



Market Insight FRANCE: Smart city opportunities in greater Paris region

Rose-Marie Faria
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Valérie Péresse, President of the Île-de-France region, which includes Paris and the surrounding suburbs and has a total population of over 12 million has prioritized the implementation of smart city technology stating that she wants to lead the number one “smart region” in Europe by 2020. In 2017 alone, the regional budget allocated 2 billion euros for investments, a large portion of which will finance smart and sustainable programs. Ms. Péresse believes smart city projects will improve the lives of residents and attract economic investors to the region. Currently, the majority of scheduled projects revolve around the transportation sector. She has also plans for open-data projects, eco-friendly neighborhoods, and renewable energy.

Transportation is currently the largest smart-city program in Île-de-France. Some planned projects include constructing automated metro lines, replacing traditional city busses with electric busses, promoting vehicle-sharing companies, doubling the length of Paris bike paths, and installing Wi-Fi in every metro station. France has a well-developed transportation technology and construction industry sector. These companies are familiar with the complex needs of the French market and they are capable of handling the volume of work that is planned. Many smart-transportation projects are already underway, which may provide fewer opportunities for U.S. companies. However, future plans to create an open data region are promising.

Starting in January 2018, Île-de-France will become an “open data” region. Open data means that the general public will have access to real-time data being collected from all over the region. For example, open data can be used by a website to give real-time updates on the number of people using public transportation at any given time. The website will then be able to suggest the most efficient route and departure time. In fact, a first version of this website is set to be released in 2018 by the public transportation system. The tourism sector has opportunities for open-data use as well. Companies will be able to more accurately assess the demand for a business by using open data to identify where, when, and how tourists spend their time in Paris. And finally, open data can be used to more efficiently match up employers and employees who are looking for work, since all available jobs in the region will be visible.

Currently, one of the most promising smart-city sectors for American companies wishing to enter the smart-city market in Île-de-France is the one that revolves around the creation of apps and services that can use open data. United States companies that have expertise in creating smart city mobile apps of any nature are encouraged to look at the possibilities for open-data-related business opportunities. The smart-city market will likely continue to grow and expand into new sectors as new ways to utilize technology in an urban setting are developed.

Source: Ile de France, Conseil Régional

For More Information The U.S. Commercial Service in Paris, France can be contacted via e-mail at: rose-marie.faria@trade.gov; Phone: 33-1-43-12-71-49; Fax: 33-1-43-12-70-50; or visit our website: <http://www.buyusa.gov/france/en/>

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