

PRESS RELEASE

Paris, October 6, 2023

Olivia Grégoire and Business France launch an export support program for the arts and crafts sector

As part of the national strategy for crafts 2023-2025, Olivia Grégoire, Minister Delegate for Small and Medium-Sized Enterprises, Trade, Small-Scale Industry and Tourism, and Business France are launching a program to support craft businesses with exporting to support the competitiveness of French expertise internationally. Between 2024 and 2025, 200 to 300 firms of all sizes will be supported each year, including VSEs, SMEs and living heritage businesses practicing crafts.

Whether it's ceramists, lacemakers or cabinetmakers, arts and crafts require high-tech traditional expertise that symbolize French excellence internationally. The artistic professions are made up of more than 60,000 businesses and 281 activities, with revenues estimated at €19 billion in 2019, of which more than 40% was in exports. Supporting the sector, EPV-certified firms (living heritage businesses) make up an exceptional network of French artisanal and industrial production abroad.

As part of the national strategy for the arts and crafts sector launched in May 2023 by **Rima Abdul-Malak**, Minister for Culture, and **Olivia Grégoire**, Minister Delegate for Small and Medium-Sized Enterprises, Trade, Small-Scale Industry and Tourism, this international support program, championed by the French state and Business France, aims to strengthen the export dynamic of arts and crafts businesses and EPVs.

Olivia Grégoire and **Laurent Saint-Martin**, Chief Economic Officer at Business France, signed an initial framework agreement during a morning dedicated to the promotion of these professions and the building of bridges for their development abroad.

As part of this program, Business France will provide tailor-made support to first-time exporters who have significant international development potential, as well as to businesses that have already developed an export strategy. This support will include carrying out and providing targeted market studies to inform businesses of development opportunities, and a series of services, ranging from help with prospecting and support for the France Pavilions, to the deployment of communication efforts and e-export solutions.

In 2024-2025, the French state and Business France have set an annual target to help 200 to 300 businesses to identify opportunities and court foreign markets.

Rima Abdul Malak, Minister for Culture, said: "The potential for international interest in French arts and crafts is immense. Our expertise is fully recognized and desired! However, our craftsmen need to be supported to develop opportunities, networks and projects adapted to each region, and to create a real export strategy. Thanks to the international component of our government plan for the arts and crafts industry, and thanks to the commitment of Business

France, this ambition is becoming a reality. Our artisans will be able to deploy all their magic and inspire the world.”

Olivia Grégoire, Minister Delegate for Small and Medium-Sized Enterprises, Trade, Small-Scale Industry and Tourism, said: “We’re lucky in France to boast an exceptional range of expertise. When we have beautiful jewelry, we don’t leave it in a box; we want to show it off to everyone and that’s exactly what we want to do with this program, to enable our craftsmen to shine on the global stage.”

Laurent Saint-Martin, Chief Executive Officer at Business France, added: “Arts and crafts and living heritage businesses are an exceptional showcase of French expertise on the international stage. It’s an embodiment of French excellence that shines all around the world. These businesses are expected and welcome in foreign markets, and we must give them the tools to increase their impact on exports. It’s in this spirit of conquest that Business France offers a dedicated international support program over three years, with the aim of 1,000 EPVs supported, and 600 businesses launched onto foreign markets.”

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 [@businessfrance](https://twitter.com/businessfrance)

Media contacts:

Office of Olivia Grégoire: Tel.: +33 1 53 18 46 23 – presse.mpme@cabinets.finances.gouv.fr

Media department – Business France:

Siham Morchid – Tel.: +33 1 40 73 30 74 – Mob.: +33 6 59 37 56 87 –

siham.morchid@businessfrance.fr

Séverine de Carvalho – Tel.: +33 1 40 74 73 88 – Mob.: +33 6 82 23 69 12 –

severine.decarvalho@businessfrance.fr

Media department – General Secretariat for Investment – presse.sgpi@pm.gouv.fr