

PRESS RELEASE

Launch of “Business France Rugby Clubs”

Paris, June 1, 2023 – At 100 days before the 2023 Rugby World Cup, in the presence of South African player Mr. Tendai Mtawarira, known as “The Beast”, a Rugby World Cup Champion, who came to bring the World Cup trophy to France, Business France presented today the nine Business France Rugby Clubs, which will be held on the sidelines of the World Cup matches.

Parliamentarians, representatives of French companies and foreign subsidiaries in France all came together to promote France through sport and the economic attractiveness of France. The event was also attended by Mr. Samuel Ducroquet, Ambassador for Sport, and representatives of the General Directorate of Major Sporting Events (DIGES).

Among the 450,000 visitors who will travel to France to attend the matches will be many foreign business leaders. Rugby is an excellent sport that resonates in the business world. This is why Business France, the agency responsible for the international development of the French economy, has planned meetings in the nine host cities, on the sidelines of the matches.

The nine “Business France Rugby Clubs” will help to establish privileged exchanges between regional players, French companies and foreign investors, generating business opportunities and promoting the economic attractiveness of France’s regions. These meetings may be presented in the form of personalized courses, with field visits to French technological showcases.

In addition to his exemplary sporting career, Mr. Tendai Mtawarira is today a very prominent personality thanks to his humanitarian work, carried out through his foundation “The Beast”, dedicated to youth and equal opportunities through sport. After touring with the World Cup trophy in Paris, he joined forces with Business France to promote the positive impact of a major sporting competition. The fact that this meeting was held at the Philantro-Lab, a unique incubator in France dedicated to philanthropy, fully reflected the values promoted by all.

“Along with France’s regional governments and urban areas, we’re proud to present our Business France Rugby Clubs. We wanted to make this World Cup a unique moment to serve the economic attractiveness and development of our regions. We feel honored by the presence of Mr. Tendai ‘The Beast’ Mtawarira, which symbolizes the values of sharing,

fraternity and tenacity seen in rugby. These values are an integral part of the DNA of Business France, Team France Invest and Team France Export,” 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](https://twitter.com/businessfrance)

Media contacts:

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

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