

## PRESS RELEASE

Paris, September 25, 2024

### **Business France strengthens its commitment to the rail sector during InnoTrans 2024**

Business France, the public consulting firm supporting the international development of the French economy, will participate in InnoTrans 2024, the main international exhibition for rail transport technologies, which will be held in Berlin from September 24-27, 2024. During the event, Didier Boulogne, Chief Operating Officer (Export Division) at Business France, will sign a strategic agreement with Patrick Jeantet, President of the French Railway Industries Association (FIF), and Philippe Delleur, Permanent Delegate of the Strategic Committee for the Railway Sector (CSF).

This agreement seeks to confirm the strong desire of the signatories to co-operate to form the “Team France Rail Industry,” the aim of which is to exchange and implement measures to promote the development of the French rail industry, both in terms of exports and in the search for foreign investors.

#### **“Team France Rail Industry”: a strategic alliance to strengthen the competitiveness and international development of the sector**

The “Team France Rail Industry” is committed to establishing a map of priority export markets, with the aim of better understanding global dynamics and identifying new issues, emerging needs and new relevant players. This work will also provide an overview of the forces present and the French offer in the railway sector. With a view to making the sector more international, specific measures will be identified to strengthen competitiveness abroad. Special emphasis will be placed on technological needs to attract international investors and talent, thereby contributing to strengthening production and innovation capacities in France, while supporting the sector’s decarbonization objectives.

A multi-year program of events and operations intended for businesses in the sector will be developed for the priority markets identified. Finally, co-ordinated communication will be put in place to promote the initiatives of this co-operation, thereby strengthening the profile and influence of the actions carried out among French and international businesses.

“The signing of this agreement marks a strategic step forward for the French rail industry. By joining forces within the Team France Rail Industry, we’re strengthening our capacity to conquer new markets, while responding to the technological and environmental challenges of the sector. InnoTrans 2024 will be an opportunity to highlight the innovation and expertise of our businesses, while developing lasting international partnerships,” said Didier Boulogne, Chief Operating Officer (Export Division) at Business France.

#### **A strengthened business presence at InnoTrans 2024**

At InnoTrans, Business France will present French businesses under the banner “Make it Iconic”, which will bring together more than 80 exhibitors. This [France pavilion](#) will be a showcase of French technological

innovations, particularly in the sectors of intelligent railway infrastructure, signaling systems and environmentally friendly mobility solutions.

A number of B2B meetings and institutional exchanges will also be organized throughout the show, to facilitate co-operation between French firms and foreign partners, thereby strengthening their international presence.

### **About Business France**

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

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

Business France has more than 1,400 personnel, both in France and in 55 countries throughout the world.

In 2023, support from Business France made it possible to generate €3.3 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, accounting for 67% of the 59,254 jobs created or maintained nationwide.

### **Media contacts:**

#### **Business France**

Séverine de Carvalho – Tel.: +33 1 40 74 73 88 – Mob.: +33 6 82 23 69 12 – [severine.decarvalho@businessfrance.fr](mailto:severine.decarvalho@businessfrance.fr)

Siham Morchid – Tel.: +33 1 40 73 30 74 – Mob.: +33 6 59 37 56 87 – [siham.morchid@businessfrance.fr](mailto:siham.morchid@businessfrance.fr)