

PRESS RELEASE

Paris, March 23, 2023

The International Tourism Conference: a first edition to boost the French tourism sector internationally

The first edition of the International Tourism Conference organized by Business France and its partners on March 23, 2023, in Paris, was inaugurated by Olivia Gregoire, Minister Delegate for Small and Medium-Sized Enterprises, Trade, Small-Scale Industry and Tourism, and Laurent Saint-Martin, Chief Executive Officer of Business France.

This first forum, which brought together more than 250 participants from the tourism industry, is part of the tourism recovery plan entitled "Destination France". The event aims to present the challenges and outlines of the plan, to decipher the new situation of priority markets and business opportunities for the international tourism sector, and to offer French businesses the opportunity to exchange with foreign decision-makers and the offices of Business France and Atout France abroad.

The forum featured four round tables, including three in geographical zones (Europe, North America and the Middle East), a pitch session to showcase French startups, an awards ceremony for the best startup, and a BtoB meeting between French businesses and foreign decision-makers.

Olivia Grégoire, Minister Delegate for Business, Tourism and Consumer policy said: "A few years ago, businesses were primarily looking for financing. Things have moved on today: it's no longer just a question of thinking about growth through financing; we must also consider growth through exports to promising markets. We must therefore increase support for our businesses in the tourism sector that are on this path. The work carried out by Business France, and particularly this first edition of the International Tourism Conference, is just one of the steps required."

Laurent Saint-Martin, Chief Executive Officer at Business France, added: "The first edition of the **International Tourism Conference** represents a crucial step in boosting the French tourism sector internationally, enabling businesses to position themselves now in growing markets and to strengthen France's position as an essential tourist destination."

The tourism sector is a major challenge for the French economy, with 1.29 million employees, 30,000 businesses, 89.4 million foreign visitors, a contribution of 8% to GDP and revenues of €57 billion.

Since 2020, Business France has supported innovative businesses in the tourism sector as part of an annual program of collective measures. With the signing of the "Destination France" plan in July 2022, Business France is strengthening its commitment to the international sector. Among the initiatives launched as part of the tourism recovery plan is a digital platform entitled "**French Tourism Solutions**", which will be published online to promote the tourism sector to foreign decision-makers, by showcasing the French offer in its entirety and across its entire value chain.

Finally, Business France is committed to supporting businesses in this sector for three years in around fifteen priority destinations, with the aim of helping more than 200 businesses to develop internationally.

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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