

JOIN CRÉATIVE INDUSTRY, GIVING FRESH IMPETUS TO FRENCH INDUSTRY.

If France has one undisputed quality, it's creativity.

It's an asset that's recognised around the world.

From culture to industrial innovation, science to new technology, and gastronomy to entertainment, France is a dynamic, energetic country that's open to the world and resolutely turned towards the future.

France is the country of Airbus and its feats of technological innovation and commercial success. But it's also the country of medium-sized industrial companies, such as ESI Group, a pioneer in virtual prototyping to replace the physical testing of products, Enertime, a developer of energy solutions that use thermodynamics to turn renewable resources into CO2-free electricity, and Flax Technic, which exploits a natural material - flax - to produce light, high-performance, renewable and recyclable technical composites. And it's also the country of countless other companies driven by innovation and expertise.

But France today is much more than that.

It has been chosen as the location for the design or innovation centres of numerous leading international groups including Facebook, Google, Toyota, Shishedo and Unilever.

That's hard to beat.

It's also an incubator for start-ups - big and small - that are beginning to shape the world.

Yes, people come to France for its intelligence.

But especially for its creative intelligence. From business to art, French creativity always makes the grade.

France has a history of success – and a successful future ahead of it too.

To build on this promising trend, Créative Industry aims to show our country as it is: a great power that leads on ideas. A country with an exceptional infrastructure, a drive for excellence, and a unique industrial know-how.

Créative Industry, above all, sends a clear message to French companies and start-ups who want to be part of this impetus to conquer international markets. And everyone has a role to play. Créative Industry is about strong images, striking figures, success stories and accounts by real people.

But Créative Industry isn't just about communication - it's also a vision of France, a patriotic movement that's open to the world around us. It's also a way for companies to expand their activities and networks in countries they know can drive their growth.

And that's what binds us.

To join “Créative Industry”, a business needs to have French inspiration. That might include its origin, its founder, an inventor, its marketing technique or its desire to strengthen the impact of French know-how abroad.

To join Créative Industry, a company needs to be able to demonstrate its short-, medium- or long-term international growth strategy.

To join Créative Industry, a company needs to comply with French ethical, social responsibility, fiscal and environmental standards.

Créative Industry is a resounding call to action for companies, small, medium and large, private and public, experiencing strong international growth or working towards it.

It’s a call for ideas.

A call for talent.

A call for ambition.

Créative France is a call to action for France and its economic expansion.

It’s a commitment and an opportunity not to miss...

CRÉATIVE INDUSTRY
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