

**JOIN CRÉATIVE FRANCE,
GIVING FRESH IMPETUS TO FRENCH BUSINESS.**

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 Allegorithmic, a pioneer in 3D texturing for the videogames and movie industry, 42, the first French coding academy with a brand new way of teaching that just opened its 2nd campus in the Silicon Valley, and Philippe Stark, whose design became democratized all around the world. 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 France aims to show our country as it is: a great power that leads on ideas. A country with exceptional infrastructures, a drive for excellence, and a unique way of doing business creatively.

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

But Créative France 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 France", 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 France, a company needs to be able to demonstrate its short-, medium- or long-term international growth strategy.

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

Créative France 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 FRANCE
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