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PRESS RELEASE EVENT : THE PLACE MARKETING FORUM WILL CELEBRATE THE 10TH ANNIVERSARY OF THE NEW PLACE MARKETING AND ATTRACTIVENESS CHAIR DURING AN INSPIRING EDITION, ON 14 & 15 APRIL 2022 IN GRENOBLE, RECENTLY NAMED EUROPEAN GREEN CAPITAL 2022.

For more than 10 years, the New Place Marketing and Attractiveness Chair has been organising one of the most important international meetings on the themes of territorial marketing and attractiveness of territories : **the Place Marketing Forum**. This year's edition is part of the « **European Green Capital 2022** » labeled and financed meetings that will take place in the Isère metropolis.

A new edition for the 10th anniversary of the A&NMT Chair

The different editions of the Place Marketing Forum have identified no less than **58 international projects** that have been awarded, illustrating the best practices of territorial attractiveness in the fields of **economic development** and **competitiveness, tourism** or **territorial resilience**. To celebrate its 10th anniversary, the New Place Marketing and Attractiveness Chair is reinventing itself and is offering managers, elected officials and professionals concerned by these issues the opportunity to draw inspiration from proven initiatives, and presented by heads of attractiveness agencies and representatives of cities and metropolises from around the world.

An event labeled the European Green Capital 2022

The Place Marketing Forum aims to encourage the sharing of « good practices » on subjects linked to the twelve themes specific to the European Green Capital and to the major current challenges faced by the territories. Four main areas of reflection will feed the exchanges during the conferences, think tanks and networking sessions : **health, anchoring through the mobilisation of all the players in the territory** (inhabitants, companies, public institutions, associations, etc.), **the balanced attraction of new resources** (tourists, residents, investments) as well as **the development of a more virtuous territory that is concerned about the environment and its citizens**. The feedback will contribute to a better understanding of the most current practices and trends in France and around the world.

Online registration available at www.placemarketingforum.com

The New Place Marketing and Attractiveness Chair is the first « Chair of Territory » dedicated to the attractiveness and the new practices of territorial marketing in the world. Imagined by Joël GAYET in 2012 and founded in 2013 by local authorities of different territorial levels, the Chair is today directed, and this since 2015, by professor Mr. ALAUX Christophe, and is hosted at the Institute of Public Management and Territorial Governance (IMPGT) of Aix-Marseille University.