

PRESS RELEASE

Paris, July 26, 2024

“France, Land of Champions”

Business France is mobilizing economic players during the 2024 Olympic and Paralympic Games through a unique platform: “France, Land of Champions”. More than 40 economic events will be organized by Business France on the sidelines of the Olympic and Paralympic Games to revitalize the country and create economic opportunities.

More than 40 business events

France will welcome 204 nations for the Paris 2024 Olympic and Paralympic Games, which are taking place from July 26 to September 8, 2024. For six weeks, the world will come together in Paris and other major French cities. Beyond their sporting dimension, the Paris 2024 Olympic and Paralympic Games constitute a unique opportunity to highlight our country’s multiple strengths and create synergies to identify and develop new economic opportunities.

Business France is mobilizing and organizing the “France, Land of Champions” tour: more than 40 business events (lunches, cocktails, round tables) will be offered to French businesses, and will be held in the embassies and Olympic Houses of participating countries. These meetings aim to encourage exchanges, generate business opportunities and in so doing help French SMEs and mid-size companies to develop on the global stage.

To conclude this exceptional tour, Business France will organize a major investor day on September 6, 2024, which plans to bring together more than 150 businesses.

The Olympic Games, an unparalleled lever of economic influence

Throughout the Olympic Games, foreign delegations will be able to discover the technological advances and innovations developed specifically by French businesses for this event.

With the “France, Land of Champions” tour, Business France is committed to strengthening the visibility of our country around the world. The exceptional commitment of Business France’s national and international networks, and the mobilization of its regional partners, has enabled them to approach many businesses and offer them meetings.

“The 2024 Olympic and Paralympic Games are an exceptional opportunity for France to demonstrate its economic dynamism, its capacity for innovation and the wealth of its talent. Business France is determined to seize this opportunity to strengthen the international visibility of our businesses and our regions. We invite all business key players to actively participate in this global showcase of French excellence,” said Laurent Saint-Martin, Chief Executive Officer at Business France.

Among the businesses showcased during the “France, Land of Champions” tour, is “Joueuses”, a podcast focusing on success stories from sportswomen. For Selma Khaled, its founder, Business France enabled her to realize that her market was not limited to France and that she should not wait to launch internationally: “Business France is a real boost; it gives us a key pass to access promising environments to promote what we do. Then, it’s up to us, just like in a rugby match, to score the try!”

Another example is RATP Dev, the subsidiary responsible for developing, operating and maintaining new public transport networks in France and abroad. Present in 15 countries, it draws on the legacy of the Games for users of public transport in the Paris/Ile de France region (100% of RER stations are wheelchair accessible, extension of the automatic line 14 from Orly airport to Saint-Denis-Pleyel, automation of line 4).

Jean-Luc Chapoton, RATP Dev Group International Development Director, said: “Sharing this experience with international delegations and demonstrating the presence of RATP Dev in 15 countries is key for promoting the unique expertise of the RATP Group. Let’s stand with the Games!”

Click [here](#) to view the dates, locations and themes of the sequences organized with Business France. Here are a few examples of upcoming events:

- Denmark – Defense and other sectors in partnership with Dansk Industry (July 27, 29 and 31, and August 2, 2024) – House of Denmark
- Serbia – IT, Agri-food, Construction (July 31, 2024) – Serbia Pavilion
- United States – Networking with American businesses (August 2, 2024) – United States Embassy

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 contact:

Séverine de Carvalho

Tel.: +33 6 82 23 69 12

Email: severine.decarvalho@businessfrance.fr

77, boulevard Saint-Jacques

75680 Paris cedex 14