

## PRESS RELEASE

Paris, March 25th, 2025

### **Baptiste Orlandini appointed CEO of Choose Paris Region**

Choose Paris Region, the regional agency for the economic attractiveness of Paris Region announces the appointment of Baptiste Orlandini as Chief Executive Officer, by its Board of Directors chaired by Alexandra Dublanche.

Baptiste Orlandini brings with him solid expertise in territorial development, economic attractiveness, and the support of major industrial and investment projects. For several years, he has overseen all economic, innovation, and employment policies within the office of the President of the Paris Region. Previously, he served as Director of Programs and Activities at the Cercle des économistes, a leading French economic think tank, where he worked at the intersection of academia, the private sector, and the public sphere.

A graduate of Sciences Po Aix in economic intelligence and geostrategy, Baptiste Orlandini is recognized for his ability to manage complex projects in a competitive environment. He joins Choose Paris Region with the mission of strengthening the international attractiveness of the region by highlighting the economic, cultural, and tourism assets of Île-de-France.

The Board of Directors would like to express its sincere gratitude to Lionel Grotto for his leadership and commitment at the helm of the agency for over seven years and extends its best wishes for his future endeavors.

**Alexandra Dublanche, President of Choose Paris Region, emphasizes:** *"We are delighted to welcome Baptiste Orlandini as the CEO of the agency. His expertise and background are valuable assets in leading the agency's strategic projects in a world where competition is increasingly fierce to attract tourism and investment flows."*

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**Choose Paris Region** is the international attractiveness agency for Paris Region. Its mission is to promote the region globally and ensure high-quality services and support for investors, visitors, and talents from around the world, while fostering sustainable and balanced regional development.