



Aix-en-Provence, May 20th, 2021

PRESS RELEASE : THE WINNING PROJECTS OF THE PLACE MARKETING FORUM 2021 WERE SELECTED BY THE SELECTION COMMITTEE, ORGANIZED BY THE NEW PLACE MARKETING & ATTRACTIVENESS CHAIR.

The selection committee, convened by the A&NMT Chair as part of the organization of the annual place marketing event, met to nominate the five international winning cases, which will be rewarded during the Place Marketing Forum. The cases that best met the criteria of excellence will be honoured during the international place marketing event, which will take place on September 16th & 17th, 2021, at Parc Chanot, Marseille, in France.

100 projects analyzed, 30 approaches identified, 22 cases pre-selected

After a pre-selection of 22 international projects in the field of territorial attractiveness, the selection committee has chosen the 5 winning cases of the 8th edition of the Place Marketing Forum. This jury is made up of experts, academics and the A&NMT Chair's partner territories, including the host territory Aix-Marseille-Provence Metropolis. The deliberations are based on criteria of excellence: the innovation, the performance or an emblematic achievement and the transferability of the project. Participants will be able to discover these initiatives identified at the international level, during their conferences organized next September.

An international inspiration for decision-makers, executives and managers dealing with the new challenges facing territories.

The awards ceremony highlights remarkable initiatives carried out across the world. During two days, the participants have the opportunity to see a number of success stories in terms of attractiveness, in France and abroad. Various fields and sectors are addressed, including tourism, branding, territories with specificities, economic development and great projects. For this eighth edition, the winners are: **Helsinki Marketing** for the project "Think Sustainably", **Brand Tasmania** for the project "Tasmanian", **the Norwegian municipality of Traena** for the project "Tenk Traena", **the Devon Doughnut Collective** in the UK for the project "A Peoples' Doughnut for Devon", and **Place aux jeunes en région** in Québec.

Each structure will present the main lines of its project during the conferences. These will be followed by several round tables led by experts and specialists, to analyze and discuss the major issues of the topics addressed.

Online registration is now available on: www.placemarketingforum.com

Press contact : Hakim HDOUCH - Communication Officer
hakim.hdouch@univ-amu.fr / +33(0) 4 13 94 21 30