

Introduction de l'Ambassadrice pour Investors day (22/09/15, ENS)

Ladies and Gentlemen,

It is with great pleasure that I open this seminar on the attractiveness of France.

Dear Philip, many thanks for welcoming us in this pleasant auditorium at ENS Africa and, as the President of the FSACCI, and for helping with the organization of this event on the attractiveness of our country.

Our seminar this morning is a first for two reasons.

This is the first time that the French government decides to organize, during the same week, in 50 countries, including South Africa, an event that showcases the attractiveness of France to the local business community and media.

This is also the first time that such a seminar on the attractiveness of France is being held on South African soil.

South Africa is the first customer of France in Sub-Saharan Africa. Around 350 French companies are already established in the country (headquarters, sales and logistics units, in large numbers, and some factories and R&D centers), adding value and thus actively participating in the country's social transformation.

South African companies, which are increasingly setting up business in Africa and Europe, are still not very present in France (we have plus minus 30).

This is insufficient in view of the South African economy's potential. We can do much better.

This is precisely the main purpose of this seminar: to give you more visibility on the economic assets France can offer to your businesses, like the 20,000 other foreign companies operating in France.

In order to achieve this, we decided to make it simple, practical and interactive by organizing two round tables.

During the first one, which will be fairly brief, my team will inform you about France's economic assets and services (free and personalized)

offered by Business France, our investment and export public agency, and the opening on the 1st of September of a French desk dedicated to South African investors.

The second longer one, will focus on investors who already know France: a French national, CEO of a South African company (De Beers) and who previously had major responsibilities in France, a South African national, leader of the South African group Aspen, which employs several hundred people in France, and another French national, CEO of the South African subsidiary of a well-known French group located in South Africa, Total, who will talk about excellence in R&D in France. The latter is also the President of the French External Trade Advisors in South Africa.

I warmly thank them in advance for their testimonies, which are very precious in my personal view, in order to convince you to invest in France.

Each roundtable will be followed by fifteen minutes of questions and answers in order to listen to the various views and exchanges of this seminar's participants.

I will come back to the floor, with BUSA's CEO, for the conclusion of this seminar to assess its achievements. But first, please enjoy a short film that will highlight the French sense of humor, "Say OUI to France".