

Beat: Business

## **PRESIDENT MACRON WILL CHAIR THE 4th INTERNATIONAL BUSINESS SUMMIT IN VERSAILLES**

### **NEARLY 120 CEO's TO ATTEND CHOOSE FRANCE**

Paris, Washington DC, 27.06.2021, 23:04 Time

**USPA NEWS** - Monday June 28, 2021, is a great day for France, thanks to the International Business Summit, "CHOOSE FRANCE" that will take place for the 4th edition in Versailles, to promote the attractiveness of France. "You are very numerous (1.8 million to be precise!) To work in France for a foreign company. To create new jobs near you, allow you to train and breathe new life into our territories, one solution: attracting companies to come and invest in France, make them "choose France". (According to Elysee). From Monday, January 21, 2019, Choose France was wanted and launched from its entry into office of 2017, the President of the Republic, Emmanuel Macron wanted this plan to attract businessmen from around the world.

Since that date, 150 business leaders have come from all over the world and met in France for a day. They were responding to President Macron's invitation. It was already the second edition of the Choose France summit in 2019. This year in 2021, Choose France, brings back to the, entrepreneurs, medium-sized, friends also of the most CEOs of the largest global multinationals (especially from the USA and Germany), in Versailles on June 28, 2021. Source: Elysee

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**CHOOSE FRANCE INTERNATIONAL BUSINESS SUMMIT 2021 IS KICKING OFF LEAVING COVID-19 PANDEMIC TOUGH YEAR 2020 BEHIND-----**

After a year 2020, particularly difficult for the world due to the pandemic linked to the COVID-19 breakout, France continues its momentum with the 4th edition of the International Business Summit, chaired by President Emmanuel Macron from the afternoon of Monday June 28, 2021, in Versailles where he will receive many CEOs, nearly hundred and twenty (120) CEO's attending in presence and virtually. In the same morning, President Emmanuel Macron, will go to Douai (North of France) where the Japanese Unit of Envision, the battery manufacturer Envision AESC plans to build a "gigafactory" meant to supply the giant French automobile, Renault. This project is to confirming its major European ambitions, with an investment of around €2 billion, 2,500 new jobs will be created by 2030. The company's headquarters is in Japan and it has factories there as well as in the United States, the United Kingdom and China. It is a subsidiary of Envision, one of the major global green technologies companies, which is based in Shanghai. This is one of the "Choose France" projects to upcoming real and concrete. The next day, Tuesday June 29, the head of state Macron inaugurates new offices of JP Morgan, the notorious American investment bank, which has been the effective main hub of the financial center of Paris, which has distinguished itself in the performance of financial operations on the European market, since Brexit.

-----**CHOOSE FRANCE « INTERNATIONAL BUSINESS SUMMIT » LAUNCHED BY PDT MACRON IN JANUARY 2018-----**

The Choose France Summit, launched in 2018 by President Macron, aims to promote France's regions as an attractive destination for international investment. Involving the whole government and the main administrations in contact with businesses, it is unique in the major role it lends to business meetings. The Choose France Summit is traditionally organized in January, but was rescheduled for June this year in the light of the improved public health situation and resumption of international travel. Almost 120 foreign CEOs will be attending this year. Contact with international investors has however continued throughout the crisis, through mini sectoral Choose France events by videoconference: these events, launched on 6 November 2020 by the French President, brought together fifty (54)

foreign CEOs and seven ( 7) Ministers, who spoke with representatives of businesses in their sectors. On 25 January, the President himself spoke with almost 100 business leaders during a videoconference to inform investors about the France Relance recovery plan and related opportunities. "It all started a year ago, in January 2018: the newly elected President decides to directly appeal to business owners to convince them to invest in France - for the French. The result: dozens of announcements, in all areas (health, agri-food, digital, automotive, etc.), and in all regions.-----

These commitments made a year ago have all been implemented. They are already having strong consequences on the lives of the French. Choose France is French people who (re) find a job. The example of Toyota: with the investment of 300 million euros for the Valencian site (North of France) , several hundred jobs have already been created. The following ? By the end of the year, more than 300 CDI (Long term contract) positions will be added to the list! Choose France is French people who are trained in digital professions. The example of Google: in addition to the hundreds of recruitments and the opening of an artificial intelligence research center, Google is betting on the future - here in France. The multinational continued to open Digital Workshops throughout France, for all those who wish to train in digital tools. Source: Elysee

FACEBOOK, MICROSOFT, NOVARTIS, PROCTER & GAMBLE, IBM, FEDEX, DANGOTE....ARE INVESTING IN FRANCE AND CREATING JOBS-----

These are only examples. Like them, Facebook, Novartis, Microsoft, Procter & Gamble, IBM, FedEx, Dangote, Mittal, SAP, Fujitsu, are investing (and therefore getting involved!) In France. The big winners are the French who (re) find a job, can train in new skills and see their territories come back to life. The first effects are already there: foreign investment in France reached a record in 2017 - and it should be the same in 2018. France has regained an attractiveness that benefits French workers!

TO GO EVEN FURTHER HERE ARE THE NEW STEPS: -----

Supporting foreign investors even better and fostering the reception of international talent is the goal of a new charter signed this year at Choose France.

Strengthen (further) the attractiveness of France by allowing companies to hire and invest, by developing the international educational offer and by implementing the PACTE law (on the growth and transformation of companies).

Work on the image of France internationally with the launch of a new France brand. » Source Elysee

**Article online:**

<https://www.uspa24.com/bericht-18955/president-macron-will-chair-the-4th-international-business-summit-in-versailles.html>

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