

PRESS RELEASE
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Le Mondial du Bâtiment puts French-speaking countries in the spotlight

With the support of the Organisation Internationale de la Francophonie (OIF), through the Institut de la Francophonie pour le Développement Durable (IFDD), Le Mondial du Bâtiment and its three exhibitions **Batimat**, **Idéobain** and **Interclima+Elec_{HB}** are extending a special welcome to French-speaking countries throughout the event, which takes place in Paris from 6 - 10 November 2017. The objective is to foster business networking between exhibitors and project sponsors representing 84 States and governments.

The IFDD will be lending its support with 2 large-scale initiatives at Le Mondial du Bâtiment:

- **The Francophonie/IFDD Pavilion**

The 100-sqm pavilion in the centre of Hall 6 will welcome representatives from regions with high growth potential including **Sub-Saharan Africa** (Benin, Burkina Faso, Cameroon, Côte d'Ivoire, Congo, Senegal, etc.) and **North Africa** (Morocco, Tunisia) as well as from **Belgium, Canada, France, Luxembourg and Switzerland**.

- **An extensive programme of talks and special events**

A series of talks addressing the key issues affecting sustainable construction in the countries in the Francophonie network will take place in the "Regard sur l'Architecture" forum in Hall 5A from 1 - 5pm on Tuesday 7 November.

The same topics will also be discussed throughout the week in the workshop area in the Francophonie/IFDD Pavilion:

- The challenge of social housing: "To build fast, build well, build appropriately and build sustainably"
- The challenges facing Africa's green cities: "Is galloping urbanisation encroaching on green cities?"
- The challenges of local subcontracting in the building and civil engineering sector: north-south cooperation, upgrading, training and innovation
- The regional new buildings energy efficiency code in the countries of the West African Economic and Monetary Union (UEMOA).

Guillaume Loizeaud, Director of Le Mondial du Bâtiment comments: *"The support from the IFDD is enabling us to provide construction industry players with fantastic opportunities to meet decision-makers from 84 states and governments in the French-speaking world, offering huge development potential. The delegations led by government departments, trade associations and large construction firms from the countries concerned represent a rich seam of business opportunities."*

"The IFDD has for many years been developing content, courses and tools on the theme of sustainable building, particularly energy efficiency and renewable energy. Le Mondial du Bâtiment provides an audience of professionals and decision-makers in French-speaking countries who would benefit from these initiatives. In addition, our participation in this event aligns fully with OIF's strategic objective which is to support innovation and creativity for the benefit of the economy, from a sustainable development perspective", adds IFDD Director Jean-Pierre Ndoutoum.

Putting the spotlight on the OIF and French-speaking countries at Le Mondial du Bâtiment is all the more significant because it coincides with the 23rd United Nations Climate Change Conference (*COP 23*) in Bonn, Germany.

Focus

Sub-Saharan Africa: prospects for sustainable growth and upcoming major projects

In 2016, cities accounted for 54% of the global population, 80% of GDP, more than 60% of the world's energy consumption, 70% of greenhouse gas emissions and 70% of waste.

In Sub-Saharan Africa, one of the French-speaking regions offering huge development potential, sustainable, resilient economic growth is predicted to increase by 10% in the next few decades.

By 2050, the region will have a total population of 2 billion, including 900 million in urban areas made up of an increasingly educated, well-informed and wealthy middle class looking for new infrastructures (housing, transport, etc.) to meet their needs.

Energy management is a particularly important issue for local authorities in Africa, as well as the public and private sector organisations in their jurisdiction. Energy efficiency measures now result in annual energy savings of approximately 10-30% in the service sector (banks, insurance companies, hotels) and government buildings, and 10-20% in the industrial sector. These measures are also enabling better balance between national and local energy resources and user requirements, which in turn contributes to better social and environmental development with access to energy for all and a reduction in greenhouse gas emissions.

Some examples of major projects to be presented during the talks programme at Le Mondial du Bâtiment:

- Cameroon: the "C2D regional capitals" programme will focus on the development of regional capitals to ease congestion in the country's two largest cities, Yaoundé and Douala. The project concerns five cities (Bertoua, Garoua, Maroua, Bafoussam and Bamanda) which all have populations in excess of 300,000, for which significant investment is planned to provide basic infrastructure, commercial centres, public spaces and urban road systems to cope with the increasing numbers of people moving into the cities from rural areas.
- Senegal: the Diamniadio project is a new 525-hectare urban development to be built 30 km from Dakar. With 30,000 homes planned, the new city will help ease congestion in the capital.
- Côte d'Ivoire: at COP21 in Paris, the town of Grand-Bassam, in partnership with the IFDD, launched the Bassam model sustainable town project, for which it has developed an urban sustainability roadmap.
- In the 8 member countries of the West African Economic and Monetary Union (UEMOA), the energy efficiency programme of the regional sustainable energy initiative (IREN) in partnership with the IFDD, is developing a regional framework code for energy efficiency in buildings over the 2014-2018 period.

A propos de REED EXPOSITIONS FRANCE - www.reedexpo.fr

Présent sur 20 secteurs d'activité, avec 50 salons leaders dont Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, Midest, SITL, Maison & Objet*, Fiac, Paris Photo... et 51 sites internet, Reed Expositions apporte à ses clients les contacts, les contenus et les réseaux pour accélérer leur développement. Plus de 24 000 entreprises et 1,43 millions d'acheteurs français et étrangers sont clients de ses événements.

Reed Expositions fait partie du groupe Reed Exhibitions, premier organisateur mondial de salons et leader sur le marché français avec plus de 60 manifestations et 2 filiales, Reed Expositions France et Reed Midem.

*organisé par la SAFI, filiale de Reed Expositions et d'Ateliers d'Art de France



About the Institut de la Francophonie pour le Développement Durable (IFDD) - www.ifdd.francophonie.org

The Institut de la Francophonie pour le Développement Durable (IFDD) is an ancillary body of the Organisation Internationale de la Francophonie (OIF) and headquartered in Quebec.

The work of the IFDD is defined by the Strategic Framework of la Francophonie 2015-2022 under the heading of “sustainable development, economy and solidarity”, one of la Francophonie's four main missions. More specifically, the IFDD works towards achieving the strategic objective of “Contributing to the definition and implementation of the post-2015 development programme and sustainable development goals.” The IFDD works with a number of partners including international organisations, government institutions, universities, training centres, city councils and local authorities, NGOs, international associations, foundations, consultants and companies.



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