

Great!-GREATER-Greatest! LILLE



Take your place in groovy Lille



WHY LILLE ?



Our second Lille insider is **Luc Doublet**, Chairman of Doublet Design, the official suppliers of flags & banners to great world sporting events like the Tour de France & the Rugby World Cup. In his spare time Luc Doublet is a 'double' President of APIM & Lille Tourism Office. He is also a member of the Board of the Lille Europe Convention Bureau.

Born a President?

"No, just a responsible manager!"

Why Lille?

"It's a place with a good quality of life, both professionally and for the family. Everything is possible here.

In recent years Lille has become cleaner, lovelier, bigger, livelier, more visible and even more of a capital..."

APIM?

"APIM is Lille's International Promotion Agency. We're responsible for marketing every aspect of Lille and showing how attractive & welcoming the city is for investment. commerce, industry..."

Business travel & tourism?

"It's vital for our image and for local employment."

A travel tip?

"Of course, we have good hotels, but why not try one of our 'Chambres d'hôtes', a bed & breakfast French-style. And don't forget our local 'ch'ti' cuisine. Curious? Have a look on Wikipedia..."

Merci, Monsieur Le Président

Our Lille 'outsider' this time is **Jacques Siso**, Director of the new branch of Galeries Lafayette which opened in Lille in September.

Why Lille?

"We have 59 stores all over France and we simply couldn't afford to stay away any longer from one of France's biggest cities. Until now we had always had difficulty of finding the right type of big building in the city centre."



The grand opening?

"Fantastic! We are really delighted with the launch."



The meetings business?

"Very important to us and all the more so as we want to reach British & Belgian clients and take advantage of our position at the crossroads of Europe."

Thoughts on Lille?

Jacques Siso is from Clermont Ferrand, but has lived & worked in numerous cities in France. He is absolutely thrilled to be in Lille and has found the people both warm & welcoming. From a professional point of view, he is impressed by the quality of the retail experience in the city centre.

www.galeriesslafayette.com

SPOTLIGHT ON.....LA PISCINE DE ROUBAIX

In a former Art Deco swimming pool, this wonderful museum houses a number of major collections – Fine Arts from the 19th & 20th centuries, Applied Arts (ceramics, fashion & accessories) and Textiles. It also creates its own temporary exhibitions around big names like Dufy, Picasso, De Niro, Chagall....



The museum can not only be used for exhibitions, but also events. The pool itself has been transformed into a sculpture

garden, but can be turned into a conference room, catwalk or concert stage. Adjacent rooms are good for product launches and there's a fully equipped 96-seater auditorium. The in-house restaurant organises coffee breaks, cocktails & meals.

**The team and I
plus my Mum and
Auntie Jan think
this looks great!**

Katie Bristow
Eurostar, UK

For an original meeting or event, contact Dounia Mérabet:
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www.roubaix-lapiscine.com

GREATER LILLE FOR THE GREATEST EVENTS - OR HOW TO COOK UP A GREAT WORKSHOP IN BRUSSELS

An original view from the influential business travel media, *bbtonline* on our first meetings workshop last month: It shows just how seriously we take the organisation of our meetings in Lille.

- Take a **great** destination like **Greater Lille**.
- Marinate in some strong branding – from a **great** red armchair through to the smallest detail like business cards.
- Blend in a **great** venue overlooking the Brussels K-NAL on 2 different levels – business on the ground floor & fun on the 1st floor terrace.
- Add a **great** warm welcome.
- Stir in a **great** little workshop guide & floor plan.
- Pour in a few drops of **great** Pannier champagne.
- Flavour with **great** badges with large readable names, so you can actually see with whom you are networking.
- Mix in a **great** team of enthusiastic suppliers, hard-workers & original characters from Lille.
- Add a pinch of **great** atmosphere & the buzz of business
- Serve hot & cold with some **great** catering, **great** music & create a **great** party
- And don't forget a **great** business gift – a small, light & useful half Giga memory stick.

« En er is een heel
degelijke universiteit
uitgebouwd die wel
wat congressen
regenereren”
Werner

That's the recipe for a **Great-Greater-Greatest Lille** event, combining fun & business with real style



COMING SOON

LILLE 3000 PRESENTS 'FOREVER – LE PASSAGE DU TEMPS'

From the world famous François Pinault Collection

Now – 1 January 2008 @ Tri Postal, Lille

39 international artists

100 photo – video – light works

From the Seventies to the present day.

This exhibition, spread over 6000m², showcases artistic techniques using video photography & light. It focuses on contemporary works in 6 themes – Bedazzle, the 70s; Shall we play? ; Cinema Stories; Living & Surviving; the Passage of Time.

Info & booking online NOW

www.lille3000.com



CHAGALL @ LA PISCINE DE ROUBAIX

Chagall & Ceramics, 20 October 2007 – 20 January 2008

The first exhibition focussing on the artist's mix of drawing, engraving, painting & ceramics... The presentation is by the themes Chagall held dear – couples, religion, the circus, Fontaine's fables, monuments, nudes, mythology, still life.....

www.roubaix-lapiscine.com

CASINO OPENINGS

The Lucien Barrière Group has been selected to build the brand new casino in the Euralille complex, next to Lille Europe station. It's going to be an impressive place spread over various floors with rooms for slot machines & gaming tables; a 1200-seater theatre for shows & different themed restaurants. It will be France's second most important casino and will open in spring 2009.

In the meantime, opening now in November is the temporary Casino Atrium at Euralille to help clients wait patiently for the big thing in 2009....!

www.lucienbarriere.com



NOVOTEL LILLE CENTRE GARES UNDERGOES FACELIFT

Novotel @ Lille's rail stations has been transformed with the new Novotel bedroom & 5 suites. It offers a warm welcome, modern decoration and healthy cuisine in the restaurant. And there's also a Club Med Gym for working out.

For meeting facilities, contact the 3 other Novotels in Greater Lille

www.accorhotels.com

Pour y avoir organisé un petit séminaire, je confirme que le potentiel et la facilité pour les organisations internationales y est très présente et espère avoir l'occasion de visiter plus amplement les autres facilités dont la ville ne manque certainement pas"

Danièle VRANKEN-MARTEAUX,
Colipa A.I.S.B.L., the European Cosmetic,
Toiletry and Perfumery
Association, Belgique

DON'T FORGET TWO VITAL DATES

14 November: 1h20 from Lille Europe to London St. Pancras by Eurostar

www.eurostar.com

27-29 November: Lille @ EIBTM - come & see us on stand J440

LILLE CONVENTION BUREAU AT YOUR SERVICE



LCB is a private-public sector partnership founded by: Lille Grand Palais in collaboration with key institutional partners - LMCU (Greater Lille Regional Council), CCILM (Greater Lille Chamber of Commerce & Industry), Lille City Council & Lille Tourist Office. Lille Convention Bureau offers you completely free & impartial advice, and introduces you to **the best partners**. Our new website helps you choose the right meeting room, the best hotel, the most original venue, plus a Professional Conference Organiser or Event Agency to bring it all together, handle the logistics and meet all your needs.

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À la r'voyure as the locals say,
or just looking forward to seeing you again in Lille!

LILLE - THE SIMPLE FACTS

Great facilities for meetings & events: from a simple board meeting for 7 in a former 15th Century hospital to a top event for 7000.

- A business complex right in the heart of the city with 3 exhibition halls, 3 auditoriums & 16 break out rooms. Lille Grand Palais welcomes 300 events a year for more than 900 000 visitors.
- Cultural venues include 20 metropolitan museums, the Opera House, theatres & various other historic monuments.
- 2700 hotel rooms within walking distance of Lille Grand Palais. From major hotel groups like Novotel, Mercure, Suite Hôtel, Crowne Plaza & Alliance Hospitality to independents like the charming 4* l'Hermitage gantois

Greater Lille is the 4th largest Metropolitan area in France after Paris, Marseille & Lyon with a population of almost 2 million. It is the youngest of all with 28% under the age of 20.

Greater Lille comprises Lille, Roubaix, Tourcoing & Villeneuve d'Ascq and the surrounding areas.
www.cudl-lille.fr

Greatest access:

- by rail: 38mn Brussels; 45mn Charles de Gaulle Airport; 60mn Paris & 1hr 20mn London by Eurostar (from 14 November 2007).
- by road: Lille lies at the cross-roads of 6 major motorways.
- by air: 10 direct flights to Greater Lille Airport.

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