



PRESS RELEASE

Tuesday, November 13th, 2018, in Aix-en-Provence

The New Place Marketing and Attractiveness Chair (A&NMT) presents the 37 projects in the running to receive a Place Marketing Award during #PMF19, the great event of place marketing, on April 4th and 5th, 2019 in Lille Grand Palais.

The daily international benchmarking, conducted by the A&NMT Chair, made it possible to identify and pre-select 37 projects that are emblematic of place marketing trends and attractiveness for this 6th edition of the Place Marketing Forum. These inspiring approaches cover the diversity of approaches, techniques and professions in place marketing and attractiveness. They respond to the challenges and problems faced by many territories.

The 37 pre-selected projects are divided into 5 categories: economic development (7 candidates), tourism (11 candidates), branding (5 candidates), territories with specificity (6 candidates) and major projects (8 candidates).

ECONOMIC DEVELOPMENT

- Copenhagen Capacity - Denmark
- NRW.INVEST GmbH - Germany
- Interreg PROMETEA Project - Europe
- Promote Iceland - Ireland
- Speed Factory, Adidas and Federal Ministry of Economics and Energy - Germany
- Switzerland Business Navigator, Switzerland Global Enterprise - Switzerland
- Y-PORT, Yokohama City - Japan

TOURISM

- Amsterdam Marketing, City of Amsterdam - Netherlands
- America's Musical Journey, Brand USA - United States
- Comptoir des Loisirs d'Evreux - France
- Culture Captcha - Kenya Tourism Board - Kenya
- Made In Pic Saint Loup Association - France
- Bisca Grands lacs Tourist Office - France
- Route of industrial culture, Ruhr Region - Germany
- Biot Glass Factory - France
- Thompson Okanagan Tourism Association - Canada
- Visit Victoria - Australia
- Wonderful Copenhagen - Denmark

TERRITORIES WITH SPECIFICITY

- Arvieu 2020, village of Arvieu - France
- Citta Slow Label - Italy
- Sim a Igualdade Racial, BIR - Brazil
- Kamikatsu Village - Japan
- Association le 6B - France
- Treasure Hill, Taipei - Taiwan

MAJOR PROJECTS

- Array of Things, City of Chicago - United States
- Hong Kong Airport Authority - China
- Lorraine Fab Lab Living Lab, University of Lorraine - France
- Interreg MADRE project - Europe
- STEAM School, Maker Asylum Mumbai - India
- SXSW conference & festival, Austin - United States
- Via Verde, Mexico City - Mexico
- Zhongxian e-sport stadium - China

BRANDING

- Biketown, Portland City and Nike - United States
- Brand Botswana - Botswana
- Cymru Wales Brand - Wales
- Dublin Town - Ireland
- Gaziantep City Branding - Turkey

FROM PRE-SELECTION TO THE DESIGNATION OF ONE LAUREATE PER CATEGORY :

The application files will be examined by a jury composed of the board and experts of the A&NMT Chair. It will gather at the beginning of December to designate the 5 remarkable laureates who will be put in the spotlight and will receive a Place Marketing Award, on the stage of the #PMF19, in Lille Grand Palais. They will thus join the network of the 42 other projects that have received this distinction since 2013.

THE #PMF19 IN BRIEF :

Organized by the A&NMT Chair in partnership with the European Metropolis of Lille, the #PMF19 will take place on April 4th and 5th at Lille Grand Palais. This annual international meeting will bring together more than 400 elected officials, decision-makers and managers interested in the territories' problematic around remarkable cases, conferences, but also during workshops. A new exhibition area will enable agencies and start-ups to present their innovative solutions for the benefit of the territories.



PRESS CONTACT :

Camille DESSENDIER, Project Manager for the A&NMT Chair
camille.dessendier@univ-amu.fr +33(0)4 42 60 43 18



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