



KEY FIGURES 2025

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Creation of Hello Lille

The European Metropolis of Lille attractiveness agency



ATTRACTIVENESS AND OUTREACH OF THE METROPOLIS

- Rollout of the Hello Lille brand
- Development of brand awareness in France and internationally by leveraging major events
- Networking and event organisation



BUSINESS SETTING UP

- Prospecting in France and internationally
- Support for business set-up
- Promotion of centres of excellence
- Talent onboarding

HOSTING OF EVENTS,

CONFERENCES AND PROFESSIONAL MEETINGS

- Support for bids to host major cultural, sporting, academic or economic projects
- Facilitation of the organisation and sustainability of trade fairs and conferences
- Development of business tourism



hello

identity card

3rd largest city
in terms of population
(excluding Paris)

→ **1,2M**
inhabitants

→ **95** municipalities
spread over
671km²

120,000
companies

540,000
jobs

136,000
students

67
km
of border
with Belgium

Eurometropolis of more than:

2M inhabitants

Regional capital of the Hauts-de-France:

6M inhabitants

1st concentration of international head offices

in France (outside Paris) (source : "10 reasons to invest in the European metropolis of Lille", EY and JLL, 2021)

1st land of networks

and business clubs (source : MEL 2023)

1st agricultural metropolis in France

with 43% of agricultural land (source : RGA, 2020)

1st metropolis for business accommodation and commercial property

(source : Arthur Loyd 2024 barometer)

A certified metropolis

Destination labellisée



Innovative and Sustainable Destination

83 committed professionals



Industrial Areas

hello

living environment



2,595 ha
of natural areas

+ 982 ha
of parks and gardens

500 km

of rivers

100 km

of canals

900 km

of cycle paths

3

natural parks

3

nature centres

5

marinas

Less than 1 hour from the sea

In the immediate vicinity of the Flanders hills
and the Blue Square of the Eurometropolis

Mobility

11 km average commute
(source : INSEE 2023)

122
bus routes

2
metro lines

2
tram lines

+200 M journeys
in 2023 by metro, tram and bus

Extramobile project by 2035

- + 2 tram lines
- + 2 high-service bus lines

34
stations in the region

2,600
V'Lille bikes spread over
259 stations in the MEL
(source : MEL 2024)

5,500
park-and-ride
spaces

Real estate

Rental (median price)

- Apartment **12,5€/m²**
(average surface area of 52 m²)
- House : **9,5€/m²**
(average surface area of 88 m²)

(source : local rent observatory for the Lille metropolitan area, 2023)

Purchase (median price)

- Former apartment **2,830€/m²**
- Former house **2,220€/m²**
(source : Notaries 2024)

Multilingual secondary education

European languages and cultures section:

- English: **75** establishments (34 secondary schools and 41 high schools)
- German: **21** establishments (9 secondary schools and 12 high schools)
- Dutch: **3** establishments (1 secondary school and 2 high schools)

3 binational high schools

2 international schools

- Lille Métropole Jacques-Delors European School
- Jeannine Manuel School

(source : ONISEP 2024)

hello

accessibility

A metropolis located less than 300 km from 5 capitals: London, Paris, Brussels, Amsterdam, Luxembourg

A cross-border metropolis,
capital of a region of:

6 millions

inhabitants

Rail

Journey time by TGV (high-speed train):

Paris

62min

London

82min

Brussels

35min

Amsterdam

185min

Cologne

120min

3 TGV stations

(high-speed train)

in the city centre and directly accessible by public transport (2 in Lille and 1 in Tourcoing)

31,4 M

passengers departing from Lille
(source : SNCF Gares and Connexions)

Air

Lille-Lesquin Airport

1,8 M passengers
in 2024

More than 50 destinations

+4 routes

in 2025

- Toulon
- Fès
- Patras
- Comiso

(source : Lille Airport)

2 international airports less than an hour from the Lille metropolitan area:
Paris Charles de Gaulle is 50 minutes away by TGV and Brussels Zaventem.

River

13 multimodal ports
including the port of Lille:

3rd largest inland
port in France

8,9 millions tonnes in 2023

300,000 “boxes” at the container terminal
(source : Ports de Lille)

53 KM of wide-gauge waterways
(source : VNF)

**2nd largest office market
(outside the Paris region)**

(source : CBRE 2024)



Sectors of the observatory of the offices of the Metropolis

1st metropolis

(with more than 1 million inhabitants)

for business accommodation
and commercial property

(source : Arthur Loyd 2024 barometer)

198 M€

invested in the office market
in 2024 (source : OBM 2024)

152,000 m²

of office space marketed
in 2024

(source : OBM 2024)

Euralille

2nd largest business district in
France (outside Paris)

141

business parks

4

business incubators

100

third places



Major urban projects

— Grand Euralille

- Saint-André-Lez-Lille, Lambersart, La Madeleine and Lille
- 200 ha

— La Lainière

- Roubaix and Wattrelos,
- 33 ha
- 1,000 employees - 1,000 residents - 70% business - 3% housing

— The banks of the Deûle

- Marquette-Lez-Lille, Saint-André-Lez-Lille and La Madeleine
- Creation of a 20-hectare park
- Integration of a tramway line / LHNS / LINO
- 10,000 inhabitants

— Rives de la Haute Deûle

- Lille and Lomme
- ZAC 38 ha / 15 ha of public spaces / 6 ha of green spaces including 2 ha Parc du Marais
- 1,800 housing units 160,000m² of tertiary space
30,000 m² of facilities, services, shops, activities

— L'Union

- Roubaix, Tourcoing and Wattrelos
- 80 ha / 10 ha of green space
- 3,500 jobs / 600 housing units under development

hello universities

**2nd largest university centre
in France (outside Paris)**

(source : MESRI 2023-2024)

136,000 students including:

- 122,000 in the two universities
- 14,000 in the grandes écoles
- 10% international students

(source : MESRI 2024)

2 universities :
University of Lille and Catholic University of Lille

17 member schools
of the Conférence Régionale des Grandes Ecoles (CRGE)

University of Lille

80,000



students

of which **11,000** are of foreign nationality (152 nationalities).

Experimental public institution **labeled Initiative of Excellence** France 2030 since January 1, 2022.

7 faculties 10 grandes écoles and institutes

29 different geographical locations including **6** different campuses in the Lille metropolitan area.

Research

- **64** research units
- **50** research platforms
- **7** doctoral schools
- **2,100** doctoral students

Close relationship with the university hospital in the areas of training, research and innovation

Shanghai Ranking 2024:

Rang 301–400 globally

Rang 12–16 nationally

Leiden 2024: Ranked

Top 500 for its scientific performance

Times Higher Education 2025:

2nd place in France and **107th** world-wide.

Université Catholique de Lille

42,000



students

of which **8,800** are foreign nationals.

Association recognized as being of public utility and labeled for its training establishments (EESPIG) and its hospital group (ESPIC).

22 training establishments

Multidisciplinary teaching

354 training courses

in **6** different training fields

+550 partner universities

Healthcare and medical-social establishments

3 hospitals, **5** EHPAD (*accommodation facilities for dependent elderly people*),

1 DITEP (*system of therapeutic, educational and pedagogical institutes*)

Research

- **12** research units
- **900** researchers, teacher-researchers and university hospital staff
- **250** doctoral students

Ranking:

Financial Times (worldwide):

EDHEC **4th** and IESEG **23rd**

ChangeNOW des Echos (France):

Junia 15th engineering school, **IESEG**

7th and **EDHEC 13th** business school.

hello

tertiary service, retail
and e-commerce

Numerous large retail head offices
Strong family entrepreneurship

**Highest density per km² in Europe of retail
and e-commerce company head offices.**

More than 80 brand head offices and 40 distributors.
Home and head offices of major French retailers:
Auchan, Décathlon, Leroy Merlin.

150 customer relations centres employing 10,000 people
(source: CCI Hauts-de-France)

2nd largest financial centre
80 financial institutions and 13 international banks

Retail & e-commerce sector

- **1st e-commerce centre of excellence** EuraTechnologies in Roubaix, located in the Blanchemaille building (15,000m²): a Prop Tech incubator (real estate technologies), a business centre, a marketing research laboratory and a training centre
- **Historic headquarters of distance selling:** La Redoute, 3 Suisses
- **2nd largest French centre** in terms of the number of courses dedicated to e-commerce
- **PICOM by Cap Digital** : retail cluster – 120 innovative organisations
- **Connect Lille**, the benchmark retail event
- **RetailGo** : event focused on innovation in retail around topics such as Artificial Intelligence, circular commerce and the supply chain

Higher tertiary sector

107,000 establishments, including **+70 head offices** with **+500 employees** and **35 regional head offices**
(source : Insee Sirene REE 2021 – CCI Grand Lille)

60,000 jobs in the **higher services sector**, including:

18,000 jobs in **legal and accounting activities**

11,100 employees in the **banking sector**

7,500 employees in the **insurance sector**
(source : CCI Hauts-de-France)

Les Places Tertiaires, a club dedicated to companies in the tertiary sector.

hello digital

3,000
companies

13,000
jobs

2
unicorns :
Exotec
OVH Cloud

• **Site of excellence :**

 **EURATECHNOLOGIES**
EUROPE'S STARTUP BUILDER

A dynamic sector :

Since 2017 : + **57%** business start-ups

EuraTechnologies :

Start-up and innovation hub, 1st in France and among the 30 best in Europe :

- **145, 000 m²** spread over **5 sites**,
More than **600 companies** resident and **8,000 jobs** created in 15 years.
- **3 sites in the metropolitan area** : **Le Blanc-Lafont, Roubaix** (Blanchemaille site) and **Willems** (Agrotech site)
- **200 projects supported per year.**



30

**specialized
training courses**

5 establishments

involved in research: Inria, CNRS,
Université de Lille, Centrale Lille Institut, Junia

Support structures for professionals

French Tech Lille :

A unique ecosystem that brings together start-ups and investors.

The Cyber Innovation Center for Contactless Technologies (CITC):

A cluster certified as a **European Digital Innovation Hub (EDIH)** for Internet of Things, AI and cybersecurity technologies.

The regional technology transfer platform of CEA Tech

For support for corporate R&D.

hello cybersecurity

116
cyber
companies

8,000
jobs

1
unicorn:
OVH Cloud

10 certified companies
ExpertCyber France

Dedicated site :



**CAMPUS
CYBER**

HAUTS-DE-FRANCE • LILLE MÉTROPOLE

The Metropolis, a cyber territory

- **8** major players in the cyber sector present in the metropolis (including Thales, Orange Cyberdefense, OVH Cloud, Sopra Steria, etc.)
- **45** pure players (including Advens, Hornetsecurity, Allistic, etc.)

The Hauts-de-France Lille Métropole Cyber Campus

- Operated by EuraTechnologies, it is the first regional cyber campus to be certified by the National Cyber Campus.
- **3,000 m² of workspace,**
- **1 network of 70 partner** companies,
- **1 startup incubator**

Training

- **20 specialized higher education courses**
- **The National Cybersecurity Training Center** of the National Gendarmerie
- Renowned engineering schools (**IMT, ISEN, Centrale Lille...**)

Research

Around a hundred researchers and research professors working at the CNRS, INRIA, Centrale Lille, Institut Mines Telecom at the University of Lille and the Catholic University of Lille.

Two major events:

- The **FIC Forum In Cyber** (20,000 visitors, 700 partners and 103 countries represented — 2024 figures)
- **The Campus Cyber Summit** organized by the Campus Cyber HDFLM

A first-rate alert tool

The Computer Security Incident Response Team (CSIRT) operated by the Contactless Technology Innovation Center (CITC- EuraFID)

hello

cultural and creative industries

700
companies

2,800
employees, researchers, students, coworkers

Site of excellence:

EuraCreative by



PLAINE
IMAGES

High-performance incubator of the ecosystem with
59 projects incubated in 2024.

Emblematic companies

- Ankama
- Nacon
- Petit Bambou
- Istharr Games
- Cyber Group Studios
- Lylo

Training

 **3,500** students and recognised training courses

- Series Mania Institute
- E-Artsup
- Piktura
- Le Fresnoy
- ArtFX
2nd school in special effects in the international ranking of creative schools

Research

A research federation

- **Visual sciences and cultures** (CNRS — University of Lille)
- An Equipex platform (Ir Dive)

National studios

- **Le Fresnoy Studio National studio of contemporary arts**
- Kazoo Animation
- Cybergroup studios
- Broadway studio

Support structures

- **Game IN** : Association of video game professionals.
- **Noranim** : Professional association of the animation film industry.
- **Pictanovo** : Promotion and support for film and audiovisual production.

Events

Game Camp : trade show for the video game industry

Series Mania : international series festival

PIX : professional festival of cultural and creative industries

hello

textiles and innovative materials

300
companies

11,800
employees

3 pillars: **Textile**

Wood, paper, cardboard and printing

Chemicals and pharmaceuticals

**2nd largest region in France for the
manufacture of technical textiles**

(source : CCI Hauts-de-France)

Site of excellence:



EuraMaterials

Training

ENSAIT : Ecole nationale supérieure des Arts et Industries Textile (National Higher School of Textile Arts and Industries)

17% of European textile engineers trained in Belgium.

ESMOD : 1st French school in the **CEOWORLD** ranking (which ranks the best fashion schools in the world).

ESAAT : Ecole Supérieure d'Arts Appliqués et Textile (Higher School of Applied Arts and Textiles)

EPICC : Ecole de Production Industrielle de Couture et Confection (School of Industrial Sewing and Clothing Production)

INFORMA : continuous professional training organisation dedicated to companies in the fashion/textile/clothing sector

Research

The Institut Chevreul, a research federation of more than **450 re-searchers**

The Textile Materials Engineering Laboratory (GeMTEX) of ENSAIT.

The French Textile Clothing Institute (IFTH) in Tourcoing.

Support structures

Euramaterials, acceleration and incubation site for companies in the materials processing sector, 180 companies, 100 projects supported per year, 25 projects incubated per year.

CLUBTEX, European network of leading companies in technical textiles serving companies.

L'UITH Nord, union of textile and clothing industries of the North.

Technological platforms

CETI, the European centre for innovative textiles and an innovation platform for modelling, ecodesign, experimentation and the industrialisation of the textile materials of the future.

2 technical platforms within the Institut Chevreul:

- one for advanced characterisation
- one in engineering for chemistry and materials

hello

health and nutrition

13,400
employees

600
health
companies

Site of excellence:

 **eurasanté**
Entreprendre et Réussir

Ranked in the Top 15 of Labiotech of the best incubators in Europe

A site of excellence on one of the largest university hospital
campuses in Europe:

300 ha – 3400 employees – 600 companies – 86 projects (end of 2024)

The University Hospital Centre, HQS certified

- **2nd** hospital centre in France for clinical research
- **3rd** health centre in France
- **22** research units



12 hospitals

17,000 professionals including
3,700 doctors

Pasteur Institute of Lille (established in 1894)

7 research units
bringing together **600** researchers from the **University of Lille**,
Inserm, **CNRS** and **Lille University Hospital**.

1 **Prevention, Health and Longevity Centre:**
25,000 health check-ups per year.

1 **international vaccination centre, national reference in travel medicine:** **15,000** people seen per year.

The Hospital Group of the Catholic Institute of Lille

2nd university hospital centre in the metropolis, **3** healthcare establishments, **4** healthcare facilities, **3,000** healthcare professionals.

Research

50 laboratories attached to the University of Lille, Inserm, CNRS, the Oscar Lambret centre, the Pasteur Institute of Lille.

Recognised areas of scientific excellence in infectious and metabolic diseases, degenerative diseases, cancers, the fight against antibiotic resistance.

Cutting-edge research centres

- **ONCOLILLE** : interdisciplinary cancer research institute
- **PRECIDIAB** : diabetes precision medicine research centre
- **Le CIIL** : Infection and Immunity Research Centre

Clubster NSL (Nutrition Santé Longévité) :

A national competitiveness cluster.

- **360** members
- **3** missions : financing innovative projects, business development, support for collaborative innovation.

hello

gastronomy and food

From farm to fork

1st agricultural metropolis

in France with **43% of agricultural land**

(source : RGA 2020)

2nd market of national interest

For fruits and vegetables **after Rungis** (202,000 tonnes per year)

3rd best gourmet city in France

Lille Street Food Festival

The biggest street food festival north of Paris.



49 restaurateurs
& brewers

49,000

visitors

(+ 10,000 more than
in 2023)

Site of excellence:



Euralimentaire
MARCHÉ DE GROS, INNOVATION, SERVICES

Since its launch in 2017, the Euralimentaire Incubator has supported 135 projects, resulting in the creation of more than 80 companies and 250 jobs.

The transformation from craft industry to world industrial leader



760 farms

(source : GA 2020, ADULM processing)

38 ha on average
per farm



2 PGI (Protected Geographical Indication) products for mainland
France: Merville potatoes and Champagne poultry.
(source : INAO, 2024)

88 food processing
establishments
(source : Hub Agro, 2023)

2,400 food shops, i.e.
15% of all shops
(source REE 2020, ADULM processing)

Short supply chains:

146 points of sale in short supply chains
(farm sales, AMAP and pick-up points)
(source : Carnet de producteurs 2023, MEL)

2/5 farms are involved in short supply chains (out of 757 farms)
(source : RGA 2020)

Training

- **Junia — ISA** : in 2025 the largest private engineering school in the field of ecological transition
- **The University of Lille - Polytech**: a leader in the training of engineers in Biological Engineering and Food Processes for the agri-food sector, the bioeconomy and mass distribution.
- **Lycée Hôtelier International de Lille**
- **Thierry Marx Ecole Cuisine Mode d'emploi**

Research

A cross-border research unit **BioEcoAgro** which brings together researchers in biology, agronomy and biotechnology from the Hauts-de-France and Liège regions (including INRAE, the University of Lille, Junia).

The Palais Rameau, a historic monument, has been redeveloped by JUNIA to become a demonstrator/incubator for urban agriculture and the food of the future.

3 incubators **Euralimentaire, Baluchon and Palais Rameau**

A unique network of metropolitan players in the food transition: the **Innov'Alim network**

Catering

430 bars and cafés
1,000 traditional restaurants
1,200 fast food outlets
(source : Acooss — 31/12/2023)

5 Michelin-starred restaurants:

- Le Rozo,
- Pureté,
- Arborescence,
- Le Cerisier,
- La Table du Clarence.

The brewing industry

35 craft
breweries **17** breweries with the
Héritage Bière label

1 annual dedicated festival: the **BAL** (Bière à Lille)

hello tourism

11,000 tourists/day in the metropolis
(source : MEL/ Metropolitan Tourism Observatory, data from the tourist tax)

62% occupancy rate in 2024

78% French tourists

22% foreign tourists

Distribution
business trips
leisure trips

2/3
business

1/3
leisure

30%



16%



13%



7%



Top 4 foreign clientele

(source : Metropolitan Tourism Observatory, MEL, MKG & Club hôtelier data, 2024)

Business tourism

56 % of events come from MICE

Activity Top 5 conferences hosted in 2024:

- **INCYBER Conference (International Cybersecurity Forum):**
17,500 participants in the professional forum
- **French-language pulmonology conference:**
5,000 participants
- **Series Mania Forum :**
4,200 participants
- **Congress of the French-speaking SAP users association:**
3,300 participants
- **Sleep Congress:**
3,000 participants

Leisure tourism

7,682

rooms
110 hotels
965 apartments

(source : Flash Tourisme n°9,
MEL & ADULM, 2024 data)

583,500

nights booked
via Airbnb,
+14,4% vs 2023

(source : Metropolitan Tourism Obser-
vatory MEL, Liwango data 2024)

7,825

City Pass sold, +29% vs 2023

(source : Tourism Observatory, MEL, Otipass data, 2024)

hello culture

World Design Capital in 2020

European Capital of Culture in 2004



Major events

- **February** Lillarious (comedy festival)
- **March** Series Mania, the International Series Festival
- **April – November** Fiesta, the new edition of lille3000
- **June** URBX, urban culture festival
- **July** The Grand Départ of the Tour de France
- **September** Lille Flea Market
- **October** Lille Street Food Festival & Tourcoing Jazz Festival
- **November** Beer in Lille, a festival of beer tourism & Christmas Markets
- **December** Art Fair

Number of entries in 2024

- **Palais des Beaux-Arts** 393,660 visitors
- **La Piscine** 286,847 visitors
- **Hospice Comtesse Museum** 160,000 visitors
- **LaM Lille Métropole Museum of Modern, Contemporary and Outsider Art** 106,677 visitors
- **Museum of Natural History** 50,319 visitors
- **Villa Cavrois** 115,174 visitors
- **Birthplace of Charles de Gaulle** 48,663 visitors
- **MUba** 75,038 visitors
- **Museum of the Battle of Fromelles** 13,320 visitors

(source : Metropolitan Tourism Observatory)

7 museums with the “Musées de France” label

- Palais des Beaux-Arts,
- Hospice Comtesse Museum,
- Natural History Museum,
- LaM Lille Métropole Museum of Modern, Contemporary and Outsider Art,
- La Piscine Roubaix Museum,
- MUba,
- Museum of the Battle of Fromelles

The belfries of Armentières, Lille, Comines and Loos, the Pheasant Wood cemetery, and the VC Corner (Fromelles) listed as UNESCO World Heritage Sites

Lille, Roubaix and Tourcoing labeled cities of art and history

The C'ART

A single pass for 15 museums and art centers in the metropolis.
(source : MEL 2024)

8,813

sold
in 2024

C'ART

53,230

in 2024

entries

Live performance

- Lille National Orchestra (ONL): 75,000 spectators at the Nouveau Siècle and 97,000 in total with off-site events (regional concerts, Belle Sorties MEL, etc.)
- Lille Opera: 69,000 spectators across all activities offered to the public.
- 1 Zénith with 7,000 seats
- 1 national stage: la Rose des Vents
- 1 national drama center: le Théâtre du Nord
- 11 cultural centers



125 libraries in the Lille Metropolis, including 2 listed municipal libraries (Lille and Roubaix)

hello sport

The Lille Metropolis, a welcoming place for major sporting events.

The MEL supports

21 sports clubs



10 major events and 80 to 100 metropolitan sporting events every year.

Events

- Grand Départ of the Tour de France Lille –Nord de France
- Play In Challenger ATP 125
- Paris-Roubaix cycle race

(source : MEL 2024)

Facilities

1 stadium 4* UEFA
Decathlon Arena
Stade Pierre-Mauroy



30,000

seats arena configuration

1 stadium
Stadium
Lille Métropole



10,000

seats

5 golf
courses



1 racecourse



1 ice rink



1 velodrome



Results of the Paris 2024 Olympic Games

1,300,000

tickets sold during the Olympic fortnight at the MEL (for 52 events)

+45%

tourists vs the same period in 2023

57%

foreign tourists

Hotel occupancy rate: 72.6% on average over the fortnight, i.e. **+28,6pts vs 2023** over the same period.

2,663

nights booked per day, on average, in the MEL during the competition.

+104% vs 2023

(Source : Metropolitan Tourism Observatory MEL, Orange Flux Vision data, 2024)

89% of visitors came especially for the Olympics

99% of visitors satisfied

Stayed an average of **3,9 nights** (42% hotels – 26% furnished rentals – 8% cottages)

57% intend to return to the metropolis

(Source : Metropolitan Tourism Observatory MEL, GECE Survey data, 2024)

A team at your service

Presidency / General Management / Human Resources



Michel DELEPAUL
President



François NAVARRO
Chief Executive Officer



Jill GALLIEN
Head of Administration,
Finance and Human Resources

Invest Department



Maxime VERMEULEN
Inward Investment Director



Fabienne DUONG
Inward Investment
Project Manager



Sophie DUPONT
Inward Investment
Project Manager



Thomas HAYAM
Inward Investment
Project Manager



Karine PIETRZAK
Inward Investment
Project Manager

Communication & Marketing Department



Claire BEAUFROMÉ
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Marketing Director



Constance CASTELAIN
Graphic Studio
and Brand Manager



Cyril CZAUDERNA
Partnerships and
Ambassadors Manager



Bénédicte DOUCHET
Ambassadors
Mission Manager



Pauline LEROY
Social Media Manager



Claire POUCHAIN
Digital Project Manager



Lucas SABATHIÉ
Graphic Designer



Manon CONTAY
Assistant
Communications Officer



Emma EZZEDDINE
Assistant
Communications Officer



Antoine COIBON
Assistant Events Officer

Tourism, Leisure & Business Department



Marie-Catherine VIDAL
Convention Bureau Director



Valérie LEFEBVRE
Congress Manager



Nathalie LIGNIER
MICE Manager



Selic LENNE
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Promotion Manager



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