

Press release

Paris, January 23, 2026



A high impact internationalization scheme, rolled out
as part of “france 2030”

Launched in September 2022 as part of the “France 2030” initiative, the “ICC Immersion” scheme has already proven its effectiveness. Implemented jointly by the French Institute and Business France, it has so far supported 170 innovative firms from across the cultural and creative industries sector to develop their international business in 15 countries, with significant commercial results (for every €1 invested, some €3 in revenue has been generated). Five new schemes will be rolled out in six countries in 2026.

Funded by the French government as part of the “France 2030” initiative, “ICC Immersion” leverages the combined expertise of the French Institute, Business France, the French Ministry for Culture, the French Ministry for Europe and Foreign Affairs, its diplomatic and cultural network, and the French Deposits and Consignments Fund.

“ICC Immersion” aims to strengthen the capacity of winning businesses to expand on a sustainable basis internationally by providing them with in-depth knowledge of their target markets, supporting them in defining and adapting their development strategy, as well as by facilitating connections with key players in local ecosystems to foster the realization of business opportunities.

As such, participating firms benefit from customized support lasting more than one year, tailored to their development strategy and the specific characteristics of their target markets. It is structured around a preparation phase, combining group sessions and individualized support, aimed at consolidating participants’ understanding of local issues, followed by an immersion phase that fosters a direct connection with institutional, cultural and economic stakeholders locally. To ensure its sustainability, a final phase – optional, personalized and subject to selection – may allow winning businesses to undertake an in-depth immersion over a longer period, depending on identified needs.

To date, 17 schemes have been started in 15 countries: in Asia (South Korea – two editions, Taiwan – two editions, India), Oceania (Australia), Europe (United Kingdom, Spain, Italy, Denmark/Sweden), the Middle East (United Arab Emirates – two editions, Saudi Arabia, Israel), the Americas (Canada, Mexico), and Africa (South Africa).

In 2026, a further five courses will continue their rollout in six countries (in the United States for the design and video game sectors; in Germany, Indonesia and Singapore for a regional scheme; and in Brazil and Australia for a second edition). New calls for applications will also be opened throughout the year.

Since it was launched, “ICC Immersion” has already supported nearly 170 businesses, resulting in signed contracts and the creation of new partnerships, demonstrating the scheme’s effectiveness and relevance.

At the end of 2024, “ICC Immersion” had completed 58 projects, amounting to more than €7 million in revenue. Considering the public funding already committed, the scheme has demonstrated a significant leverage effect to date: for every €1 invested, some €3 in revenue has been generated.

Building on these positive results, the French Institute and Business France brought together “ICC Immersion” (France 2030) alumni on January 22, 2026, at the French Institute.

This inaugural meeting provided a valuable opportunity for participating businesses to network with their peers, share experiences and exchange ideas with public stakeholders committed to promoting the export of French cultural and creative industries.

On this occasion, calls for applications for two new destinations were launched: Japan and Saudi Arabia (second edition).

Detailed information and application procedures are available on the French Institute website (in French): www.institutfrancais.com/fr/offre/icc-immersion

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About “France 2030”

The “France 2030” investment plan

- **Reflects a dual ambition:** To sustainably transform key sectors of the French economy (such as energy, automotive and aerospace) through technological innovation, and to position France not just as a player, but as a leader in the world of tomorrow. From basic research, and the emergence of an idea, to the production of a new product or service, “France 2030” supports the entire innovation lifecycle, right up to its industrialization.
- **Is unprecedented in its scale:** €54 billion will be invested to ensure that French businesses, universities and research institutions fully succeed in their transitions within these strategic sectors. The goal is to enable them to respond competitively to the environmental and economic attractiveness challenges of the coming world, and to foster the future champions of France’s key sectors. “France 2030” is defined by two cross-cutting objectives: to dedicate 50% of its spending to decarbonizing the economy and 50% to emerging players driving innovation, without environmentally harmful expenditures (in accordance with the “Do No Significant Harm” principle).
- **Will be implemented collectively:** Conceived and organized in consultation with economic, academic, local and European stakeholders to determine strategic directions and key actions. Project leaders are invited to submit their applications through open, rigorous and selective procedures to benefit from government support.
- **Is managed by the General Secretariat for Investment** on behalf of the Prime Minister and implemented by the Agency for Ecological Transition (ADEME), the National Research Agency (ANR), the Public Investment Bank (Bpifrance) and the Banque des Territoires.

For further information, please visit: www.gouvernement.fr/secretariat-general-pour-l-investissement-sgpi

About the Banque des Territoires

Created in 2018, the Banque des Territoires is one of the five business lines of the French Deposits and Consignments Fund. It brings together internal expertise dedicated to serving local communities. As a single point of contact for clients, it offers tailored consulting and financing solutions, including loans and investments, to meet the needs of local authorities, social housing organizations, local public businesses and legal professionals. It serves all types of communities, from rural areas to major cities, with the aim of combating social inequalities and regional disparities. The Banque des Territoires operates through the 16 regional offices and 37 local branches of the French Deposits and Consignments Fund to ensure a greater profile and closer proximity to its clients.

For more attractive, inclusive, sustainable and connected regions.

www.banquedesterritoires.fr / @BanqueDesTerr

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 V.I.E international internship program, which connects businesses with young talent for international missions.

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.

For further information, please visit: www.businessfrance.fr @businessfrance

About the French Institute

The French Institute (*Institut Français*) is the key operator for the French Ministry for Europe and Foreign Affairs and the French Ministry of Culture in implementing France's external cultural policy. Its missions include supporting and co-ordinating the network of French cultural cooperation and action abroad; supporting French artists, as well as cultural and creative industries in their international development; strengthening dialogue between cultures and societies; and promoting the French language and multilingualism.