



Press Release
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SITL Europe 2010

Logistics buildings **GSE presents its global offer - Stand N°G039**

European market leader in logistics buildings, the GSE group will be present, as it has been each year, at the next SITL Europe from 23 to 26 March at Paris Nord Villepinte (Hall 6). An opportunity to present the full extent of its offer which can be defined as follows : solutions for every stage of a logistics building project. An offer which also comprises measures recently taken to achieve an extensive coverage within Europe and in the world.

Bertrand Chabanne, commercial manager of GSE France, gives us the key aspects of this innovative approach.

What is this new offer that you qualify as « complete, professional, structured and very clear for your clients » ?

As the market for logistics buildings is increasingly driven by users, whether industrial or logistics specialists, we have decided to provide the fullest possible response. Today we have this capacity. We are able to offer our clients an integrated service including finding a site, designing and building their logistics building or renovating it, preparing a rental agreement or establishing an appropriate financing solution and even proposing the installation of a photovoltaic energy station.

This chain of services is the most comprehensive on the market and allows us to offer our clients a global vision and management of their project in assuring each phase. Furthermore, the financial stability of the group is an additional reassurance of security.

You are already experienced in most of these areas. How far have you now gone ?

For the design and build of logistics buildings, we are, of course, able to respond to all requirements. In the market for the larger projects, GSE has gained a significant position in Europe and has started to gain an important global presence. For the more local projects aimed at the PME/PMI sector or for renovation projects in particular, CCR, the Compagnie des Contractants Régionaux, has gained a valuable market position in the last 6 years.

Also, 2 years ago, we completed our offer with the addition of the MODULOG System by GSE, a standardised modular system, totally revolutionary in the logistics building sector.

This concept adds to our traditional offer for bespoke buildings that we are continuing to develop. MODULOG is a standardised solution with a choice of technologies allowing the construction of a building that is both economical and ecological in its performance. Resulting from 30 years of experience in the design and construction of logistics buildings, the GSE group is convinced that this



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concept and its solutions constitute the most pertinent response to the quality and competitiveness demands of the sector.

Where are you with regard to the other areas of activity ?

For the financing of projects, we have structured our offer and completed it with a land development activity, an essential know how which involves the transformation of land without building consent into areas with building consent giving us a significant upstream position with regard to future development of the sector.

This offer is provided by our new operation Redim with 6 people who have experience of this know how.

With Nazca, the group is present in the market for photovoltaic energy stations. Strengthened by its position in the GSE group, Nazca is skilled in the management of various construction constraints linked to a photovoltaic project. Present on site for the full duration of the works, Nazca assures respect of deadlines and the quality of the works. This is a unique offer in the market in that it brings together the projects for the building itself and that of the installation of equipment for the photovoltaic station. Nazca can offer a turnkey project but also the financial arrangements for the rental of the roof. Nazca is also active in the case of existing logistics parks and can carry out a diagnostic and propose roof renovation works and the optimisation of return on investment in the building.

What measures have you taken to remain the leader in France and Europe and to continue your development in the global market ?

We are constantly innovating. Recent technical developments include jointless concrete floor slabs and lighting solutions that are economical in energy use with a return on investment of a maximum of one year. MODULOG System by GSE, that has been launched recently, incorporates these technologies.

We have also invested heavily, notably in opening up new markets such as the Middle East, the Maghreb countries and Mexico. The GSE group always takes the time necessary to understand the different processes in a country before starting an activity there. For the past year, GSE has explored these territories and is, today, in a position to work with its clients in these areas.

In terms of internal organisation, we have established a marketing department whose first actions have focused on the promotion of Modulog through direct prospecting but also with the aid of an internet site providing the possibility to design buildings online.

More recently, in the summer of 2009, and to optimise the communication between different teams and to better respond in a transversal manner to the building challenges of our customers, we have regrouped the activities in France (industrial, service sector, offices, logistics) into a single profit centre under the responsibility of just one senior management and commercial team.

Today, the GSE group is convinced that its strategy is at the service of its ambition : to become one with the market with proven technical solutions and an innovative commercial offer resulting in greater competitiveness. The rich diversity of its offer, the experience of the group and its financial security are numerous strengths which allow the group to provide the best response to the demands of logistics and industrial clients in France and throughout the world.



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