

## PRESS RELEASE

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### **"France 2030": Business France and the General Secretariat for Investment join forces to promote plan internationally**

Business France and the General Secretariat for Investment (SGPI) today signed a strategic partnership agreement that gives "France 2030" a resolutely international dimension. This partnership aims to align France's foreign trade strategy with the sectoral priorities of re-industrialization and the objectives of "France 2030", thereby integrating trade, economic attractiveness and export considerations into the country's future economic vision.

"For the last six years, our policy to promote the reindustrialization and the competitiveness of our businesses has proven its worth. With this partnership, we're making exports a key part of this policy. By focusing on SMEs in our sectors of the future, we support our capacity for innovation to regain market share internationally. Our aim is clear: to position France as a world leader of tomorrow in key sectors of our economy." **Olivier Becht, Minister Delegate for Foreign Trade, Economic Attractiveness and French Nationals Abroad.**

"Business France and the General Secretariat for Investment are supporting a 'France 2030' international development strategy. This new mission places our agency at the heart of building the future of the French economy. By combining our expertise in economic attractiveness and support for exports, with the transformative vision of 'France 2030', we aim to make this plan a major catalyst for projecting our economy onto the international stage and turning these industrial and technological firms into successful export businesses." **Laurent Saint-Martin, Chief Executive Officer at Business France.**

"Export markets are key elements in the growth of innovative businesses. This partnership with Business France enables us to give 1,000 'France 2030' winners all the resources they need to promote French excellence internationally." **Bruno Bonnell, Secretary General for Investment, with responsibility for "France 2030".**

Based on the observation that the two public policies implemented by the General Secretariat for Investment, on the one hand, and by Business France, on the other, are intended to feed from one another to create a multiplier effect, the two parties have identified the following strategic axes.

#### **Deploying and developing an international strategy for "France 2030" winners**

For SMEs supported by the "France 2030" plan to be synonymous with sustainable growth and to strengthen their business, it is essential that they develop their export activity by being present on international markets. A flagship measure of the "Dare to Export" plan, the "France 2030 Export" framework aims to support businesses in export sectors of the future.

### **Creation of a “France 2030 Export” course**

This program will enable “France 2030” winning businesses, with strong export potential, to benefit from personalized support from Team France Export.

These SMEs will be able to access all the export support offered by Team France Export at a cost reduced by 50% between 2023 and 2026.

### **Dedicated promotion of “France 2030” and its winners on the Business France Marketplace**

Promotion on Business France Marketplace of French expertise and offerings for internationally promising “France 2030” themes.

### **Making “France 2030” the driver of France’s economic attractiveness**

For foreign businesses, “France 2030” has already become a point of reference, as well as representing what sets France apart from other countries. In 2022, 51% of foreign investment projects were related to the industrial sector, reflecting the priority of reindustrialization.

To rebuild French industry and position France as a global economic leader, we need to support the establishment in France of certain technological building blocks, which are currently missing in its production chains. This is an issue of economic performance as much as it is about sovereignty and strategic autonomy. Furthermore, the international prospecting strategy led by Business France teams will be re-focused on priority sectors and missing technologies.

- Guiding the search for implementation projects falling within the priorities of “France 2030” or likely to be the subject of financial support under “France 2030”.
- Promoting and mapping regional ecosystems of excellence in the priority sectors of “France 2030” in connection with the France’s regional governments.

### **Attracting foreign candidates to “France 2030” support systems:**

To maximize the impact of the “France 2030” and “Green Industry” systems on the investment decisions made by foreign project leaders, specific measures will be planned to convince them to choose France.

Networking events in France for foreign project leaders likely to apply for the “France 2030” and “Green Industry” schemes.

#### **Creating sectoral kits featuring:**

- Calls for suitable business projects.
- “France 2030” measures in terms of skills and training.
- Success stories combining re-industrialization, decarbonization and innovation.
- Sectoral arguments relating to the priorities of the “France 2030” and “Green Industry” systems.

### **Winning the battle for talent in the sectors of tomorrow**

To be scaled up, businesses companies supported within the framework of “France 2030” priority sectors will need to rely on the right skills, which are often very specific and therefore highly sought after. It is therefore essential to redouble our efforts to attract the international talent to France that firms will need to continue their development and continue to innovate.

- Business France aims to assist, through support for identified talent, the sectoral strategies in searching for international talent, introduced by the General Secretariat for Investment, in line with the sectoral priorities of “France 2030” and the needs expressed by businesses.
- Business France operates the [www.welcometofrance.com](http://www.welcometofrance.com) website dedicated to the international mobility of international talent. Its Welcome Office supports the “France 2030” winners (“Digital” and “First Factory” call for projects) in their international recruitment by informing them about the procedures for helping foreign talent to settle in France. This experiment could be extended to other “France 2030” priority sectors.
- Business France will pass on information relating to innovation competitions to international talent who can help meet the needs of the French economy in terms of missing skills.

### **About Business France**

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 55 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr)

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### **About “France 2030”**

✓ It has a dual aim: to sustainably transform key sectors of our economy (healthcare, energy, automotive and aerospace) through technological innovation, and to position France not only as a player, but as a leader in the world of tomorrow. From basic research and the emergence of an idea to the production of a new product or service, “France 2030” supports the entire life cycle of innovation until it reaches the industrialization phase.

✓ It is unprecedented in its scale: €54 billion will be invested so that our businesses, our universities and our research organizations fully succeed in their transitions in these strategic sectors. The aim is to enable them to respond competitively to the ecological and attractiveness challenges of the world of tomorrow, and to develop the future leaders of our sectors of excellence. “France 2030” is defined by two overarching aims, which consist of devoting 50% of expenditure to the decarbonization of the economy, and 50% to emerging players, drivers of innovation without inducing any adverse effects on the environment (within the meaning of the “Do No Harm” principle).

✓ It will be implemented collectively: designed and deployed in consultation with economic, academic, local and European stakeholders to determine strategic directions and key measures. Project leaders are invited to submit their application via open, demanding and selective procedures to benefit from state support.

✓ It is managed by the General Secretariat for Investment on behalf of the Prime Minister and implemented by the Ecological Transition Agency (ADEME), the National Research Agency (ANR), Bpifrance and the Banque des Territoires.

For further information, please visit [www.france2030.gouv.fr](http://www.france2030.gouv.fr)

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