

PRESS RELEASE

Paris, May 27, 2025

Pascal Cagni re-appointed as Chairman of the Board at Business France, with Bruno Bouygues and Charles Rodwell appointed Directors

Pascal Cagni has been re-appointed as Chairman of the Board at Business France, by decree of the President of the French Republic of May 20, 2025. He was previously appointed Ambassador for International Investment by decree of September 14, 2017, and then Chairman of the Board of Directors of Business France by a second decree published the same day. He was first re-appointed as Chairman by decree of February 18, 2020.

To support France's economic attractiveness, Pascal Cagni will continue to carry out his role of promoting foreign investment in the country. Since 2017, he has met with more than 400 business leaders and made more than 300 public appearances, both in France and during his travels to more than 30 countries. With this new mandate, Pascal Cagni will continue to develop the agency's ties with international decision-makers to welcome strategic investments to France. He will represent the agency at international events, such as the World Economic Forum in Davos and the "Choose France" summit.

Bruno Bouygues, an entrepreneur and Chief Executive Officer, and Charles Rodwell, a Member of the French Parliament, have been appointed Directors of Business France.

The decision to appoint Charles Rodwell was made by the President of the National Assembly on November 6, 2024, while Bruno Bouygues was appointed by order of the Minister for the Economy, Finance and Industrial and Digital Sovereignty, the Minister for Europe and Foreign Affairs, and the Minister for Regional Planning and Decentralization on December 4, 2024, in their capacity as a qualified expert in international economic development.

Pascal Cagni: "I am honored by the trust that has been placed in me, and I am proud to continue my non-executive and pro bono role, like all the members of the board of directors of Business France. Thanks to the decisive action taken by our agency, France has been the leading host country for foreign investment in Europe for the last six years, as reflected in the success of the 'Choose France' summits. The first seven editions, held between 2018 and 2024, generated 178 announcements worth nearly €47 billion in investment. This year, 53 investment announcements amounting to €40.8 billion were made, enabling the creation of nearly 13,000 direct and indirect jobs.

"Business France is now a key player in our economic diplomacy. To raise the profile of our businesses, we support French entrepreneurs at major international summits, such as the World Economic Forum in Davos, the Artificial Intelligence Action Summit, held in Paris, which saw the announcement of €109 billion of foreign investment, and the FrancoTech Summit, which attracted 1,500 economic key players from French-speaking countries.

"The arrival of Bruno Bouygues and Charles Rodwell enriches our Board of Directors, thanks to their experience and expertise in serving French businesses. Together, we will continue to work to strengthen France's economic influence."



Pascal Cagni, 63, was appointed Ambassador for International Investment and Chairman of the Board of Directors of Business France by President Emmanuel Macron in 2017. In 2000, Steve Jobs appointed Pascal as Managing Director and Vice President of Apple (Europe, the Middle East and Asia), a role which he performed until 2012, and which saw him transform this region into a growth engine for the group. Since 2004, Pascal Cagni has been Chairman of the [venture capital fund C4 Industries](#) that he founded, as well as Chairman of [Maison Lelièvre](#). He is also a supervisory board member of the [Banque Transatlantique \(owned by Crédit Mutuel Alliance Fédérale\)](#) and sits on the Board of Directors of the [Public Establishment of the Palace, Museum and National Estate of Versailles](#). Pascal Cagni is a graduate of Sciences Po Paris. He also holds an MBA from HEC Paris and an MA in Business Law from the University of Strasbourg III Robert Schumann, and successfully completed Stanford University's Executive Program for Growing Companies. He was made a Knight of the National Order of Merit of France by Christine Lagarde and a Knight of the Legion of Honor by Bruno Le Maire.



Bruno Bouygues, 50, is an entrepreneur and the Chief Executive Officer of GYS, a French family-owned industrial group specializing in the design and manufacture of welding equipment, battery chargers and body repair systems. GYS, headquartered in Laval (Pays de la Loire region), operates in France, the United Kingdom, Germany, Italy, Morocco and China. Bruno Bouygues holds an MBA from INSEAD (Singapore) and is also a graduate of ESTP (France) and MIT (United States). He began his professional career at Société Générale as part of the VIE International Internship Program, before moving on to Merrill Lynch and Oliver Wyman.



A graduate of Sciences Po Paris and the London School of Economics (LSE), **Charles Rodwell is a Member of the French Parliament for the 1st constituency of Yvelines (Ile de France/Paris region), a member of the Finance Committee of the National Assembly and a municipal councilor of Versailles.** He devotes his parliamentary work to the issues of foreign trade, economic attractiveness and the re-industrialization of France. A member of the board of directors of Business France, representing the National Assembly, he is also President of the National Assembly's "Economic Attractiveness and Export" research group. He also led a six-month fact-finding mission for the government – "In search of an effective attractiveness policy supporting France's economic independence and security" – whose conclusions were presented to Elisabeth Borne and Bruno Le Maire in December 2023. Re-elected following the dissolution of parliament in July 2024, he was elected President of the Committee of Inquiry, tasked with identifying the obstacles to the re-industrialization of France, on March 5, 2025.

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 53 countries throughout the world.

In 2024, support from Business France made it possible to generate €1.8 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 31,010 jobs created or planned. Business France supported 66% of the 1,688 foreign investment decisions in 2024, accounting for 69% of the 37,787 jobs to be created or maintained nationwide within the next three years.

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