

## Looking after the neighbours is key to IN-VI project success

### Russian regions pivotal to recovery, says Kozak



Dmitry Kozak

Talking on the Russian Regions' stand, Kozak highlighted the major role the Russian regions

DMITRY Kozak, the Russian Federation's deputy prime minister, spoke at MIPIM of the significant presence of the Russian regions at this market and of how MIPIM is a key component in solving the country's current crisis.

have to play in helping the overall Russian economy, particularly their vital contribution to the country's economic recovery.

Kozak referred to a package of measures being put in place by the Russian government to stimulate the economy. Some of these measures are specifically aimed at the real estate industry, seen as a particularly important driver of key elements of the economy.

Kozak was also at the market to outline the investment opportunities offered by the 2014 Olympic and Paralympic Winter Games in Sochi (see page 18).

### Fabius focuses on government role

FORMER French prime minister, Laurent Fabius, has urged the French government to cut the red tape to help local communities "invest massively" in sustainable development. Fabius, currently president of the Communauté d'Agglomération Rouennaise, was one of four French political leaders at MIPIM yesterday for a special conference session on how cities should handle the downturn.

The Rouen conurbation is investing €550m (\$695m) in development this year, said Fabius, who added: "It is the first time that I have been to MIPIM and let me tell you how happy I am to be here."

Fabius, and president of Greater Lyon Gerard Collomb, vice-president of Lille Metropole Urban Community Michel-Francois Dellannoy, and president of Bordeaux Metropole Vincent Feltesse, all agreed that in times of crisis it is the responsibility of local government to invest.

Feltesse added: "We need to think today of tomorrow's new model for urban organisation."



Laurent Fabius



IN-VI's Guy Perry: going beyond the normal parameters of the masterplan

THE KEY to sustainable development is to build neighbourhoods, not just buildings, Guy Perry, president and founder of developer IN-VI, said at MIPIM.

The company has pursued this philosophy right from its earliest project, the Miasteczko Wilanow suburban environment development in Warsaw. "It's the largest project in central Europe,"

Perry said. To date, €2bn (\$2.55bn) has been invested in the development. "You have to go beyond the normal parameters of the masterplan — it's essential that the project harmonises into the neighbourhood," he said. "To that end, we've supervised the development at Miasteczko Wilanow for eight years."

From a number of follow-up projects in central Europe, IN-VI moved into Brazil four years ago. "We thought that with all the excitement of Russia, China and India, Brazil was being overlooked," Perry said. "It's very stable politically, has almost the same levels of growth as those places and cares very much about sustainability and harmonising into the environment."



MAYOR of London Boris Johnson welcomed 63 cyclists in front of the Palais des Festivals after their epic six-day ride from London. Covering 1,500km, they raised £280,000 (\$385,000) for charity, bringing the total raised since 2006 to over £1m (\$1.4m). The mayor, himself famous for cycling around London, hailed their "fantastic achievement" and promised: "Next year I'll join you."

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THE KEY to sustainability is to "build neighbourhoods, not just buildings", said Guy Perry, president and founder of IN-VI, whose development programme stretches from Central Europe to South America