

PRESS RELEASE

The Ministry for the Interior and Overseas France and Business France renew their partnership for 2024

Tuesday, December 5, 2023 – During a trip to the French overseas territories, Philippe Vigier, Minister Delegate for Overseas France, and Laurent Saint-Martin, Chief Executive Officer at Business France, signed the renewal of the partnership agreement for the development of export activities among overseas businesses and the economic attractiveness of these overseas territories for 2024.

This signing took place at the opening of the first edition of the Overseas French Tech Days, meetings bringing together all the French Tech firms from the overseas regions and the Indian Ocean. This was also attended by Olivier Becht, Minister Delegate with responsibility for Foreign Trade, Economic Attractiveness and French Nationals Abroad; Jean-Noel Barrot, Minister Delegate with responsibility for Digital Affairs; and Huguette Bello, President of the Regional Council of Réunion.

The main aim of this agreement is to continue and expand the development of mutual co-operation between the Ministry for the Interior and Overseas France and Business France, in order to support overseas businesses in their export activities and to encourage foreign investors to set up in Overseas France.

In terms of exports, this partnership aims to fast-track the development of activities of businesses that are already exporters and to detect and support firms that are yet to export in their international development projects, in line with the "Dare to Export" plan announced on August 31, 2023. It consists of enhanced financial support in the form of:

- Coverage of between 50% and 75% of the cost of individual and collective preparation and projection solutions offered by Business France and its partners from Team France Export (Regions, Bpifrance, CCI France).
- Coverage of the cost of the VIE (International Internship Program) system, up to 50% for both local businesses and young overseas workers.

The agreement also aims to develop the attractiveness of overseas France, through various measures carried out by Business France and the overseas territorial authority concerned. This may include:

- Courting, welcoming, supporting and monitoring foreign businesses likely to develop new creative or job-saving activities.
- Promoting the economic attractiveness of the country and its regions.
- Participation in prospecting and investor support activity.

This 2024 agreement has been extended to include the Pacific territories and now covers all Overseas France, including: Guadeloupe, Martinique, French Guiana, Mayotte, Reunion, Saint-

Martin, Saint-Barthélemy, Saint-Pierre-et-Miquelon, New Caledonia, French Polynesia, as well as Wallis and Futuna.

"I'm delighted with the entry of Reunion Island into the exclusive circle of French Tech capitals. The overseas territories are lucky to have this French Tech, and French Tech is lucky to have the overseas territories. The Ministry for Overseas France profoundly supports this initiative. The agreement signed with Business France will enable us to go further and be stronger. My advice to overseas entrepreneurs is this: trade more and innovate more with your neighbors. We'll always be by your side," said Philippe Vigier, Minister Delegate for Overseas France.

"Our overseas champions are geographically and culturally close to many markets, particularly in the Indo-Pacific region. They need export support to establish themselves sustainably in these markets. I'm delighted with the signing of a new agreement between Business France and the Minister for Overseas France, to further strengthen this dynamic, within the context of the 'Dare to Export' plan," said Olivier Becht, Minister Delegate to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade, Economic Attractiveness and French Nationals Abroad.

"The renewal of this agreement which has linked us with the Ministry for the Interior and Overseas France for 15 years now demonstrates the importance of our commitment to the export development of overseas businesses and the attractiveness of these territories. We're convinced that this strategic collaboration opens up new opportunities for businesses, stimulates their international desire and strengthens their competitive position on the global stage. Together, we contribute to the international influence of the expertise and exceptional products they offer," said Laurent Saint-Martin, Chief Executive Officer at Business France.

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 nearly 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

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