

PRESS RELEASE

Paris, February 28, 2026

Nomination of Louis Margueritte as Chief Executive Officer of Business France



Louis Margueritte has today been appointed as the Chief Executive Officer of Business France, responsible for the agency's executive management in France and abroad, by decree of the President of the Republic.

Meeting on February 24, 2026, the Board of Directors at Business France gave a unanimous favorable opinion on the appointment of Mr. Louis Margueritte as the future Chief Executive Officer of Business France, after his name was proposed by the Minister for the Economy, Finance and Industrial, Energy and Digital Sovereignty, the Minister for Europe and Foreign Affairs, and the Minister for Regional Planning and Decentralization.

“On behalf of the Business France Board of Directors, and personally, we are delighted with this appointment. The choice of Louis Margueritte perfectly addresses the current crucial challenges, serving businesses, supporting our regions and foreign investors, as well as furthering the internationalization of the French economy. His experience in government, combined with his in-depth knowledge of the economy and local areas, are significant advantages,” said Pascal Cagni, Chair of the Board for Business France and Ambassador for International Investment in France.

Louis Margueritte's specific tasks will include implementing the strategy defined by the Presidential Council for Foreign Trade, prioritizing SMEs and mid-sized companies with strong export potential, refocusing on the most promising sectors and geographic regions, strengthening support for participation in international trade fairs, providing increased support for the winners of the “France 2030” program, as well as organizing the entire Team France Export network.

The Chief Executive Officer will also be responsible for continuing to court and attract job-creating foreign investment in France, along with key players in French exports. He will also continue with the development of the V.I.E/V.I.A International Young Talent Program.

As a graduate of the École Polytechnique (Class of 2004) and ENSAE (2008), Louis Margueritte was most recently Deputy Chief of Staff to two Prime Ministers, François Bayrou and then Sébastien Lecornu.

A Chief Engineer in the Corps des Mines, he worked in several large government departments, notably the General Inspectorate of Finance (IGF), the Prudential Supervision and Resolution

Authority (ACPR) and the Treasury Directorate (DG Trésor). He directed the Export Credits and International Guarantees Office (2015-2018), responsible for business development and financing, and was Secretary General of the Interministerial Committee for Industrial Restructuring (Ciri).

He was then appointed Chief of Staff to several ministers at the Ministry for the Economy, Finance and Recovery: Alain Griset, Bruno Le Maire and Jean-Baptiste Lemoyne.

A Member of Parliament for Saône-et-Loire (2022-2024), he served on the Committee for Finance and was the rapporteur for the Sharing of Value within Businesses Act.

“I am honored to take the lead of Business France today. Its missions, expertise and teamwork, both in France and across its more than fifty offices abroad, represent a decisive key strength for our country. In a complex international context, Business France shall continue to be an instrument that works, serving the growth of our exporting firms, particularly SMEs and mid-sized companies, attracting job-creating foreign investments to our country, and promoting our young talent worldwide. I will pursue all of these missions with strength and conviction, so that French excellence may shine even brighter,” said Louis Margueritte, Chief Executive Officer of Business France.

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 assignments.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2025, support from Business France made it possible to generate €2.5 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 25,386 jobs created or planned. Business France supported 59% of the 1,878 foreign investment decisions in 2025, accounting for 35,426 projected jobs.

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

Media contacts:

Business France

Séverine de Carvalho – Tel.: +33 1 40 74 73 88 – +33 6 82 23 69 12 – severine.decarvalho@businessfrance.fr

Siham Morchid – Tel.: +33 1 40 73 30 74 – +33 6 59 37 56 87 – siham.morchid@businessfrance.fr

77 Boulevard Saint-Jacques,
75680 Paris Cedex 14