



# ISO-CaRP 40th World Congress: Management of Urban Regions **MAYORS SUMMIT** Geneva: September 21, 2004



## Alain Juppé


Born in 1945, Mr. Alain Juppé entered politics as member of the Gaullist Rally for the Republic (RPR), and took professional office in the Inspection des Finances in 1972. A protégé of Jacques Chirac, he was in charge of the Paris city budget during Chirac's mayoralty and later followed his mentor into national office. During Chirac's prime ministership, Juppé was France's budget minister (1984–86) and government spokesman (1986–88).



In 1993 Juppé became foreign minister under Édouard Balladur, then succeeded him as premier in 1995. That year he was also elected RPR president and mayor of Bordeaux, giving him strong national and local power bases. In 2002 he became chairman of the Union for the Presidential Majority, the successor of the RPR.

Bordeaux City Council has 61 members who are elected for a six-year mandate. The current mandate runs from 2001 to 2007. Some of the former activities of the City Council have been transferred to the Urban Community of Bordeaux (C.U.B, la Communauté Urbaine de Bordeaux) which includes 27 communes of the Bordeaux Region. Mayor Alain Juppé is also President of the C.U.B.

# Bordeaux

FAST FACTS	CITY AREA	METRO AREA	
POPULATION	218,948	800,000	
AREA	44.55km <sup>2</sup>	552 km <sup>2</sup>	
GDP(EUROS) PER CAPITA	24,252	20,893 (Region of Aquitaine)	
MAJOR ECONOMIC SECTORS	Wine industry, Tourism, Financial services	Port industries, agriculture, vineyards	

## The City

Bordeaux is the largest metropolitan area along France's Atlantic Coast. Located on the Garonne River, Bordeaux, is the capital of the Aquitaine Region and one of the world's most important wine-producing areas.

The Bordeaux region is a major cultural center and transportation hub between southern France and Spain. In recent years, like many ports and coastal towns around the world, Bordeaux has had to deal with the effects of declining shipping-related activities. One of the ways Bordeaux has sought reinvention has been through broad regional planning projects. So far, the city has initiated the major redevelopment of some of its industrial lands and buildings along the Garonne River, transforming underutilised lands into a highly used waterfront promenade. However, the waterfront is not the only priority. Significant social, economic, and infrastructure improvement projects have also been started, such as, the development of one of Europe's latest network of trams and the rehabilitation of many of the city's 18th and 19th-century buildings.

Much of this new construction and urban revival is leading to a significant transformation of the city's historic core and waterfront into one of the great urban aesthetic triumphs of western France.

## The Economy

Bordeaux is a major economic and cultural center, and a busy port accessible to ships from the Atlantic through the Garonne River. Although Bordeaux has important shipyards and industries, its principal source of wealth is the wine industry. Bordeaux wine is the generic name of the wine produced in the Bordelais region, which is dotted with châteaux that give their names to many vineyards.

The Port of Bordeaux is seventh on the list of France's largest ports, with an average traffic of nine million tonnes per year, essentially hydrocarbons, cereals and timber. The substructures extend over 100 km along the estuary, from le Verdon, the number one Atlantic container port to as far as the centre of the city of Bordeaux.