



**GSE**

A global player in  
Corporate real-estate

**PRESS RELEASE**

13 May 2019

## **GSE SELECTED TO DEVELOP A 127-HECTARE INDUSTRIAL PARK**

Following the call to tender issued by the Greater Avignon authority in the second half of 2018, GSE was selected to develop an industrial and services park in the 127-hectare (314 acre) special development zone (ZAC – zone d'aménagement concerté) of Le Plan, in the municipality of Entraigues-sur-la-Sorgue.

### **A new business park, central to a shared vision of urban development**

The project developed by GSE is in line with the Greater Avignon authority's ambition for the Le Plan zone: to develop an industrial park that meets the needs of job-creating local and external companies by offering a broad and attractive range of plots of land. GSE therefore designed a project that takes into account the challenges of mobility and soft transport, landscape integration, architectural quality and sustainable development.

### **The Greater Avignon region's priority industries at the heart of GSE's proposal**

GSE developed a project focused on the local authorities' strategic industries:

- **Food:** in coordination with Greater Avignon and Greater Avignon Technopole in particular, GSE will foster the synergies between many local food enterprises – from the smallest to the medium-sized – in the Le Plan industrial park.
- **Eco-naturality:** strongly established in the Greater Avignon area, this promising category is still seeking its "champion region" at the national level. To this end, GSE will deploy a range of services dedicated to the emergence and development of "100% natural" companies.

Logistics (GSE's core line of business) will also play an essential role in the Le Plan industrial park, giving players in storage & distribution the flexibility to develop ambitious programmes and services. GSE's versatile project will also provide location opportunities adapted to the needs of manufacturing, production and processing activities, as well as services to the park's employees.

GSE's proven real estate products will help accelerate the industrial park's development, since they are well known to users and therefore reassuring to investors – some of whom are investing without an identified tenant. Depending on the buildings, GSE will apply either an *Haute Qualité Environnementale* or a *Bâtiments Durables Méditerranéens* eco-friendly development label. GSE will handle the sale of the units: the selling prices of the buildings and products will be established in line with the characteristics of the land, the targeted customers and the positioning of the product in the catchment area.

## **GSE's real estate products: supporting the development of the Le Plan industrial park**

As part of its proposal, GSE presented its innovative real estate products:

- CECODIA: a wooden building combining ecology, well-being at the office and business performance. GSE has built a total of 80,000 m<sup>2</sup> of CECODIA buildings across France.
- MODULOG: a high-performance industrial building, enabling fast and efficient operation with complete safety.
- IDEA'PARK: a concept developed by GSE, composed of 10 to 30 units to accommodate very small businesses, SMEs, craftsmen and start-ups on the same site. GSE has built 12 such complexes in France.

## **ABOUT GSE**

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Since its creation in 1976, GSE has become the reference as a leading international EPC Contractor for the full support of all aspects of construction projects (from financial planning, research and qualification of land, technical studies, design / implementation to after-sales service), and is contractually committed on the price, the time and the quality of the work performed.

GSE Group currently has 410 employees in eight countries in Europe and China, and builds industrial, logistics, offices, shopping and entertainment buildings, for a turnover of approximately €570 million in 2018.

## **PRESS CONTACTS**

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