Mot d'accueil de l'Ambassadeur

à l'événement "invest" franco-sud africain à Londres

Résidence de France, 13 Octobre 2015

It is a great pleasure for me to welcome you all this morning to the French Residence.

The Economy Minister, Emmanuel Macron, recently participated in a seminar here, which was part of a worldwide 'Invest in France Month' initiative, which the government decided to launch in fifty countries around the world to present France as an investment destination.

London being, like Paris, a global city, is place of choice for international investors, like yourselves, to set up their first operation in Europe.

As many of you will know, France is one of the world's leading destinations for foreign investment. There is already a community of thirty South African companies in France accounting for over twelve thousand employees, matched by the presence of three hundred and fifty French businesses in South Africa, with over thirty thousand employees.

But we would like there to be much more foreign investment, and we firmly believe that there is a strong case for them to choose France as an attractive place to do business.

I am delighted that Craig McBain, the CEO of Halls, has come to London for this and agreed to share his experience of opening two offices in France.

I also welcome Pumela Salela, UK Country Head of Brand South Africa, Melissa Powys-Rodrigues, Chairperson of the South African Chamber of Commerce UK, and John Battersby, Director of the South African Chamber of Commerce UK and former country head of Brand South Africa. Sébastien Carbon, Deputy Managing Director of Business France UK, will explain how our agency can assist you in setting up operations in France.

I thank them all very much.