Oui France

Diplomatic Society : http://www.thediplomaticsociety.co.za/home/16-home/1568-oui-france

Photo: (l-r) Dorcas Curelli - Business Developer & Events Manager at FSACCI, J. Torregrossa - French Trade Commissioner - Business France, Mrs E. Barbier - Ambassador of France to South Africa, S. Boscher - Head of the Regional Economic Department for Southern Africa, P. Mellier – CEO de Beers, Ms K. Kweyama – CEO BUSA, Philip Geromont, Chair of the French SA Chamber of Commerce, C. Des Closières – CEO Total South Africa and C. Sarradin - Project manager inward investment - Business France

In September 2015 France coordinated investment promotion seminars in 50 countries world-wide. In South Africa H.E Elisabeth Barbier, Ambassador of France to South Africa presented 'say yes to France'. She also announced the opening of a 'French Desk' at the French governmental investment and trade agency, Business France. Philip Geromont, Chair of the French SA Chamber of Commerce and Director of ENS an African law firm spoke of the excellent legal environment, the ease of setting up business and the protection of investment.

According to several presentations from the panellists, France seems to be a logical investment destination. Its high productivity levels, talented, skilled and professional workforce, developed infrastructure, technical and technological capacity, social security, standard of living and its centralised location in Europe makes it an ideal investment location.

South African companies such as De Beers and Aspen, a pharmaceutical company, gave accounts of their reasons for investing in France.

Attending the presentation were several business people and well as members from the Black Business Council (BBC) and Business Unity South Africa (BUSA).
Clement Sarradin will head up the 'French Desk' providing a one stop service incentive for investors.