Beat: Technology

CREATIVE FRANCE IS A SEXY TOOL OF ATTRACTIVENESS TO BOOST THE FRENCH GROWTH

NATIONAL CAMPAIGN UNVEILED FOR 2016

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USPA NEWS - France's decided to leverage its key strengths to promote its creative potential and enhance “¨it's attractiveness . These efforts, led by Business France, will send a strong signal to the international community through a unique promotional campaign that offers a fresh new take on the French brand.

FRANCE CREATIVE IS A GLOBETROTTER CAMPAIGN TO PROMOTE FRANCE : WHY ?----------
France has decided to leverage its key strengths to promote its creative potential and enhance“¨the attractiveness of its economy. These efforts, led by Business France, will send a strong signal to the international community through an unprecedented promotional campaign that offers a fresh new take on the French "brand".----------
BECAUSE France is a creative, bold and is a key global driver of innovation.----------
BECAUSE creativity is a state of mind and a core element of French identity.----------
BECAUSE France produces talented entrepreneurs who have reaped the rewards of an excellent education, robust industries and inspiring culture, and who are already making a name for themselves abroad.----------
BECAUSE there never has been a more opportune moment to champion France´s strengths: training, infrastructure, productivity, access to European market, public healthcare, research, education, logistics, cost-effective services and more.---
“¨BECAUSE now is the time to portray France for what is is : a country with a vibrant economy - the world´s sixth largest - that knows how to create a business climate conducive to success. France´s major corporations ““ including L´Oréal, Airbus, Total, Michelin and Danone ““ have taken advantage of these conditions to become global industry leaders.----------
BECAUSE : Creative France is made of men and women who are committed, loyal and efficient. France prides itself on having one of the highest hourly productivity rates in the world. And the main reason that the French are so productive is that they are very well-educated: education spending in France is equal to nearly 7% of GDP, making it the top expenditure in the national budget.----------
BECAUSE the French combine their efficiency with inventiveness and creativity. In 2014, French researchers filed over 71,000 patents and 43,000 patents were delivered (the fourth highest figure in the world) in all fields of knowledge, from the automotive sector“¨to biotechnologies, textiles and the nuclear industry.

CREATIVITY IS A QUINTESSENTIALLY FRENCH TRAIT ----------
“Our aim is therefore to establish a lasting, positive dialogue with a wide audience“¨about “˜France, Inc.´ and its ability to innovate. We are setting out to demonstrate what makes France unique: unparalleled creativity paired with a very Gallic, serious-minded approach synonymous with excellence and discipline. This, in turn, will boost the growth of French companies abroad, strengthen the country´s attractiveness to investors and generally build a positive image of France as a place for doing business“, according to the campaign´s team “˜Creative France“.----------
FRENCH CREATIVITY IS NOT A MYTH : IT IS SYNONYMOUS OF INNOVATION AND CREATING VALUE UNDER THE FRENCH LABEL----------
French creativity is synonymous with innovation, but also with business. Simply put, French creativity isn´t an abstract concept; it creates value and spurs job growth. It took 20 years of close cooperation between Dr Alain Carpentier, a surgeon and cardiologist, and the Lagardère group, to develop Carmat, the first total artificial heart with ventricles. Here a re some examples of French recent success stories build upon the “French creativity“ leading to innovative solutions, in our modern societies.----------
1-BlaBlaCar, the leader in ride sharing, is certainly the product of an innovative, disruptive idea,“¨but launching the company also required a dose of pragmatism and the desire to sell a service to millions of users.----------
2-Discipline and perseverance are also the watchwords of Sandra Rey, a young engineer determined to find a less costly, more environmentally-friendly alternative to public lighting systems as they exist today. Rey designed and developed an electricity-free process for lighting streets and shops, using the bioluminescent properties of bacteria and microorganisms. In 2014, she founded Glowee, and the company´s first solutions will soon be available on the market.

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