartiers ; trouver des solutions de logement en faveur de la mixité sociale ; moderniser et optimiser nos sites industriels, tertiaires et sociaux.

Innovate in urban development in the 21st century, it's about putting the user and the sensible at the center of our action. It's about making the bet in a dematerialized and connected world, on the user, on the experience and on the feeling.

Around our real estate and property heritage, with audacity and imagination, we are exploring with our partners new territories and we are opening up new ways to build the city of tomorrow.

Avec :

**Benoît Quignon**, Directeur Général

**Emmanuel Dunand**, Directeur Immobilier Ile-de-France

**Frédéric Goupil de Bouillé**, Directeur Gestion et Optimisation Immobilière

**Fadia Karam**, Directrice du Développement

**Cécile Queille**, Directrice Générale d'ICF Habitat

