



RÉPUBLIQUE  
FRANÇAISE

*Liberté  
Égalité  
Fraternité*

France™



MAKE IT  
FRANCE

CHOOSE FRANCE

Promoting the  
French  
outlook  
through the  
#MakeItIconic  
campaign

Press Kit  
October 2023



\* P. LENTSCHENER, Chairman of the France Brand mission, 2013

**"THE LOVE  
OF ACTION  
AND CRAFTSMANSHIP,  
THE WILLINGNESS  
TO DEFEND  
AN ORIGINAL  
VISION, THE ART  
OF NOT DOING  
ANYTHING LIKE  
OTHERS DO"\***

**this is what these few words mean:**

**"Make It Iconic. Choose France."**

The French spirit  
continues to astonish,  
fascinate and change the world.

Let's bring out this spirit,  
this ambition, this desire  
to combine excellence and freedom.

**Let's make it iconic.**

**Emmanuel Macron**  
President of France

# JOINT MINISTERIAL EDITORIAL

**S**tate, country, nation: France is the incarnation of a language, a culture, a way of life.

France is also a philosophy: a way of looking at the world, a faith in humanity. "Liberty, equality, fraternity" is a universalist motto emblazoned on the facades of its town halls and schools. It is a reflection of an unlimited belief in the ability of each of its citizens to become what he or she aspires to be, to realize his or her most daring dreams.

France is embodied by great men and women who have left their mark on history. From sports to film, fashion to space, architecture to the culinary arts, French women and men continue on their trailblazing path towards the future.

France shines its light on five continents, draws people in and inspires dreams. We now want to take up a new challenge: to make France shine even brighter and make you to dream more.

To remain a key country in this century, to remain a cultural landmark and a leading economic player, to continue attracting investors and talent, France needs a brand that reflects the diversity of its fields of excellence – both in traditional know-how and in digital and scientific innovations.

With the 'France' brand, we invite investors and talent from around the world to come and create in this land of innovation that is France. We will be there to support them so that they can bring to fruition their ideas and dreams in entrepreneurship as well as their investment projects.

By promoting the France brand, we also highlight our treasures, our services, our products, our home-grown excellence and the wide range of expertise that France has to offer internationally. By promoting their image, the France brand will strengthen the credibility of our companies and our products in foreign markets and stimulate exports.

As iconic in the collective imagination as it is in the real world, France conveys this "je ne sais quoi" of creativity, inventiveness and daring that distinguishes it.

**The 'France' brand will be, for all those who are ready to accept the challenge, an invitation to choose France.**

**Catherine Colonna**  
Minister for Europe and Foreign Affairs

**Olivier Becht**  
Minister Delegate for Foreign Trade, Economic Attractiveness and French Nationals Abroad

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# SUMMARY



# THE FRANCE BRAND

In the competition for influence on a global scale, it is essential to build the 'France' brand and strengthen our reach as a leading nation.

It is through daring that the fundamental values of France are reflected, like humanism, universalism, inclusion, creativity, excellence, openness.

**The French spirit sets us apart, pushing us to challenge the status quo.**

It constantly encourages us to reinvent and stimulate innovative ideas, to bring together talents that transform things, to shake things up and to have a positive impact on the world.

The unique positioning of the 'France' brand reinforces France's global attractiveness. This also inspires the subsidiary brands (Choose France™, Taste France™, Explore France™, Partner with France™ and Experience France™) which promote France abroad in all spheres of activity.

# FRENCH DARING STAYS

In France, we believe that it's thanks to our daring that we change things. That daring is reflected in our heritage and permeates all dimensions:

## **ECONOMY:**

Investing in France or choosing French companies and products means promoting **economic, technological and ecological development that benefits everyone**. The French economy seeks the right balance between competitiveness and sustainability.

**Choose France™**

## **TOURISM:**

Traveling in France means choosing **multifaceted experiences, to admire both the splendor of its landscapes and its humanist spirit**. Tourism in France is responsible and environmentally friendly.

**Explore France™**

## **GASTRONOMY:**

Savoring what France has to offer means choosing **innovative agriculture and culinary arts that are great to eat and good for the planet**, sustainable agriculture that feeds both the soil and people, and gastronomy that is open to international cuisine and the blending of various cultures.

**Taste France™**

## **CULTURE, EDUCATION AND SCIENCE:**

Experiencing France means **choosing a system where culture and education stimulate the mind**, where education integrates the challenges of today and those of tomorrow, where culture is in motion, engaged in international dialogue, and enables young talent to flourish.

**Experience France™**

## **PARTNERSHIPS:**

Making commitments alongside France means committing **to a world that is fairer and more sustainable** and sharing solutions with a strong environmental and social impact, for the common good of humanity.

**Partner with France™**

**Daring drives us when it comes to both practical skills and social skills, and enables us to build a fairer world, in the service of universal progress.**

# "MakeItIconic"

Our rallying cry and signature is an invitation to choose French daring, the panache that forged our heritage. It is transmitted, shared, and cultivated thanks to the women and men who have made France what it is and what it will become. It is their personal, but also universal, stories that proudly represent the French state of mind, making our daring part of our shared history.







# CHOOSE FRANCE

## MANIFESTO

In France, we're not just like everyone else.

And we don't think you are, either.

We believe that everyone can do things their own way.

**Everyone can make an impact.**

Because what people really remember is what moves them.

Because it's the only way we can move forward.

Because we cannot resign ourselves to a future written by others.

Challenge the status quo.

Choose unexplored paths.

Aim for the extraordinary to break free of the ordinary.

Elevate the present and inspire future generations.

**Each memory bears the imprint of bold people who knew how to embrace the unknown.**

**So, all you passionate dreamers, entrepreneurs, creators, epicureans:**

- Dare to be different.
- Take control of your destiny.
- Create what doesn't yet exist.

**Make an impact.  
Choose France.**

# MMA ICCO

# MAKE IT

# ICONIC

**CHOOSE FRANCE**

# AN INTERNATIONAL COMMUNICATION CAMPAIGN

An international communication campaign will be launched at the end of 2023, in 5 countries (Germany, Canada, the UAE, India and the USA) as well as in France, and amplified worldwide by France's diplomatic network and government agencies.

It will aim to foster preference and consideration among an audience of opinion leaders, while nurturing the subsidiary brands (Choose **France**<sup>TM</sup>, Taste **France**<sup>TM</sup>, Explore **France**<sup>TM</sup>, Partner with **France**<sup>TM</sup> et Experience **France**<sup>TM</sup>) which promote specific sectors abroad.

# 3 major highlights:

**1** A poster campaign in a selection of high-impact hubs: in airports and business districts of international cities, in the international press, on the buildings representing France abroad and in digital form from November 2023.



1

**2** A presence at major international trade shows and on social networks to publicize the campaign.



2

**3** The launch of a film in the first half of 2024.



3

**MAKEIT  
ICONIC.**  
CHOOSE FRANCE

# TOGETHER. LET'S MAKE AN IMPACT.

**Now is the time**  
to reaffirm France's strengths, including:  
creativity; talent, research,  
education; public health;  
infrastructure; access to  
the European market; solid,  
sustainable and inclusive growth; and  
cost-competitive logistics and services.

# A great economic power, at the forefront of the ecological transition, served by exceptional infrastructure, and strengthened by the skills and know-how of the women and men who work there.

## The aim of this campaign is to highlight France as it is.

The vitality of its economy makes France the 7<sup>th</sup> largest world economic power.<sup>(1)</sup> Indeed, France knows how to create a climate conducive to success. This environment benefits all **companies and has enabled the emergence of major French companies** which are at the top of their sectors globally. France's vitality is also linked to a **dense network of companies** from different fields located near major corporations.

In France, you can count on **reliable, efficient women and men**. The French stand out with one of the best hourly productivity rates in the world.<sup>(2)</sup> If the French are so productive, it is above all because they are very well trained. **Investment in the education and training of younger generations determines the future productivity of an economy**. More than 5% of France's GDP is devoted to education, including 1.5% of GDP for higher education.<sup>(3)</sup> In addition, with the country's 2030 objectives (the 'France 2030' plan), it is planning to invest heavily (€2.5 billion) to create new training programs for future professions.

In France, companies benefit from employees who are ready to adapt to change and able to meet the demands of competitiveness. More than 2 million French people already work for foreign companies in France.<sup>(4)</sup> Women and men open to the world: two-thirds of French people under thirty are fluent in English.<sup>(5)</sup>

## So many centers of excellence among our institutions of research.

France can rely on its reputation for loving all that is intellectual. Our research centers are designed to provide space for fundamental research and to develop innovation.

France ranks 3<sup>rd</sup> in Europe and 6<sup>th</sup> worldwide in R&D effort.<sup>(6)</sup> It is also the 1<sup>st</sup> among OECD countries in terms of public funding and tax incentives for business R&D.<sup>(7)</sup> With the 'France 2030' plan, France is going even further: 50% of funding deployed will be devoted to emerging actors that drive innovation.

(1) IMF, 2023, (2) The Conference Board Total Economy Database™ April 2023, (3) OECD Education at a Glance 2022, (4) INSEE (French National Institute of Statistics), December 2022, (5) IFOP 2021, (6) Economic Attractiveness Dashboard, Business France, July 2023, (7) OECD, 2021.

7<sup>th</sup>

largest economy  
in the world<sup>(1)</sup>

+2  
million

French people already work  
for foreign companies based  
in France<sup>(4)</sup>

## The efficiency of the French people blends well with their ingenuity and creativity.

**In 2022, French researchers filed more than 7,700 patents (2<sup>nd</sup> among European countries),<sup>(8)</sup> in all fields of innovation: automotive to biotechnology, textile to nuclear.**

If creative talent is cultivated to this level, it is because it offers excellent industrial perspectives: France is behind the invention of "clusters," talent hubs bringing together research institutes and companies to create the solutions of tomorrow.

## Foreign investors are attracted by the French innovation ecosystem.

**Enticed by this ecosystem and by international opportunities, many companies invested in research and development in France in 2022:**

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### LARSEN & TOUBRO

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The subsidiary of the Indian group L&T opened an engineering and R&D center in Toulouse, with 50 recruitments planned initially, followed by about 100 more in the next 3 years for an investment of approximately 2 million euros. The objective of this center is to support the group's clients in the aerospace industry, in France and elsewhere in Europe.

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### LIBERTY COM SYSTEMS

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This Tunisian startup has developed innovative solutions technologically and operationally oriented towards telecommunications. For its development, it has chosen to set up its operational holding company in Nice, the main reason being the particularly strong telecom-related ecosystem surrounding startups as well as proximity to Tunisia. LCS's objective is to spread its international activity from France, starting with Europe. It has just completed its first round of fundraising (up to 3 million euros, with plans to create 26 jobs over the next three years).

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### INTEL

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In March 2022, the American giant announced its intention to build its new European R&D hub in France, creating 1,000 high-tech jobs primarily on the Saclay Plateau in the next 10 years. France will become Intel's European headquarters for R&D in high-performance computing (HPC) and artificial intelligence. Innovation in these disciplines will benefit a wide range of industries, including the automotive sector, agriculture, green energy, new drug development, genomics, life sciences and security – significantly improving the lives of every European. In addition, Intel plans to establish the primary European design center for its foundry business in France. It will offer design services and guarantees to industrial partners as well as to French, European and global customers.

## France has a results-oriented culture as well as ambitious and sustained innovation endeavors. International companies will find key partners here to nurture new projects.

**France is home to one of the most dynamic innovation ecosystems in the world, and represents the EU's leading innovative power.**

It has more than 20,000 startups, including 29 unicorns to date, with a goal of reaching 100 French unicorns by 2030 set by the President of France.

France has confirmed the strength of its tech ecosystem: 11.9 billion euros were raised in 2022 through 358 operations in the sector, with average tickets of 33 million euros.<sup>(9)</sup>

<sup>(8)</sup> Economic attractiveness Dashboard, Business France, July 2023

<sup>(9)</sup> KPMG, Tech Insights 2022



## France, a pioneer in ecological transition

**The 2015 Paris Agreement generated immense hope regarding the development and the protection of humanity balanced with a low-carbon, resource-based global economy. France is behind this historic success. Our collective responsibility is to preserve this achievement and make it thrive.**

France intends to develop green reindustrialization. At the Choose France summit in 2023, more than half of the investments announced will enable France to administer the equipment production value chain in the renewable and low-carbon energy sectors (wind, photovoltaic, nuclear and batteries), as well as in electric vehicles.

### Innovating, industrializing and deploying decarbonization solutions

France 2030 makes decarbonization of the economy a major priority, devoting some 5.6 billion euros to decarbonizing industry and an additional €3.5 billion to becoming a leader in low-carbon hydrogen and developing cutting-edge renewable energy technologies.

How? By ensuring the emergence of a competitive and innovative French contribution to low-carbon, eco-friendly solutions, and by supporting companies' investments in decarbonization while reducing their dependency on fossil fuels, as well as by training more young people and professionals in jobs related to the ecological transition.

Furthermore, **among the announced target of 100 French unicorns by 2030, 25 of them will have to be "green."**

(10) OCDE, <https://www.oecd.org/fr/social/depenses.htm>,  
(11) Eurostat.

# France was behind the historic success of the Paris Agreement: our collective responsibility is to preserve this achievement and make it flourish.

## France, the most livable country

**France offers a comfortable quality of life to those who live there, with easy access to healthcare, strong social protection, an efficient education system, and cultural activities.**

This environment is partly financed by public expenditure, without impacting residents' income and standard of living.

Another facet of a country's quality of life is the education and collective care of young children. An efficient education system signals a determined commitment to future generations.

The level of social protection a country offers its residents takes many forms: family allowances, paid leave, housing allowances, unemployment insurance, etc. In France, public expenditure on social protection stood at 31.6% of GDP in 2022, ranking first among OECD countries.<sup>(10)</sup>

Finally, in 2021, France devoted public expenditure to an equivalent of 1.4% of its GDP to culture, leisure time and faiths<sup>(11)</sup> more than the EU 27 average (1.2% of GDP).



## A campaign that sends a powerful signal to the international community

**This campaign will build on our country's strengths: industrial and economic dynamism, innovation potential, and cultural and artistic vitality.**

On a global scale and particularly in Europe, thanks to the ambitious reforms instituted in recent years, France stands out as a **country conducive to investment and innovation.**

In 2022, France ranked **1<sup>st</sup> in Europe in terms of foreign investment**, for the fourth consecutive year.<sup>(12)</sup> It has even ranked 1<sup>st</sup> in Europe for industrial investments for 20 years and for R&D projects since 2018. 16,900 foreign companies are present in France,<sup>(13)</sup> many of which have been there for decades. These companies contribute to 20.1% of the revenue of companies in France and 16.5% of value added, and employ 11.9% of the workforce.

Foreign companies have understood the benefits derived from French daring in the development of their business.

These companies rate **France as the 6<sup>th</sup> most attractive country in the world** for foreign investment<sup>(14)</sup> after the United States, Canada, Japan, Germany and the United Kingdom.

This dynamic of attractiveness triggers a virtuous cycle that further strengthens foreign investors' interest in France. Every year, during the Choose France summit, major announcements are revealed about massive, job-creating investments, in strategic industries. .

This has been the case for the automotive industry in the Hauts de France region, where a real "battery valley" continues to take shape (ACC plant in Douvrin, ENVISION AESC plant in Douai, VERKOR plant and PROLOGIUM in Dunkirk, etc.). Other sectors of excellence are also included, such as semiconductors with, for example, the STMICROELECTRONICS and GLOBAL FOUNDRIES project worth 5.7 billion euros for an electronic components mega-factory in Crolles, Isère (Auvergne-Rhône-Alpes).

**The message to foreign companies and investors is clear: Choose France. We will be here to support you!**

(12) EY Barometer, 2022, (13) INSEE (French National Institute of Statistics), (14) Kearney.

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# No.1

the leading European country for international investment projects<sup>(11)</sup>

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# 6<sup>th</sup>

most attractive country in the world<sup>(13)</sup>

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# MAJOR UPCOMING EVENTS

# TRADE SHOWS, EVENTS, ETC.

# 2023

	THEMES	EVENTS	LOCATION	DATES
11/ November	ECONOMY	<b>FORTUNE FUTURE OF FINANCE</b>	New York City, USA	November 6
	SPORTS	<b>LAS VEGAS GRAND PRIX 2023</b>	Las Vegas, USA	November 18
	AGRICULTURE	<b>AGRITECHNICA 2023</b>	Hannover, Germany	11/12-11/18
	AVIATION	<b>DUBAI AIR SHOW</b>	Dubai, UAE	11/13-11/17
	ECONOMY	<b>FORTUNE GLOBAL FORUM</b>	Abu Dhabi, UAE	11/27-11/29
	ECONOMY	<b>ANNUAL MEETING ON CYBERSECURITY</b>	Geneva, Switzerland	11/14-11/16
	TOURISM	<b>IBTM WORLD 2023</b>	Barcelona, Spain	11/28-11/30
	ECONOMY	<b>LES ETATS DE LA FRANCE</b>	Paris, France	November 23
	ECONOMY	<b>CLUB FRANCE - USA (BF)</b>	Paris, France	November 2023
12/ Dec.	ECONOMY	<b>CLUB FRANCE - CANADA (BF)</b>	Paris, France	November 2023
	ECONOMY	<b>ASEAN FORUM</b>	Paris, France	December 4
	ECONOMY	<b>FORTUNE BRAINSTORM AI 2023</b>	San Francisco, USA	12/11-12/12
	ENVIRONMENT	<b>COP 28</b>	Dubai, UAE	11/30-12/12

# TRADE SHOWS, EVENTS, ETC.

# 2024

	THEMES	EVENTS	LOCATION	DATES
01/ January	INNOVATION	<b>FINTECH INDIA EXPO</b>	New Delhi, India	01/17-01/19
	FASHION	<b>PARIS FASHION WEEK MENSWEAR</b>	Paris, France	01/16-01/21
	ECONOMY	<b>WORLD ECONOMIC FORUM</b>	Davos, Switzerland	01/15-01/19
	SPORTS	<b>VENDEE GLOBE</b>	France	January 2024
	INNOVATION	<b>CES 2024</b>	Las Vegas, USA	01/9-01/12
	FASHION	<b>PARIS FASHION WEEK HAUTE COUTURE</b>	Paris, France	01/22-01/25
	HEALTH	<b>ARAB HEALTH</b>	Dubai, UAE	01/29-02/1
	SPORTS	<b>DAYTONA 500</b>	Daytona Beach, USA	02/16-02/19
	JEWELRY	<b>INHORGENTA MUNICH</b>	Munich, Germany	02/16-02/19
	CULTURE/ART	<b>BERLINALE</b>	Berlin, Germany	February 2024
	INNOVATION	<b>MOBILE WORLD CONGRESS</b>	Barcelona, Spain	February 2024
	02/ February	FASHION	<b>PARIS FASHION WEEK WOMENSWEAR</b>	Paris, France
SPORTS		<b>SAUDI CUP</b>	Riyadh, Saudi Arabia	February 2024

# TRADE SHOWS, EVENTS, ETC.

# 2024

THEMES	EVENTS	LOCATION	DATES	
TOURISM	<b>ITB BERLIN</b>	Berlin, Germany	03/5-03/7	03/ March
TOURISM	<b>WORLD TOURISM FAIR 2023</b>	Paris, France	03/14-03/17	
INNOVATION	<b>HELLO TOMORROW GLOBAL SUMMIT</b>	Paris, France	03/21-03/22	
GASTRONOMY	<b>MICHELIN STARS CEREMONY 2024</b>	France	March 2024	
AGRO/TECHNOLOGY	<b>ANUGA FOODTEC 2024</b>	Cologne, Germany	03/19-03/22	
ECONOMY	<b>SMART MANUFACTURING SUMMIT</b>	Aichi, Japan	03/13-03/15	04/ April
ECONOMY	<b>GO ENTREPRENEURS</b>	Paris, France	04/3-04/4	
TOURISM	<b>SEATRADE CRUISE GLOBAL</b>	Miami, FL, USA	04/8-04/11	
INNOVATION	<b>HANNOVER FAIR</b>	Hannover, Germany	04/22-04/26	
INNOVATION	<b>PARIS BLOCKCHAIN WEEK</b>	Paris, France	04/8-04/12	
SPORTS	<b>MASTERS (Golf)</b>	Augusta, GA, USA	04/8-04/14	05/ May
ECONOMY	<b>CLUB FRANCE - GERMANY (BF)</b>	Paris, France	April 2024	
CULTURE/ART	<b>CANNES FILM FESTIVAL 2024</b>	Cannes, France	05/14-05/25	
SPORTS	<b>ROLAND GARROS 2024</b>	Paris, France	05/26-06/9	
ECONOMY	<b>CHOOSE FRANCE</b>	Paris, France	May 2024	
INNOVATION	<b>VIVATECH</b>	Paris, France	May 2024	06/ June
INNOVATION	<b>CONSENSUS</b>	New York City, USA	May 2024	
HEALTH	<b>FORTUNE BRAINSTORM HEALTH 2024</b>	Dana Point, CA, USA	05/20-05/21	
SPORTS	<b>GRAND PRIX MONTE CARLO</b>	Monte Carlo	05/23-05/27	
SPORTS	<b>GILLES-VILLENEUVE CIRCUIT</b>	Montreal, Canada	06/6-06/10	
SPORTS	<b>US OPEN (Golf)</b>	Pinehurst, GA, USA	06/13-06/16	06/ June
FASHION	<b>PARIS FASHION WEEK MENSWEAR</b>	Paris, France	06/18-06/23	
FASHION	<b>PARIS FASHION WEEK HAUTE COUTURE</b>	Paris, France	06/24-06/27	
ECONOMY	<b>22ND INTERNATIONAL FORUM</b>	Paris, France	June 2024	
ECONOMY	<b>GLOBAL SHAPERS ANNUAL SUMMIT</b>	Geneva, Switzerland	June 2024	
ECONOMY	<b>ANNUAL MEETING OF THE NEW CHAMPIONS</b>	China	June 2024	06/ June
SPORTS	<b>24 HEURES DU MANS</b>	Le Mans, France	June 2024	
INNOVATION	<b>COLLISION</b>	Toronto, Canada	June 2024	
SPORTS	<b>LONGINES PRIX DE DIANE</b>	Chantilly, France	June 2024	
ECONOMY	<b>AMBITION AMERIQUE LATINE</b>	Paris, France	June 2024	
ECONOMY	<b>GOLF VISION</b>	Paris, France	June 2024	

# TRADE SHOWS, EVENTS, ETC.

# 2024

	THEMES	EVENTS	LOCATION	DATES
07 / July	SPORTS	<b>EUROBIKE</b>	Frankfurt, Germany	07/3-07/7
	SPORTS	<b>UEFA EURO 2024 FINAL</b>	Berlin, Germany	07/11-07/15
	SPORTS	<b>GRAND DEPART DU TOUR DE FRANCE</b>	Departure from Florence, Italy, then France	06/29-07/23
	SPORTS	<b>OLYMPIC &amp; PARALYMPIC GAMES 2024</b>	France	July/August 2024
	ECONOMY	<b>TECH OPEN AIR</b>	Berlin, Germany	July 2024
08 / Aug.	SPORTS	<b>US OPEN (Tennis)</b>	New York City, USA	August/sept. 2024
09 / Sept.	TRADES	<b>WORLDSKILLS LYON 2024</b>	Lyon, France	09/10-09/15
	ECONOMY	<b>GO ENTREPRENEURS LYON</b>	Lyon, France	September 26, 2024
	FASHION	<b>PARIS FASHION WEEK WOMENSWEAR</b>	Paris, France	09/23-10/1
10 / Oct.	ECONOMY	<b>PARIS MOTOR SHOW</b>	Paris, France	10/14-10/20
	GASTRONOMY	<b>SIAL 2024 PARIS</b>	Paris, France	10/19-10/24

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