

Monaco ECONOMIE



MONACO
ECONOMIC BOARD
PARTENAIRE OFFICIEL - OFFICIAL PARTNER



a **Davidson** edition
COMMUNICATION

2026

THE COMMS **A**GENCY

A fixture in the Principality for more than 3 decades, Davidson Communication offers a wealth of expertise and creativity, all of which will go towards ensuring your success.

At the heart of everything we do is : **communication !**

Meeting the challenges you face, talking to your target clients, conveying the values that make you who you are: that's what we're all about!

POSTERS

Need visibility ?

Our agency will advise you about the various formats and media for posters available in the Principality but also in France.

MONACO ECONOMIE

The official partner of Monaco Economic Board, MONACO ECONOMIE has been the Principality's go-to economics magazine for over 30 years.

This bilingual (FR/GB) quarterly, sold at news agents and distributed to a large readership in the Principality, offers expert analysis of the Monegasque economy.

Monaco
ECONOMIE



SOCIAL NETWORKS

Boost your online presence with professional social media management!

We create engaging content tailored to your audience to encourage interaction and strengthen your brand image.

From creating posts to managing your communities, we support you to maximize the impact of your digital activities.

CONSULTANCY ON COMMS

Rely on us, we'll take care of everything!

Defining your targets, selecting media, purchasing advertising space, TV and radio spots, creating your visuals, and monitoring your campaigns from booking to broadcast.

EVENTS

From the concept stage to the creation of your event, we coordinate the entire event.

Commercial campaigns,
bespoke events,
technical installations...
We can take care of all these things,
either in full or in part.

MONACO ECONOMIE

The magazine of reference for three decades, **Monaco ECONOMIE** proposes a decoding of current events.

The magazine's analysis of the Monaco economic scene is aimed at executives, business leaders and marketplace investors.

This quarterly brings you articles on the Principality's major players, current affairs and specialist advice for smart entrepreneurs.

Quarterly
bilingual French/English

Format 220 x 300 mm

Printed on paper
100% recycled et recyclable



Editions:

- end of January
- end of April
- end of July
- end of October



TARGET

Entrepreneurs, Senior Executives, investors, opinion leaders

DIFFUSION

- **Official Partner of the MEB**



Mailing to all members
(Approximately 650 members)

- **Sold in Newsstands**

from Menton to Nice

- **Mailing to subscribers**

- **Personal Mailing**

Sovereign Prince and Family
Members of Prince's Cabinet
Members of Government
National Council
Town Hall of Monaco
Ambassadors and Consuls of Monaco

- **Free Distribution**

Banks
Lawyer's offices
Notaries
Doctor's offices, dentists
Entrepreneurs of the Principality
Monegasques Institutions
Monaco Heliport
Monte-Carlo Country Club,
Automobile Club de Monaco,
Yacht Club de Monaco
FEDEM
Prestigious Residences of the Principality
Boutiques de luxe, hotels, beaches,
restaurants, hairdressers

HEADINGS

Monaco ECONOMIE

Édité par la S.A.M. GEDIP
Davidson

20 Boulevard Rainer II
MC 98003 MONACO
Tél. +377 93 18 80 00
www.davidson.mc
www.monaco-economie.com
SAM ou capital de 100 000 euros
RCI 96 5 00024

MONACO ECONOMIC BOARD
PARTENAIRES OFFICIELS - OFFICIAL PARTNERS

ICC MONACO
Chambre de Commerce
et d'Industrie

- Distributeur : Monaco Economie
- Directeur en charge de la Publication : Lignia Caro Benfatto
- Rédacteur en chef : Cécile Comant
- Rédacteurs : Fabrice Badier, Marion Berger, Philippe Jacquot, Karim Kadi, Cécile Comant, Paolo Di Gennaro, Arthur Thomas, Sylvain Dubois, Sébastien Tassin, Isabelle Marquet, Magali Cabanis
- Version Anglaise : Cécile Comant - Groupe CCM Monaco
- Maquette : Mathieu Petitjean
- Impression : J&M Monaco
- Distribution : J&M
- Publicité : Héloïse Choise de Sallés
+377 93 18 80 20 - 96 42 62 62 92 92
Alcedo 806
+377 92 16 91 24 - 94 43 64 71 39
- Service Abonnements : abonnements@davidson.mc



10-31-2254



ZOOM

6 Monaco, un laboratoire d'urbanisme
Monaco: A Laboratory for Urban Planning

10 Spécificités : Monaco ou Manhaco ?
Specificities: Monaco or Manhaco?

16 Utopies urbaines
Urban Utopias

18 Le top 6 des constructions emblématiques de Monaco
Monaco's Top 6 Landmark Buildings

26 CONSEIL NATIONAL : « Un concept urbanistique va être lancé pour penser le quartier de l'Annunziata »
A Town Planning Bid to Redesign the Annunziata District will be Launched

32 Vers un schéma directeur de développement ?
Towards a Master Development Plan?

34 Not Pasteur : un ténor urbain An Urban Game of Tennis

36 Not Charles III : décision avant l'été
A Decision by Summer 2025

38 Mantelita, le premier écoquartier monégasque
Mantelita Becomes Monaco's First Eco-district

42 Le Schuyll, une rénovation à 180 millions d'euros !
A €180 Million Makeover

44 « La qualité de vie est au cœur du projet urbain »
"Quality of Life is at the Heart of an Urban Project"

SOLUTION

48 JUTHEAU HUSSON : Construction à Monaco - Assurer les projets d'envergure dans un cadre urbanistique unique
Construction in Monaco - Handling Large-scale Projects in a Unique Urban Setting

50 CMS MONACO : Chantiers pharaoniques & Droit de la construction
Pharaonic building projects & Construction law

52 MMA MONACO : Un nouveau support et unikés de compte à ne pas rater !
A New Unit-Linked Investment Fund Not to Miss!

54 ARTIERI & ROHMER (Law Offices) : L'intelligence Artificielle dans le Sport
Artificial Intelligence in Sports

56 MEB : Quels investissements privilégier dans un monde « fracturé » ?
Which investments should be favoured in a "fractured" world?

58 Nécessité d'une solidarité financière européenne
The Need for European Financial Solidarity

60 MEB : 50th Rendez-vous des Adhérents : place aux nouveaux MEB: 50th Members' Rendez-vous: making room for innovation

62 MSE : La Construction à Monaco
Construction in Monaco

66 CAISSE D'ÉPARGNE : « L'envolée des taux est derrière nous »
"The Escalation in Interest Rates is behind us"

67 Budget : Baptême du feu pour le Gouvernement remanié
Baptism by Fire for the new Government

68 SBM : des investissements tous azimuts
Investments On Every Front

70 MEB : La santé et le bien-être : un secteur en croissance à Monaco
Health and Well-Being: a Growth Sector in

NEWS

72 Conseil de l'Europe : 20 ans déjà
Council of Europe: Already 20 Years

74 Rentrée sociale : juste une mise au point
Back to work: Just an Update

76 1, 2, 3... Monaco

78 Jeff Koons en guest star au Monaco Private Label
Jeff Koons Guest Stars at Monaco Private Label

80 Vers la création d'un pôle financier à Monaco ?
Is Monaco on the way to becoming a financial hub?

81 Education : « pause réflexive » sur les outils numériques
"Reflective Pause" on Digital Tools

84 Ils ont dit...
They said...

86 La méthode Didier Guillaume
The Didier Guillaume Method

PORTRAIT

90 LES PERLES DE MONTE-CARLO : authenticité et savoir-faire
Authenticity and oyster-farming know-how

WHAT ELSE

94 SMA : Stratégie bas carbone en Principauté
Low-Carbon Strategy in the Principality

CÔTE D'AZUR

98 Bonne performance pour l'hôtellerie cet été
The Hotel Industry Performed Well This Summer

100 Nice fera partie des JO d'hiver des Alpes
Nice Will Be Part of the 2030 Winter Olympics in the French Alps

102 La nouvelle ligne 5 du tramway à Nice se précise
Nice's New Tramway Line 5 Takes Shape

AUTO

104 Mercedes Classe V 300 : Une inédite version essence
Mercedes V-Class 300: A new Petrol Version

TIME OUT

106 Le Quai Antoine 1er en fête
Quai Antoine 1er celebrates with festivities

Sommaire

HEADINGS

LEADER

Interview with a key figure of the Principality. His/her journey, mission, projects...

ZOOM

We combine our questions and investigations with interviews of the main actors of the chosen theme...

SOLUTION

Analysis and proposals from a specialist to a specific question.

UPDATE

Updated topics already covered in previous issues of the magazine...

ZOOM

Monaco, Protecting the Oceans and Promoting the Blue Economy

by Agnès Gaudin

Committed to protecting the oceans, the Principality is moving forward in the field of "an investable, profitable and responsible blue economy".

Everything in Monaco began with the sea and its continuation will be with the sea and French theme on June 14th, speaking at the 70th anniversary of the Grimaldi family, founded between the sea and mountains. Monaco has cultivated an intimate link with the Mediterranean since the days of the Portus Herculis Massicus, which was an indispensable base for the maritime between Rome and Iberia, and the legend of Saint-Blaise. The country's history is linked to the sea in an almost symbiotic way, in the opinion of Denis Adalberto and Philippe Monod, authors of "Monaco and the Sea", recalling the "last the arrival of the railway on 10 October 1858, which as the sea offered the only simplified

access to the Principality, which acted as a commercial route, a military route and a source of income... In the country's history, the links of Monaco related to the protection of coastal landscapes and the promotion of modern oceanography over a century ago by Prince Albert I emphasized the fundamental role played by the ocean and its natural resources: extensive development based on the sustainable use of marine resources.

Albert I - The "Navigator Prince": A century and tradition
At the end of the 19th century, Albert I, nicknamed the "Navigator Prince" had the foundation for what is now known as the sustainable blue economy.

A passionate oceanographer, he organized numerous scientific expeditions aboard his ships, including the famous "Zodiac". "Through his many oceanographic expeditions, he was able to discover what we would now call biodiversity, what we would now call the "blue economy", which today is known as the "sustainable blue economy", says Denis Adalberto, former Scientific Director of the Monaco Scientific Centre.

Some 60 years ago, he was already speaking and spent overfishing, which he denounced in his famous speech on the Ocean. A true precursor of the "blue economy", he studied the meteorology of the "typical oceanic environment", which today is known as the ocean-sustainable "blue economy".



With Mareterra, the Grimaldi Forum has more space to increase to 25,000 m².

Good news for business tourism in the Principality with Mareterra, the Grimaldi Forum sees its increase to 25,000 m².

With its new extension of 10,000 m², the Grimaldi Forum (GF) will increase its area to 25,000 m². The extension will be built on the site of the old Mareterra, which was destroyed by the sea in 1994. The extension will be built on the site of the old Mareterra, which was destroyed by the sea in 1994. The extension will be built on the site of the old Mareterra, which was destroyed by the sea in 1994.

124 million in 2024
As proof that the GF was created, in recent years it was even necessary to build a 2,000 m² extension to host events of more than 1,200 people and provide a reception area. This was the case for the 10th Anniversary and the 10th Anniversary of the Grimaldi Forum (GF), which brings together 10,000 exhibitors and visitors each year (University), the GF has already received the extension for 2025. At the turnover of 40 million in 2024, they know it will do even better in 2025. We are going to be much more competitive than have already filed the GF's reservation book for 2025". The extension project represents 124 million in 2024, they know it will do even better in 2025. We are going to be much more competitive than have already filed the GF's reservation book for 2025".

Assets, which benefit from the sea
The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea. The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea. The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea.

Legal Approach Tailored to the needs of public institutions in the Principality
The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea. The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea. The GF is part of a targeted evolution of the legal framework in the Principality, which is aimed at the sea.

Artieri & Rohmer (Law Offices): Monegasque Patrimonial Foundation, A Local Response in an International Context
On June 10, 2025, the National Council adopted Bill No. 268 concerning the creation of a patrimonial foundation. With this vote, the Principality is paving the way for a new instrument for the structuring and transmission of wealth, designed for wealthy resident families, within a local, secure, and internationally compliant framework.



Artieri & Rohmer (Law Offices): Monegasque Patrimonial Foundation, A Local Response in an International Context
On June 10, 2025, the National Council adopted Bill No. 268 concerning the creation of a patrimonial foundation. With this vote, the Principality is paving the way for a new instrument for the structuring and transmission of wealth, designed for wealthy resident families, within a local, secure, and internationally compliant framework.

Real immersion in the Monegasque economy:
news, statistics and analyses.

From the Prince's Palace
to the Regency Council,
including the National Council
and the Government:
deciphering the organization
of Monégasque power and institutions.
«How does it work?»

News and novelties in the Principality.

Creation, development and future objectives of a company, or background, function and missions of a personality.

His jack-of-all-trades, who hopes to one day see the 56 15-minute episodes he thought up, on screen... The Marseguais is creative. As proven by the unusual images of his wedding in 2018 at the Dorsum of the Mediterranean, with Prince Albert as witness. And to "fly" in the ocean as close as possible to the marine fauna and flora, he invented the Oceanwings (wings for the ocean), an innovative suit made of very flexible neoprene that allows him to glide more easily in the currents, like a manta ray...

Prioritize Awareness
At the same time, in 2002, he co-founded L'École Bleue - Académie Montégasque la Mer, on Larvotto beach. Each year it unique center trains thousands of children in diving, freediving, and exploring the marine environment. "Becoming a 'marinier' today means giving yourself the opportunity to be better qualified than ever before," he says.

[illegible]

Instab. actifs Actives instab.	Vari 22/23
413	0,7%
160	-0,6%
114	-2,0%
143	3,6%
130	-1,0%
10	0,0%
83	-2,4%
69	-2,8%
14	0,0%
13	-2,1%
509	0,8%
11 669	2,8%

TECHNICAL CONSTRAINTS ADVERTISING

File:

- PDF
- QUADRI
- HD 300 dpi

**1/2 vert.
page**
L 95 x H 280

**1/2 horizontal
page**
L 200 x H 135

Double page

L 440 x H 300
+3 mm Bleed print

Full page

L 220 x H 300
+3 mm Bleed print

No Bleed page

L 200 x H 280
(10 mm clear
space)

TECHNICAL CONSTRAINTS PRESS RELEASE

1 PAGE (with illustration)

French text of 2 400 characters maximum (including spaces), including 60 characters for the title an 280 characters for the header

1 DOUBLE PAGE (with illustrations)

French text of 4 700 characters maximum (including spaces), including 60 characters for the title an 280 characters for the header

- 3 options : – French and English texts provided
– French text provided
– French and English texts not provided

OTHER CONFIGURATION CONTACT US

- As a matter of course, your press releases are :
– labelled as such
– drawn up in French and in English
– signed off on by the Editorial Committee

The number of press releases is limited to 2 per edition



PUBLIC PRICES

CÔTE D'AZUR, MONACO

Price reductions for multiple publications

Inside

- Double..... 4 400€
- Page..... 3 150€
- 1/2 page..... 1 680€

Press Release

- Double..... starting at 4 400€
- Page..... starting at 3 150€

Cover

- 4th..... 5 200€
- 2nd..... 4 880€
- 3rd..... 3 880€

*Prices do not include tax or technical costs,
and are for each ad inserted.*

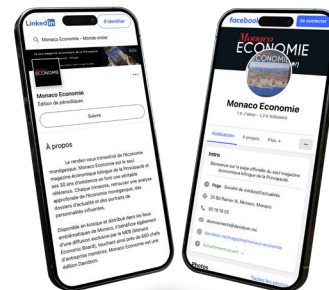


SITE

www.monaco-economie.com

At least 2 articles per week
put on the **UNE** (front page)

1 month after its release on newsstands,
the entire virtual magazine is put online



LINKEDIN

At least 2 posts per week linking
to **UNE** (front page) articles



monaco economie

EDITION

www.davidson.mc