

# **CRÉATIVE FRANCE**

**PRESS KIT ON THE 2015-2016 CAMPAIGN  
TO PROMOTE THE ECONOMIC ATTRACTIVENESS  
OF FRANCE**

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# CREATIVITY: A QUINTESSENTIALLY FRENCH TRAIT

## France: a hotbed of creativity and innovation

French ingenuity is rooted in creativity and innovation.

For centuries, our thinkers, writers, artists, researchers and scientists have worked to uplift and better humanity, to help the world make progress and live in freedom, to spread ideas and forward-thinking ideals. From Molière to Matisse, from Nicolas-Joseph Cugnot to Luc Montagnier, the French have shared their country's greatest, most universal achievements with the world.

Today, new generations are taking up the baton and carrying on this tradition of creative genius that forms part of our national identity. Thousands of French SMEs and start-ups are at the forefront of technological innovation, working daily to invent the products, services and solutions that will shape the future. These innovators continue to make France a hotbed of innovation and to export this national treasure worldwide. International observers are spot on in their assessment of France as the world leader in creativity.

We view this wonderful recognition with real pride. But it's also a source of motivation to improve further and redouble our efforts towards creating the most conducive environment for today's creators to realise their potential and for those of the future to spread their wings.

**Our aim is therefore to establish a lasting, positive dialogue with a wide audience about 'France, Inc.' and its ability to innovate. We are setting out to demonstrate what makes France unique: unparalleled creativity paired with a very Gallic, serious-minded approach synonymous with excellence and discipline. This, in turn, will boost the growth of French companies abroad, strengthen**

the country's business appeal with investors and generally build a positive image of France as a place for doing business.

## Bringing ideas to life through a combination of talent, discipline and precision

Talent forms the basis of all creative works. But talent alone is not enough. We are not a nation of 65 million dreamers and romantics. Each day, our researchers and creators demonstrate – through determination, discipline and precision – their ability to bring their ideas to life.

**French creativity is synonymous with innovation, but also with business. Simply put, French creativity isn't an abstract concept; it creates value and spurs job growth.**

It took 20 years of close cooperation between Dr Alain Carpentier, a surgeon and cardiologist, and the Lagardère group, to develop CARMAT, the first total artificial heart with ventricles.

BlaBlaCar, the leader in ridesharing, is certainly the product of an innovative, disruptive idea, but launching the company also required a dose of pragmatism and the desire to sell a service to millions of users.

Discipline and perseverance are also the watchwords of Sandra Rey, a young engineer determined to find a less costly, more environmentally-friendly alternative to public lighting systems as they exist today. Rey designed and developed an electricity-free process for lighting streets and shops, using the bioluminescent properties of bacteria and microorganisms. In 2014, she founded Glowee, and the company's first solutions will soon be available on the market.

## **An innovation ecosystem with international reach**

Another means of promoting creativity is to provide creators with the best possible working conditions in order to establish an environment in which their talent will thrive.

France boasts some tremendous assets that help create these conditions: its geographic location in the heart of Europe, excellent quality of life recognised worldwide, exceptional infrastructure, a powerful industrial backbone and internationally renowned universities that train first-class engineers – several of whom now lead research teams in large international corporations around the world.

These strengths, which play a major role in France's appeal, are paired with a legislative framework that is designed to provide a strong boost to R&D activities, including a research tax credit and the BpiFrance innovation fund.

“FRANCE  
AS THE WORLD LEADER  
IN CREATIVITY...”

Together, these uniquely French assets combine to form an ecosystem that attracts companies of all sizes, from all sectors and countries.

The Belgian company Solvay, for instance, has made a number of investments in France – especially in R&D – across different eras since establishing operations in our country in 1873. Just recently, the South Korean multinational Samsung announced plans to invest in a French start-up, Sigfox, in order to pursue the long-term development of the fledgling firm's range of connected objects.

France has also successfully courted Facebook, which will soon open an artificial intelligence research lab in Paris. And as part of its international expansion, Japanese cosmetics leader Shiseido has decided to make France its European hub. Not to mention the Google Cultural Institute, which has also made France its base of operations.

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# CREATIVITY ON EVERY FRONT

## **An ability to innovate that spans all business sectors**

French creativity is not confined to a handful of traditional industries – it extends across a multitude of sectors.

### **New technologies**

France is a land of entrepreneurs. There are 12,000 start-ups in the Paris region alone – more than in either greater London or Berlin. At incubators such as Numa in central Paris or in the very near future at Halle Freyssinet – which Xavier Niel (founder of 42, a coding school) hopes to make the largest in the world – these young businesses are breaking new ground and paving the way for a more connected, collaborative and sustainable future. These start-ups – alongside established corporations such as Orange and fast-growing companies like Criteo – are what make France the world leader in new technologies. They also show how far our country has come since the invention of Minitel, in 1980!

### **Healthcare**

It is no accident that France is currently considered to have the world's best healthcare system. Our country has long been a pioneer in the medical field. France has been ahead of the curve since the 19th century, when Laennec invented the stethoscope, Robiquet and Gerhardt formulated codeine and aspirin, respectively, and Pasteur founded microbiology. This tradition continues today at some of the world's top research centres, including Institut Pasteur, the Vision Institute and the National Institute of Sleep and Vigilance. Pharmaceutical giants such as Sanofi, Bayer AG and AbbVie have also chosen to make the country their home. And major innovations continue to emerge from France, including the artificial heart, the Lyoc drug manufacturing method and NeuroSpin molecular imaging technology for brain research.

### **Industry**

The power of French industry lies in its diversity and its highly skilled workforce. This comes as no surprise – our country has a first-rate network of engineering schools, led by the prestigious Ecole Polytechnique, which was founded by Napoleon, Ecole national des ponts et chaussées, and MINES ParisTech.

These institutions have trained generations of brilliant engineers who have gone on to support the international growth of industrial powerhouses such as Michelin, Airbus, Air Liquide, Saint-Gobain, Total, Alstom, Danone and LafargeHolcim. Leaders in their respective industries, these companies serve clients worldwide and continue to invent new solutions to meet emerging challenges in mobility, housing, food and energy.

Industrie du Futur is also a wide-reaching project that aims to help 2000 companies modernize their industrial facilities with a view to making them more connected, more competitive and more environmentally-friendly. The 9 solutions laid out in the "Usine du futur" plan are being expanded to support all sectors. 730 million Euros have been earmarked in France's future investment programme towards this cause.

### **Tourism and transport**

France is among the most popular tourist destinations in the world – 83 million visit the country annually and tourism revenue represents 7% of GDP – and has also played an important role in the rise of international transport since the start of the 20th century. The Frenchman Henri Farman designed the first airplane to fly commercially between Paris and London, leading to the creation of Air France.

Today, companies such as Accord, which owns or manages 3,700 hotels worldwide, and BlaBlaCar, a fast-growing ridesharing service, are maintaining France's position as a global leader in tourism and transport.

## Culture

EDITAG, an up-and-coming French firm, is utilising its innovative technology to protect works of art in France and abroad. The company produces small, connected sensors that are affixed to paintings and sculptures to prevent theft. This truly innovative solution has already won over major art museums in Hamburg and Düsseldorf, as well as the Jewish Museum in Berlin.

## Luxury

France's love affair with luxury dates back several centuries and has only grown more passionate with time. Now more than ever this relationship endures, through the unique savoir-faire of companies like LVMH, a global leader with 70 brands in sectors such as wine & spirits, fashion, perfumes, cosmetics and jewellery.

## Fashion and contemporary design

The worlds of luxury, fashion and contemporary design are closely intertwined. French style is synonymous with elegance and sophistication, illustrating the distinctly French art of living embodied by Philippe Starck, l'Oréal, Lacoste, Longchamp and other standard-bearers. Both loyal to their heritage and fantastically bold, these fashion and design icons are the epitome of the joyful blend of classicism and eccentricity that defines French creativity.

## Gastronomy

France has long been renowned far and wide for its fine cuisine. In 2010, UNESCO recognised our country's unique savoir-faire by declaring French gastronomy to be "world intangible heritage". And in 2015, the award for "World's Best Female Chef" was presented to Hélène Darroze, whose establishments in Paris, London and Moscow have won acclaim from gastronomes. Meanwhile, Thierry Marx, a fervent admirer of Japanese culture, is currently developing new freeze-drying processes to preserve the flavour of air-shipped ingredients at several thousand kilometres in altitude.

## SMEs and start-ups at the forefront of innovation

The new French luminaries are the thousands of start-ups and SMEs that design, develop and market products, services and solutions to bring people together, conserve resources and make everyday life easier.

Known collectively as the French Tech community – of which Business France is a founding partner – many of these companies are starting to make a name for themselves abroad by dazzling, charming and winning over clients and markets with their dynamism and inventiveness. Withings, Netatmo, Sen.se and Parrot stole the limelight at the Consumer Electronics Show in Las Vegas last January, earning recognition from the experts. Cityzen Sciences also took advantage of the event to gain a platform for its "smart fabrics".

In the energy sector, Qarnot Computing has developed a solution that uses the heat produced by computers to warm homes. In telecoms and connected objects, RogerVoice, a company founded by Olivier Jeannel, is working to adapt mobile communication services for the deaf, and Qivivo, created by Adrien Suire, has invented a connected thermostat that helps control energy use. Elsewhere, iFeelSmart, founded by Shy Shriqui and Xavier Bringué, offers an innovative user interface and full-fledged software for managing TV interfaces and services. The company took home the honour for "Best TV Experience" at the TV Connect Awards in London in March 2015. Another rising star is Edjing, a company founded in 2012 by Jean-Baptiste Hironde that produces the top mobile app for DJs, with 25 million users in 182 countries. On the heels of these successes, world leaders in technology like Facebook, SAP, Intel, Cisco, Samsung and Salesforce have announced their intentions to strengthen their presence in the French market.

# THE FIGURES SPEAK FOR THEMSELVES

Stories and examples reveal a great deal about the energy and appeal of France. The figures complete the picture.

## A DYNAMIC ECONOMY

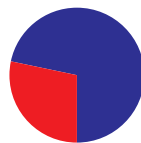
**3<sup>rd</sup>** in Europe and **6<sup>th</sup>** worldwide with GDP worth **\$2,847 billion**



France is at the heart of the EMEA and represents nearly **32%** of global GDP

**4<sup>th</sup>**

largest exporter of services, with **4.9%** of global exports



Foreign companies account for **31%** of French exportations



**Over 420,000 companies created in 2014 including 220,000 under the status of autoentrepreneurs**

**2<sup>nd</sup>**

most-represented country at the Las Vegas CES 2015

## AN OPEN ECONOMY

**1<sup>st</sup>**

host country for industrial investments in Europe



Ranked **7<sup>th</sup>** worldwide in direct foreign investment, with **\$729 billion** at year-end 2014



Foreign companies account for **27%** of R&D investment in France



**12%** of French employees work for a foreign company based in France

**4<sup>th</sup>** host country for foreign students

## EXCEPTIONAL INFRASTRUCTURE



**11,000** kilometres of roads and motorways



**30,000** kilometres of rail lines

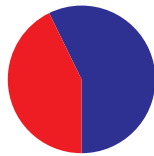


**5,000** kilometres of inland waterways

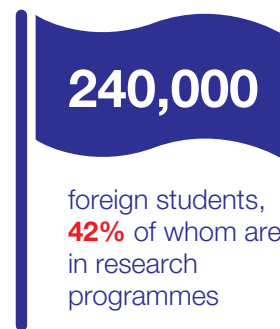
## EDUCATION AND RESEARCH ARE TOP PRIORITIES



6.8% of GDP spent on education



**44%** of 25-34 year-olds have received post-secondary education



**9.3** researchers per **1,000** employees

## INDISPUTABLE CULTURAL AND SCIENTIFIC STATURE



**15** Nobel laureates in literature - more than any other country



**13** Nobel laureates in medicine



**13** Fields Medals, the **2<sup>nd</sup>** most of any country



**3** Nobel laureates in economics since 1983, including one in 2014

**41**

**UNESCO World Heritage Sites**



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# A GLOBETROTTING CAMPAIGN TO PROMOTE FRANCE

## More than a communication campaign: the new face of France

The major challenge for France is to dispel misconceptions and rebuild the country's economic image to reflect facts and results, while demonstrating that our country is thoroughly modern, creative and has its doors wide open to the world. We need to show, based on France's own merits, that the country is a top destination for anyone seeking to grow their business in Europe.

To achieve these goals, the communication strategy will seek to promote "French ingenuity", the subtle blend of our world-renowned creativity and other elements attractive to investors that are equally authentic but less well-known, such as our discipline and attention to detail.

The aim of the campaign is to assemble and spotlight French initiatives and savoir-faire that showcase creativity and innovation in fields such as technology, industry, fashion, gastronomy, science and the arts. Both major corporations and days-old start-ups will be invited to take part, whether they are French firms that illustrate our creativity or foreign players that cement our appeal. Respected ambassadors will be brought on board to share their experiences and convey the message that France is strong, ambitious and creative.

The concept behind this major campaign to extend France's economic influence was announced by French President François Hollande at the Strategic Attractiveness Council meeting held on 16 June 2015 in Paris. The council, which recognises the central role of creativity in driving the French economy, seeks to promote our country's strengths: industrial and economic dynamism, potential for innovation, and vibrant arts and culture.

## Why launch this initiative now, in Japan?

France has decided to leverage its sizable strengths in order to promote its creative potential and enhance its economic appeal. These efforts, led by Business France, will send a strong signal to the international community through an unprecedented promotional campaign that offers a fresh new take on the French 'brand'.

“CRÉATIVE FRANCE  
IS THE NEW FACE  
OF FRANCE'S ECONOMIC  
DYNAMISM.”



### **Why have we decided to share this campaign with the world?**

- Because France is creative, bold and stands among the global drivers of innovation.
- Because creativity is a state of mind and a core element of our identity.
- Because France produces talented entrepreneurs who have reaped the rewards of an excellent education, robust industries and inspiring culture, and who are already making a name for themselves abroad.
- Because there never has been a more opportune moment to champion France's strengths: training, infrastructure, productivity, access to the European market, recovering growth, public healthcare, research, education, logistics, cost-effective services and more.
- Because now is the time to portray France for what it is: a country with a vibrant economy – the world's sixth largest – that knows how to create a business climate conducive to success. France's major corporations – including L'Oréal, Airbus, Total, Michelin and Danone – have taken advantage of these conditions to become global industry leaders.
- Because Créative France is made up of men and women who are committed, loyal and efficient. France prides itself on having one of the highest hourly productivity rates in the world. And the main reason that the French are so productive is that they are very well-educated: education spending in France is equal to nearly 7% of GDP, making it the top expenditure in the national budget.
- Because the French combine their efficiency with inventiveness and creativity. In 2014, French researchers filed over 71,000 patents and 43,000 patents were delivered (the fourth highest figure worldwide) in all fields of knowledge, from the automotive sector to biotechnologies, textiles and the nuclear industry.

## How will the Créative France campaign take shape?

Créative France has developed strategies and communication resources. Pictures, figures, facts, success stories and personal accounts on the campaign website will be used to promote France's economic image. Ten priority countries, including Japan, have been selected for their potential for growth in trade and investment. The other countries are the United States, China (incl. Hong Kong), South Korea, India, Germany, the United Kingdom, Brazil, the United Arab Emirates and Singapore. Havas will be handling the implementation of the campaign, in some countries with the help of local partners.

“ FRENCH ICONS  
WITH INTERNATIONAL APPEAL  
WILL BE BROUGHT  
ON BOARD TO EMBODY  
CRÉATIVE FRANCE ”

Créative France maximise its impact by running a completely international campaign that features government representatives, business leaders and media personalities. These individuals will be our “muses” and spokespeople in their countries of residence, and will be given the freedom to create and implement local initiatives designed to expand the reach of key messages.

## Rosa

Developed by Medtech, a start-up founded in 2002 by Bertin Nahum, Rosa is the first and only robotic assistant approved for neurosurgical procedures in Europe, the United States and Canada. Designed to serve as a ‘GPS’ for the brain, Rosa increases the safety and reliability of surgical procedures. This revolutionary solution earned Nahum a place among the world's innovative high-tech entrepreneurs in 2012.

## Cédric Villani

A mathematics professor at Université Claude Bernard and member of the French Academy of Sciences, Cédric Villani was awarded the Fields Medal – the highest honour in the field of mathematics – in 2010. He is also an engaged citizen and a committed European who works tirelessly to explain scientific thought to the general public.

## 42

42 is a private computer-training school established by Xavier Niel in Paris' 17th arrondissement. Free of charge and accessible to all, regardless of education level, the school stays open around the clock in order to reach its goal of training 1,000 highly talented developers over the next five years.

## Airbus

A global leader in aviation, Airbus manufactures over half of the world's airliners, including the A380, the largest passenger aircraft, which seats 853 people and can fly non-stop from New York to Hong Kong at 900 km/h.

### **Airbus E-Fan**

Airbus' E-Fan prototype, an electric-propulsion aircraft launched in 2011, is heralding a new age for the aviation industry. E-Fan completed its maiden voyage in 2014 and first cross-Channel flight in July 2015. The plane is slated to enter into series production in the near future, representing the first step in manufacturing successively larger generations of all-electric aircraft, with the goal of producing an electric airliner in the next twenty years.

### **Thierry Marx**

Molecular cuisine specialist Thierry Marx is one of the new leading lights in French gourmet dining. Named "Chef of the Year" by Gault & Millau in 2006, Marx currently helms the two-Michelin-starred Mandarin Oriental Paris. Also an active citizen, the chef opened a restaurateur and baker training centre in Paris' Ménilmontant neighbourhood that provides free training to youth without qualifications and the unemployed.

### **Edjing**

Edjing, the top free mobile app for DJs, available on iOS, Android and Windows, is the brainchild of Jean-Baptiste Hironde and Nicolas Dupré. Released in 2012 and honoured as the innovation of the year by Google a year later, Edjing currently boasts over 20 million users in 182 countries.

### **Safran**

Established in 2005 following the merger of Sagem and Snecma, Safran is a world leader in advanced technologies for the aviation, space, defence and security industries. Safran has operations in 50 countries and employs 69,000 people, 20% of whom work in R&D. The Group spends 11% of its annual turnover on research and development.

### **Philippe Starck**

A leading figure in product, interior, architectural and industrial design, Philip Starck above all others embodies French creativity and efforts to expand its global reach. Starck devotes his imagination and talent to producing high-quality, ethical design for all. His work includes Alhondiga Bilbao cultural and leisure centre, creations for Ikea La Redoute and Laguiole, the Paramount in New York, and the Mama Shelter locations in Paris, Lyon, Marseille and Istanbul.

### **Hélène Darroze**

Recipient of the 2015 "World's Best Female Chef" award, Hélène Darroze has her own brilliantly original take on regional French cuisine. Ever faithful to her south-western roots and the food of her childhood, Darroze offers an extraordinarily well-executed blend of tradition, modernity, boldness and sophistication at her restaurants in Paris, London and Moscow.

## **An international strategy backed by an extensive set of tools**

Creative France's global communication approach is to firmly establish a powerful, impactful creative concept that depicts and promotes France and its strengths.

The campaign will initially be rolled out in the ten countries with the greatest potential for France: the United Kingdom, the United States, Germany, Japan, China, Singapore, India, Brazil, the United Arab Emirates and South Korea.

This ambitious campaign consists of a number of different elements:

- A large-scale initiative targeting international media aimed at conveying our key messages.
- An advertising and digital initiative featuring a massive presence on social networks, in order to ensure that the greatest possible number of people are exposed to the campaign and help spread the word.
- A campaign website featuring all the campaign content that includes interaction with local and international communities.
- All French representatives abroad – in particular the Ambassadors – will be called on to reach out to international economic decision-makers.
- Finally, plans will be laid to take part in economic conferences and major international events.

“A CRÉATIVE FRANCE  
“LABEL” DESIGNED  
TO MAGNIFY THE IMPACT  
OF THE CAMPAIGN.”

All companies will be able to use, display and share the Créative France label so long as its values – in particular in terms of ethics – are in line with the standards set forth for the label. These endorsements will raise the profile of the campaign and increase its impact, while also giving participating companies the opportunity to project the bold, innovative image of the label.

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# FRANCE/JAPAN: A CREATIVE PARTNERSHIP

We have chosen Japan as the global launch location for Créative France, reflecting the longstanding cultural and creative ties between our two nations, but also the exciting prospects for future Japan/France partnerships in fields such as technology, industry, fashion, cuisine, science, and the arts. Japan and France have shared a deeply-held mutual respect in the fields of culture, cuisine and art for more than a century and in the past several decades this relationship has deepened and broadened across a range of industrial fields ranging from aerospace and robotics to high-tech materials.

Over 450 Japanese companies have operations in France including automotive giant Toyota and global cosmetics firm Shiseido and more than 400 French companies have operations in Japan. We are also major trading and investment partners. France is the third largest direct investor in Japan and France is the most popular investment location for Japanese companies investing in continental Europe.

The creative campaign communication artwork chosen for the Japan launch seeks to reflect the boundless future and potential for innovation and creativity between our countries showcasing creative French talent in the areas of aerospace, green technology, robotics, computer programming and mathematics.

The visuals we have chosen to use in Japan for the Créative France initiative showcase companies and individuals who are pioneers in their fields. This includes the following. Airbus Group's electric aircraft, E-fan, developed specifically for electric power. This is the world's first, bringing electric propulsion to the aviation sector and leading the industry in environmentally-friendly aviation. Medtech's robotic device Rosa, which is described as a GPS for the brain is the first and only robotic medical device approved for clinical neurosurgery in Europe and North America. Rosa's advanced capabilities; with a robotic arm replicating the movements of a human arm is displayed prominently in our visuals. French mathematician Cédric Villani will be showcased as one of our creative individuals. Cédric Villani's enthusiasm for mathematics demonstrates a creative link between the arts and the sciences. Finally Xavier Niel, who created a groundbreaking information-technology, computer programming school called "42" was chosen for our final visual. Xavier Niel has established a unique system of free education with innovative teaching methods in order to develop information-technology skills amongst all ages.

Our carefully selected artwork and digital visuals aim to reflect technological innovation, echoing Japan's outstanding reputation for technological innovation in a range of fields.



# A BOLD, CREATIVE STRATEGY THAT PROMOTES ALL FORMS OF FRENCH CREATIVITY



## CRÉATIVE STAR(S)

**Hélène Darroze,**  
elected best woman chef  
in the world in 2015\*

**CRÉATIVE  
FRANCE**

[creative.businessfrance.fr](http://creative.businessfrance.fr)

 \* Étoile(s) créative(s), Hélène Darroze, élue meilleur chef féminin dans le monde en 2015



## CRÉATIVE DEMOCRACY

**Philippe Starck,** world famous French creator,  
pioneer of Democratic Design\*

**CRÉATIVE  
FRANCE**

[creative.businessfrance.fr](http://creative.businessfrance.fr)

 \* Démocratie Créative, Philippe Starck, créateur français mondialement connu, pionnier du Design pour tous.

# CRÉATIVE BREATH

**LEAP® composite fan blades by Safran,**  
a revolutionary design  
from France\*



**CRÉATIVE  
FRANCE**



LEAP® engine is developed and produced by CFM International, a 50/50 joint-venture between Snecma (Safran) and GE. \* Souffle créatif. Aubes de turbine LEAP® en matériaux composites par Safran, une conception révolutionnaire et française. Le moteur LEAP® est développé et produit par CFM International, une joint-venture à 50/50 entre Snecma (Safran) et GE.

[creative.businessfrance.fr](http://creative.businessfrance.fr)

# CRÉATIVE RECIPE

**Cédric Villani,** Mathematician  
Fields Medal winner\*



**CRÉATIVE  
FRANCE**



\* Recette créative. Cédric Villani, mathématicien, lauréat de la médaille Fields.

[creative.businessfrance.fr](http://creative.businessfrance.fr)



# A BOLD, CREATIVE STRATEGY THAT PROMOTES ALL FORMS OF FRENCH CREATIVITY



**CRÉATIVE  
SURGERY**

Rosa robot,  
a new era of  
surgical assistant\*

**CRÉATIVE  
FRANCE**

 \* Chirurgie créative. Robot Rosa, une nouvelle ère d'assistance à la chirurgie. [creative.businessfrance.fr](http://creative.businessfrance.fr)



**CRÉATIVE  
FLIGHT**

E-Fan, the first purpose-built,  
electrically powered trainer aircraft\*

**CRÉATIVE  
FRANCE**

 \* Vol créatif.  
E-Fan, le premier avion à propulsion électrique conçu pour la formation initiale des pilotes. [creative.businessfrance.fr](http://creative.businessfrance.fr)



# CRÉATIVE NEST

42, a new coding  
academy founded  
by Xavier Niel\*



\* Nid créatif.  
42, une nouvelle école  
d'informatique fondée  
par Xavier Niel.



CRÉATIVE  
FRANCE

[creative.businessfrance.fr](http://creative.businessfrance.fr)

# CRÉATIVE MAESTRO

edjing, world number  
one music mixing  
application\*



\* Numéro un mondial  
dans la catégorie des applications musicales.



CRÉATIVE  
FRANCE

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# CALENDAR

## COORDINATED COMMUNICATION INITIATIVES OVER 18 MONTHS IN 10 COUNTRIES

**11/2015**

World Economic Forum  
of India (WEF),  
New Delhi,  
**November 2015**

Medica Trade Fair,  
Dusseldorf,  
**November 2015**

The Big 5 Show, Dubai,  
**November 2015**

**12/2015**

COP21 Paris 2015  
Paris-Le Bourget,  
**November-December  
2015**

Les Trophées  
de l'innovation  
(Innovation Trophies)  
at Le Grand Palais  
on the occasion  
of COP21. Paris,  
**December 2015**

**01/2016**

Consumer Electronics  
Show (CES), Las Vegas,  
**January 2016**

World Economic Forum  
Annual Meeting,  
Davos,  
**January 2016**

**04/2016**

Hannover Mess  
Industrie 4.0  
Hanover,  
**April 2016**

**2016**

Biotechnology Industry  
Organization (B10)  
2016, San Francisco

Boao Forum,  
Dalian

Hello Tomorrow  
Conference,  
Paris

...

\* This list contains only a few examples of the events that could be used as platforms to promote the campaign.



Business France is a French government agency devoted to the international development of the French economy. It helps French companies boost exports and expand abroad while attracting and facilitating foreign investment in France. The agency promotes France's attractive business environment and economy, as well as its companies and regions. It also runs and develops the VIE international internship program. Founded on January 1, 2015, through a merger between Ubifrance and AFII (Invest in France Agency), Business France employs 1,500 people in France and 70 other countries. Business France works with a network of public and private partners. For further information: [www.businessfrance.fr](http://www.businessfrance.fr)



**Business France**  
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75014 Paris  
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[www.businessfrance.fr](http://www.businessfrance.fr)

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### **Créative France digital platform:**

[creative.businessfrance.fr](http://creative.businessfrance.fr)

### **Digital Press Kit:**

[epresspack.net/creative-france](http://epresspack.net/creative-france)



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