

## ***Laurent Tirot takes charge of International Development at Bouygues Immobilier***

Issy-les-Moulineaux, 16 September 2014,



Laurent Tirot has taken charge of International Development at Bouygues Immobilier. Business outside France has become one of Bouygues Immobilier's main strategic priorities for the coming years as it seeks to draw on the presence of other Bouygues group units abroad. In 2014, Bouygues Immobilier created a joint venture with Bymaro, Bouygues Construction's subsidiary in Morocco, building on its long-term experience in Poland and Belgium.

A Master's graduate in economics of the University of Lille, Laurent Tirot (aged 47) joined Bouygues Immobilier in 1995 as a developer in Rouen before being appointed head of the Caen branch. He became country manager for Belgium in 2003 then headed Bouygues Immobilier Polska in Poland in 2008. He returned to France in 2012 as Executive Vice-President Residential property Western France. He will report to Eric Mazoyer and he remains a member of the Bouygues Immobilier Executive Committee.

### **About Bouygues Immobilier**

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,558 employees at 31 December 2013 and sales of €2,510 million in 2013. With 35 branches in France, two elsewhere in Europe, and one in Morocco, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie® certification for all of its residential properties, more than two and a half years ahead of schedule.

[www.bouygues-immobilier-corporate.com](http://www.bouygues-immobilier-corporate.com)

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