

PRESS RELEASE

Paris, February 26, 2024

International Agricultural Show 2024

A new dynamic for French exports, thanks to the launch of the Team France “Equipment and Solutions for the Agriculture and Agri-Food” sector.

Today, at the International Agriculture Show 2024, Agnès Pannier-Runacher, Minister Delegate to the Minister for Agriculture and Food Sovereignty, and Laurent Saint-Martin, Chief Executive Officer of Business France, officially launched this new working body to promote a shared export strategy for France.

Since 2018, Team France Export, bringing together Business France, Bpifrance and CCI France under the leadership of France’s regions, has already supported nearly 30,000 French businesses.

At the same time, thanks to the work carried out by Team France Invest, France remains the most attractive country in Europe for the fourth consecutive year.

Building on these successes, Business France and its partners are today launching “Act II” of Team France, to strengthen, expand and consolidate France’s export and economic attractiveness efforts, by adopting a sectoral approach co-ordinated with economic sectors: the “Team France” sectors covering the main French business sectors, which number around fifteen in total.

Supported by the Ministry for Agriculture and Food Sovereignty, this approach now enables stakeholders in these sectors to come together around a common issue: focusing on the promotion of the French offer internationally. It involves targeting priority export markets, gathering information on the specific needs of the sector, identifying measures to support international development and implementing a harmonized action program. This work will enable us to effectively respond to technological needs and investment opportunities.

Currently bringing together 11 organizations representative of the sector, this initiative will stimulate dialogue on international themes between the different organizations.

Agnès Pannier-Runacher, Minister Delegate to the Minister for Agriculture and Food Sovereignty, said: “With this Team France sector, we’re extending a working method to the agriculture and agri-food sector that has enabled our country to be, for the fourth consecutive year, the most attractive country in Europe. I hope that it’ll bring visible value-added to our businesses, serving our farmers and our agri-food industry by developing concrete projects.”

For Laurent Saint-Martin, Chief Executive Officer at Business France, the national agency supporting the international development of the French economy, the central challenge of this approach is “to position the sectors at the heart of the export strategy, with the aim of consolidating or strengthening dialogue between players in the same sector within a team, thereby enabling the implementation of measures that will best meet the needs of businesses.”

This collective and strategic approach will not only raise the profile of the French offer on an international scale but will also respond effectively to technological needs and investment opportunities.

List of signatories:

- **AF2E:** Agri-Food Equipment Export Association.
- **AFAÏA:** The professional union of players in the growing media, mulch, organic amendments, organic and organo-mineral fertilizers and bio-stimulants sector.
- **AgrOnov:** France's first agricultural innovation accelerator.
- **Axema:** The French union of agricultural equipment manufacturers and agricultural environment providers.
- **Evolis:** Professional organization bringing together French manufacturers of packaging, marking, labelling and palletizing machines.
- **La Ferme Digitale:** An association that aims to promote innovation and digital technology for a more efficient, sustainable and socially minded agricultural sector.
- **GEPIIA:** Group of manufacturers of machinery and peripheral equipment for the agri-food industry.
- **IBMA France:** The French association of biocontrol product manufacturers.
- **Inno'vin:** French wine innovation cluster in the Nouvelle Aquitaine region.
- **SEMAE:** French organization for seeds and plants.
- **Vegepolys Valley:** Plant innovation cluster.

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 more than 1,400 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 @businessfrance

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