



Marseille – Museum of European and Mediterranean Civilizations (MuCEM)

TOURISM DRIVES THE ECONOMY OF THE PROVENCE-ALPES-CÔTE D'AZUR REGION

THE PROVENCE-ALPES-CÔTE D'AZUR (PACA) REGION OF FRANCE IS A RENOWNED INTERNATIONAL TOURIST DESTINATION WHICH OPENS ON TO THE MEDITERRANEAN AND HAS MUCH TO RECOMMEND IT: EXCEPTIONAL CULTURAL AND NATURAL HERITAGE, A BROAD RANGE OF LANDSCAPES, A PLEASANT CLIMATE, A WIDE VARIETY OF ACCOMMODATION, MODERN INFRASTRUCTURE, AND SO ON. TOURISM HAS THEREFORE NATURALLY BECOME A MAJOR COMPONENT OF THE REGIONAL ECONOMY. FOREIGN VISITORS ACCOUNT FOR ONE FIFTH OF THIS TOURISM.

France is the top global destination for foreign tourists, with over 84 million visitors in 2013. The PACA region is the number one destination for French tourists and the second most visited by foreign tourists after Paris, drawing in 31 million visitors each year. The region has a huge amount to offer, including accommodation to suit all tastes and budgets; original and delicious traditional food; a rich and varied programme of cultural events; majestic mountain ranges; legendary seaside resorts; and landscapes that have inspired the greatest painters.

The Marseille-Provence 2013, European Capital of Culture programme heavily boosted tourism in the area. Nearly eight million people took part in the events that were organized. The Museum of European and Mediterranean Civilizations (MuCEM), a flagship project within the programme, symbolic of the new seafront in Marseille, has received more than one and a half million visitors since it opened. "But the work to further the economic

development of our region continues. Marseille-Provence 2013 was not only a testing ground for shared ambitions, but also a foretaste of the future Aix-Marseille-Provence conurbation, which will be created on 1 January 2016," says Jacques Pfister, president of the Marseille-Provence Chamber of Commerce and Industry.

According to estimates by the PACA Regional Tourist Board, international tourism accounts for six million visits each year, bringing in revenue of around €5 billion. The region has long been popular with European tourists, as well as visitors from Australia, the United States and Canada; moreover, a regular flight route from Toronto to Marseille has recently been opened. The Regional Tourist Board is now targeting emerging countries with strong growth prospects, such as China, India, Russia, Korea and Brazil. Tourism is a major source of growth and job creation in the region, generating total annual revenues of €14 billion. The region's many tourists help to sustain a stable economy that accounts for

11% of GDP and provides employment for 150,000 people.

Christian Mantei, managing director of Atout France, the French Tourism Development Agency, emphasizes the wealth of energy and resources supporting tourism in the region: "Tourism is evidently central to the PACA regional economy, thanks to the region's natural assets, infrastructure, range of services and clearly defined tourism development strategy. Furthermore, the importance of tourism can be observed throughout the region, not only in coastal areas. It is clearly a major branch of the local economy and visitor numbers are constantly rising, which shows that new customers continue to be drawn in and industry professionals are not resting on their laurels. And that is one of the very reasons why the Mediterranean delegation of Atout France has been based in Marseille for several years now.

Annik Bianchini

www.atout-france.fr
www.tourismepaca.fr



Verdon Gorge – in south-eastern France (Alpes-de-Haute-Provence)



Grasse – Capital of perfume



PARIS
REGION
LAB

INCUBATEURS

Welcome City Lab



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THE FIRST INCUBATOR IN THE WORLD SPECIALIZING IN TOURISM

IT IS THE ONLY INITIATIVE OF ITS KIND IN THE WORLD: PARIS IS THE FIRST CITY TO HAVE OPENED AN INCUBATOR FOR TOURISM-RELATED START-UPS. THE IDEA MAKES SENSE, GIVEN THAT THE FRENCH CAPITAL IS THE WORLD'S MOST POPULAR TOURIST DESTINATION, WITH 32.3 MILLION HOTEL ARRIVALS IN 2013. THE NUMBER OF FOREIGN VISITORS, MEANWHILE, ROSE BY 8.2% IN TWELVE MONTHS, REACHING 15.5 MILLION IN 2013. THESE FIGURES ALONE JUSTIFY THE CREATION OF WELCOME CITY LAB.

Located in the heart of Paris, the 1000m² site includes an open-plan space for collaboration and conference rooms for the thirty or so start-ups that have been selected. The organizations behind this initiative include the City of Paris, the Public Investment Bank (BPI), the Paris Convention and Visitors Bureau, and private companies such as Aéroports de Paris, Amadeus, Sodexo, Skyboard, Galeries Lafayette, Viparis and Air France. The start-ups also enjoy the use of an experimentation area and a monitoring unit. In addition, facilitated access to financing enables them to gather the funds required to expand. The incubator even has a press service to allow small and medium-sized businesses to publicize themselves.

The entrepreneurs housed by Welcome City Lab offer a wide variety of products and services. Marins d'eau douce, a hire company set up by two sailing enthusiasts, owns a fleet of 17 electric boats on which tourists can sail without a licence along the 40km of navigable waterways of the Bassin de la Villette, the Saint Martin canal and the

Ourcq canal. The company Evanela, meanwhile, which already employs three people, organizes visits to prestigious workshops of jewellers, designers and couturiers that are usually closed to the public.

Some companies in the incubator are more traditional tour operators. Examples include Worldia, which offers internet-users the opportunity to design a customized trip online, and Family Twist, which markets luxury family trips to Paris, London and the châteaux of the Loire.

The global success of smartphones has also encouraged certain Parisian entrepreneurs to launch applications for passing tourists. With Mobilytrip, visitors can create a travel journal by adding photos, videos and notes that can be shared day by day with their friends and family. SmArtapps, meanwhile, offers audioguides and interactive guides, including interactive maps, a 360° panorama and synchronized feeds for the capital's main museums and monuments. The developers of Culture'Apps are promoting the creation of the first web platform dedicated to designing applications for cul-

tural sites. In the field of gastronomy, thanks to the application Monrestoempoche, it will soon be possible to order remotely from many Parisian restaurants to avoid long queues.

Welcome City Lab has also opened its doors to collaborative tourism specialists. Bluenod, for example, displays and organizes "communities" at connected events. This visual data representation service can be used to map the participants at a congress, conference or trade fair. For those seeking culinary authenticity, Cookening allows foreigners to be treated to a meal at someone's home. Sejourning is a more traditional platform on which property owners can rent out their home for short periods. Amateur film-makers inspired by the capital can post their films about Paris online via the platform Crop the block. "With the large number of enterprises in this incubator, we can share experiences and networks," says the founder of Evanela, Lucie Knappek. So long live Welcome City Lab!

Marco Rangi

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BILATERAL RELATIONS THE AMBASSADOR

1. THE THEME OF THIS YEAR'S FRENCH NATIONAL DAY CELEBRATION IS COP21, THE "PARIS CLIMATE 2015" CONFERENCE. WHAT MESSAGE DO YOU WISH TO CONVEY TO OUR KUWAITI PARTNERS ON THIS OCCASION?

First of all, I would like to thank the Kuwaiti authorities for their cooperation on this matter. This conference, which will bring together 196 countries and 50 thousand participants, will be one of the largest international conferences on climate ever organised on a global level and more particularly by France. As our interlocutors have reminded us on many occasions, Kuwait is conscious of the crucial challenge of the COP21 Conference to avert a change in climate that would threaten our societies and our economies. We are working in close collaboration with representatives of Kuwait, who have been very attentive and who will be proposing in the coming months what we hope to be the most ambitious possible national contribution. We must collectively find the means to limit the increase in the planet's temperature to two degrees Celsius over the course of the 21st century, because if the temperature rises above this amount, to four or five degrees Celsius, we are heading towards a disaster. The only way to achieve this goal is to drastically curb greenhouse gas emissions. France therefore expects this summit will raise awareness, at the political and economic level, as well as within public opinion.

2. HOW WOULD YOU CHARACTERIZE DIPLOMATIC RELATIONS BETWEEN FRANCE AND KUWAIT?

Diplomatic relations between our two countries are friendly, warm, and imbued with trust. Within the space of a few months, since the beginning of the year, we have had three important ministerial visits to Kuwait: the Minister of Foreign Affairs, Mr. Laurent Fabius; the Minister of Development, Mme Annick Girardin; and in June, the Minister of Defence, Mr. Jean-Yves Le Drian. Sheikh Sabah Al Khalid has also come to Paris on several occasions, within the framework of bilateral and multilateral exercises. Our two countries are very close. We work together in confidence. I also consider France to be a major ally for the countries of the GCC, and Kuwait in first instance, as the presence of President Hol-

lande at the GCC summit in Riyadh attests. We were at Kuwait's side 25 years ago at the time of the Iraqi invasion. We remain so now, and will continue to be in the future, so much we consider our relationship with the state of Kuwait to be an integral part of our Middle East strategy.

3. WHAT IS YOUR ASSESSMENT OF THE ECONOMIC PARTNERSHIP BETWEEN FRANCE AND KUWAIT?

Our political relations are excellent, as I have just told you. We need to raise our economic relations to the same level of excellence. We are actively working on it and those who know me in Kuwait know that I am personally working on it. We are very active in the promotion of our companies here in Kuwait, notably our small- and medium-sized businesses. We have just opened a Business France office dedicated to trade between our two countries. Conversely, we would like to see Kuwaiti investments in France grow, particularly in the industrial sector. We'll achieve it, as I see on both here and in my own country of France the will to go forward.

4. WHAT ARE THE MOST PROMISING SECTORS FOR COOPERATION BETWEEN FRANCE AND KUWAIT?

Our cultural, scientific, and technical cooperation with Kuwait is of primary importance. We energetically support the project to teach French at the middle school level in Kuwait government schools, which will happen at the beginning of the school year in September. This is a great project whose fruits will be harvested in the years to come, when a new generation of Kuwaitis will be welcomed with open arms in our universities in France, as is already the case but in greater numbers. Our cooperation is ambitious, in the area of medicine, engineering, technology, and scientific research. I'm very pleased to support this movement. For the curious among you, I invite you to follow us on Instagram, Twitter, and Facebook @francekuwait and @if_koweit to follow what we are doing from day to day. I'm very optimistic about the development of our relationship of cooperation, especially since Kuwait and they tell us so. The least we can do is to show them, in return, that they are welcome in our country.



HE Christian Nakhlé, Ambassador of France to Kuwait



HH Amir of Kuwait, Sheikh Sabah Al Ahmad Al Sabah and Mr Leon-Yves Le Drian French Minister of Defense



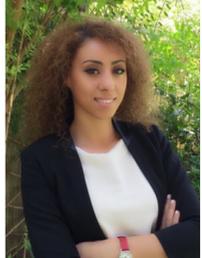
HE Sheikh Khalid Al-Jarrah Al-Sabah Kuwaiti Minister of Defense and Mr Jean-Yves Le Drian French Minister of Defense



French Minister of Foreign Affairs Mr Laurent Fabus on a mission to Greenland to observe the bases of the ice, a consequence of global warming



On the occasion of climate diplomacy Day on June 17, the French Minister of Foreign Affairs Mr Laurent Fabus with the European ambassadors who did the bike travel in Paris



CLIMATE MS KARIMA ANBAR

1. AT THE END OF THIS YEAR, PARIS WILL BE HOSTING COP21, A CONFERENCE FOR THE PARTIES TO THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE, ALSO CALLED "PARIS CLIMATE 2015". WHAT ARE THE STAKES?

The Paris Climate 2015 Conference is a crucial moment as it will regroup two conferences: on the one hand, the 21st annual Session of the Conference of the Parties (COP 21) to the 1992 UN Convention on Climate Change (UNCC) and on the other hand, the 11th Session of the Meeting of Parties (CMP 11) to the Kyoto Protocol of 1997. A universal agreement on climate must be signed, in view of the Kyoto's Protocol's 2020 deadline, and it is essential that concrete measures be taken, as the challenge it to limit the increase in world temperature to two degrees Celsius relative to the pre-industrial era. Without achieving this, the consequences for our societies and our economies will be catastrophic.

2. WHAT IS THE "GREEN CLIMATE FUND"?

We are closely following the issue of financing of the fight against climate change, as it will be one of the most important subjects of the COP21 negotiations. Developed countries have committed themselves to mobilise 100 billion dollars between now and 2020. The Green Climate Fund aims to become the principal multilateral fund consecrated to financing the transition of developing countries towards low-carbon economies. Moreover, it has been decided that 50 percent of Green Climate Fund resources will be dedicated towards projects on adapting to the impact of climate change, of which half will go to supporting the most vulnerable countries. At the UN Climate Summit in September 2014, the President of the Republic, Mr. François Hollande, announced that France would contribute one billion dollars towards the Green Climate Fund.

3. WHAT IS EXPECTED ON THE PART OF KUWAIT ON THE OCCASION OF COP21?

The challenge of the COP21 negotiations will be to obtain a commitment from all states to participate in the collective effort necessary to protect the climate and to stop climate change. The 196 participating countries have been invited to submit their quantified national contribution, containing their commitment to reduce greenhouse gas emissions. Kuwait is very attentive to this question and will be proposing its national contribution in the coming months, which we hope will be the most ambitious possible. I should add that France is fully mobilised on this event, and is calling for international mobilisation to make Paris Climate 2015 a success.

4. HOW CAN ONE PROMOTE THE FIGHT AGAINST CLIMATE CHANGE IN KUWAIT? WHAT ACTIONS ARE AVAILABLE TO THE FRENCH EMBASSY?

The subject of COP21 is listed on the agenda of every bilateral meeting with the Kuwaiti authorities, in order to show the priority that France gives to the most important international diplomatic meeting ever to take place on French soil. The French Embassy and the Institut Français du Koweït have implemented several actions throughout the year in partnership with community organisations, notably environmental groups, universities, the media, and scientific research centres (the Kuwait Institute for Scientific Research or the Kuwait Foundation for the Advancement of Sciences). Mobilisation from Kuwait also concerns Kuwaiti citizens who gave their opinion on climate by participating in the global debate "Worldwide Views About Climate and Energy" on the 6th of June of this year. This event, which was organised jointly by the Embassy and the Scientific Center, was successful, especially since Kuwait was the only oil-producing country in the Gulf to take part. Follow us on @francekuwait to attend all of our functions on the theme of climate.

ECONOMIC RELATIONS MR. MICHEL BOIVIN

1. WHAT IS YOUR CURRENT ASSESSMENT OF ECONOMIC RELATIONS BETWEEN KUWAIT AND FRANCE?

Economic and commercial exchanges are already numerous but need to be intensified in order to make Kuwait a leading partner in the region, at the same level of excellence as our political relations. The total value of our trade with Kuwait since 2011 is around 1.3 and 1.7 billion euro and keeps increasing. Kuwait is France's third largest trading partner in the CCAAG, behind Saudi Arabia and the United Arab Emirates. France, along with its businesses, is available to Kuwaiti authorities to assist them in their strategy for economic diversification and development. Strong in globally recognised expertise, French businesses, conscious of the opportunities that this country offers, wish to enroll in this new dynamic that will reinforce the links that we have with the Kuwaiti community.

2. WHAT MAJOR SECTORS ATTRACT FRENCH COMPANIES TO KUWAIT?

The number of French companies in Kuwait is constantly increasing, with about twenty French subsidiaries in the country today. Among the principal sectors of activity are energy (oil, electricity production, desalination), transport, construction, defence, and health. The good image that French products enjoy explains the presence of numerous franchises in the Kuwait market, in the domains of luxury goods, consumer items, and food. Every year, the French Embassy is pleased to inaugurate, with its Kuwaiti partners, the arrival of new French brands or companies, which testifies to the growing interest of Kuwaitis in our products.

3. CAN YOU PROVIDE ANY EXAMPLES OF SUCCESS STORIES IN FRENCH-KUWAITI ECONOMIC COOPERATION?

Growing economic and trade relations in recent years can be illustrated as much in the private sector as the public. In the private sector, one can point to the inauguration of the desalination plant of Véolia-OTV on the Az Zour site at the end of January 2015 during the visit of the French Minister for Foreign Affairs, or to the regular delivery of several aircrafts from Airbus since 2014 for Kuwait Airways.

In addition, the French authorities continue to form privileged ties with the Kuwaiti authorities, and support projects of common interest relating to exports, setting up branches, and foreign investment in each direction. An intense dialogue is taking place within the framework of joint commissions, which will permit the implementation and monitoring of cooperation programmes that are essential for our bilateral economic relations. We also welcome an increase in Kuwaiti investment in France, and we hope for much more in the years to come.

4. WHAT PROSPECTS ARE THERE FOR FRENCH COMPANIES INTERESTED IN MAJOR DEVELOPMENT PROJECTS IN KUWAIT?

The willingness of the Kuwaiti authorities to diversify the economy through the new five-year development plan (2015-2019) approved at the beginning of 2015 offers a number of opportunities for our companies. In the transport and infrastructure sector, French companies are ready to position themselves on the major projects that have been set out in this ambitious plan. The health and housing sectors present just as many business opportunities. And we mustn't forget the particularly important field of energy, with constantly increasing consumption forcing Kuwait to build new power plants, projects for which our companies will continue to respond to with professional players and France's relays abroad, such as embassies, French cultural establishments and Alliances françaises, those of which in Argentina and Peru have the most subscribers anywhere in the world.

The environment is precisely one of the challenges of the most recent development plan, reflecting the willingness of Kuwaiti authorities to develop, step by step, alternative techniques for energy production. France is fortunate to have world-renowned research institutes and stands more than ever alongside Kuwait in this matter. This positioning goes well beyond the economic sphere, since France is extremely mobilised on the question of the environment and will be hosting the UN Conference on Climate Change (COP21) in Paris in December 2015.



FRENCH FESTIVALS, A GREAT EXPORT

FESTIVAL OF MUSIC, FESTIVAL OF LIGHTS, LES SIESTES ÉLECTRONIQUES, NUITS SONORES...

OUR "FESTIVE" KNOW-HOW IS NOW IN DEMAND ALL AROUND THE WORLD.

THE FRENCH LIKE TO GET TOGETHER TO HAVE A GOOD TIME, AROUND MUSICIANS, IN FRONT OF A STAGE, OR WATCHING A THOUSAND LIGHTS DANCE OVER A MONUMENT. THE MUSIC FESTIVAL (FÊTE DE LA MUSIQUE), HELD ON 21 JUNE, THE SUMMER SOLSTICE, EVERY YEAR SINCE 1982, BEGAN TO ATTRACT INTEREST IN OTHER COUNTRIES FROM 1985. MORE THAN 125 COUNTRIES NOW PARTICIPATE IN THIS GREAT POPULAR, FREE EVENT. FROM ANGOLA TO ANDORRA, THROUGH ARMENIA, BARBADOS, BOTSWANA, CYPRUS, GUATEMALA, KAZAKHSTAN, MADAGASCAR, PERU, THE SEYCHELLES AND TIMOR LESTE, MILLIONS OF PEOPLE GET TOGETHER EVERY YEAR ON THE SAME DAY TO LISTEN TO STREET MUSIC. AT FIRST, THE MUSIC FESTIVAL DEVELOPED BEYOND FRANCE'S BORDERS THROUGH THE DYNAMISM OF THE FRENCH CULTURAL NETWORK, BEFORE INVOLVING LOCAL STAKEHOLDERS SUCH AS MUSIC SCHOOLS, ASSOCIATIONS AND MUNICIPALITIES DURING A SECOND PHASE.

From 1994, the French Ministry of Culture entrusted responsibility for the national and international coordination of the event to the Association for the development of creation, studies and projects (Association pour le Développement de la Création, Études et Projets, ADCEP).

The role of ADCEP is to raise public awareness of the event, offer artistic and technical advice, and produce programmes. It works closely with professional players and France's relays abroad, such as embassies, French cultural establishments and Alliances françaises, those of which in Argentina and Peru have the most subscribers anywhere in the world.



Toulouse - les Siestes Electroniques

Marco Rangi



DAZZLING FIREWORKS

PEOPLE HAVE MARVELLED AT PYROTECHNIC DISPLAYS FOR CENTURIES. THIS SUMMER, OUR NIGHTS WILL ONCE AGAIN BE LIT UP BY FIREWORKS. IN THIS SECTOR, FRENCH PYROTECHNISTS HAVE DEVELOPED SPECIFIC EXPERTISE, WHICH IS SOUGHT AFTER THROUGHOUT THE WORLD.

The fireworks market is worth a considerable amount. Each year, €4 billion is spent on firecrackers and fireworks worldwide. China remains not only the primary producer and exporter but also the greatest consumer of pyrotechnic products, accounting for 50% of global demand. That is why the market's European leader, the French firm Lacroix-Ruggeri, has opened an office in Shanghai. The French are particularly renowned for designing and executing highly complex firework displays.

Such events are a well-established popular tradition and local councillors remain strongly committed to putting on displays of this type and scale. "We estimate that the national market is worth €80 million, not counting expenditure on sound, lighting, electrical equipment, and so on," says Henri Miermont, secretary general of SFEPA, the French union for manufacturers of explosives, pyrotechnics and fireworks.

Large firework displays usually cost between €50,000 and €100,000, but the budget for a display such as the one organized for Bastille Day in Paris can be as much as €600,000. In 35 minutes, the pyrotechnists get through almost 30 tons of powder. This year, the display was produced by Groupe F, which is the company behind the Fontaines Night Show at the Château de Versailles and the New Year celebrations in Dubai. This company also exports its services to places including Taipei, Kuwait City, Istanbul, London, Rio de Janeiro, Doha and Abu Dhabi.

There is great demand for the "French touch" abroad, where it is not uncommon for over €1 million to be spent on displays. "The French compose a sort of opera that combines fireworks, music, lights, and so on", explains Jean-Eric Ougier, one of the most popular master pyrotechnists, founder of the company Fêtes et Feux, which has already provided the display for Bastille Day in Paris on five occasions, attracted a crowd of 500,000 spectators in Geneva and puts on more than 80 displays each summer. Jean-Eric Ougier is also the producer of the Grand Feu de Saint-Cloud, the longest firework display in Europe, which is scheduled for 13 September this year.

France is home to a dozen companies specializing in this field. The sales figures for the largest of these, such as Lacroix-Ruggeri, Groupe F and Fêtes et Feux, are considerable. Among these prestigious brands, Henri Miermont distinguishes between "those who assemble existing items and those who make their own blends by mixing powders to achieve particular effects, like ATPM, a small business in Villeneuve-sur-Lot that handcrafts small batches of special high-quality products, which are very popular".

The leading European firm, Ruggeri, was founded in 1739, when the Ruggeri brothers became pyrotechnists for King Louis XV of France. In 1997, the company went into partnership with the pyrotechnist Etienne Lacroix, who had been established in the south of France for 150 years. Since then, the compa-

ny's shows, which combine fireworks, music and theatre, have been unfamously successful. They have been admired in a range of locations, including the Stade de France stadium, the Eiffel Tower, the Brandenburg Gate in Berlin, Madagascar and Qatar. They have provided unforgettable experiences, such as the Statue of Liberty centenary celebrations in New York and the concert by Jean-Michel Jarre at the Giza pyramids.

The family business Brézac Artifices is also very popular internationally. In particular, with the spectacular show put on for the 50th anniversary of Indonesian independence in Jakarta, in front of over a million people, and the Europe Day celebrations at the Palace of the Romanian Parliament in Bucharest. Another noteworthy firm is Pyragric, whose creations have been witnessed in China, Portugal, the Seychelles, Africa, Georgia, Switzerland and England, as well as during the Tour de France.

All of these experts in firework displays owe their long-standing success above all to their continual quest for new effects and their optimal use of cutting-edge technologies. For an opportunity to admire the latest innovations, make sure not to miss out on the next International Symposium on Fireworks, which will be held in Bordeaux in 2015. The event will be attended by 40-50 exhibitors from around the world and there will be three firework displays every evening!

Sylvie Thomas



THE TOUR DE FRANCE: RIDING HIGH

THE TOUR DE FRANCE IS A GREAT BUSINESS OPPORTUNITY FOR ITS ORGANIZER, THE MEDIA, CITIES HOSTING STAGES, SPONSORS, AND THE BRANDS IN THE PUBLICITY CARAVAN.

The race, the world's third most-followed sporting event behind the Olympic Games and the FIFA World Cup, provides comfortable economic benefits for the municipalities and businesses that participate. The popular success of this unique cycling competition has never dwindled. The Tour de France is broadcasted in more than 190 countries and is watched on screen by an average 3.5 billion people each year. Close to 12 million spectators travel to watch from the roadside hoping to see the peloton, if only for a few seconds. In 2007, the departure in London beat every record for crowd numbers, with almost 3 million people in the streets. It is not difficult to understand why cities and businesses jostle to participate in this remarkable competition.

Since 1947, the Tour de France has been lucrative for ASO (Amaury Sport Organisation) primarily. The Tour apparently provides a turnover close to €150 million for the French family company, which also owns the daily newspapers L'Équipe and Le Parisien. France Télévisions alone pays it broadcast rights for race coverage worth €24 million every year. The cities that host stages also have to pay ASO. The rate for hosting a stage departure is around €100,000, whereas hosting the finishing line of a stage costs €60,000. These amounts may seem high, but almost 200 municipalities compete every year to participate in the race's organization. The economic returns for the cities that are "lucky" enough to be selected are, indeed, considerable.

MANY ECONOMIC BENEFITS

The Mayor of Porto-Vecchio, Corsica, and the Mayor of Gap, in the Alps, estimate that the peloton's visit brought in several million euros for their municipalities. The Metz urban community went even further, commissioning a specialist consultancy to carry out a study into the economic benefits linked to the presence of the Tour caravan on 6 July last year. The results were clear: this stage brought in more than €670,000 of additional turnover for hoteliers, caterers and services providers in the city. Two thirds of the tourists attending the arrival of the Tour de France said that the event encouraged them to prolong their stay, while 77% said that it had influenced their choice of destination. 30% of the municipality's businesses experienced a positive impact on that one day. 38% of the city's hoteliers even noted a 25% increase in their occupancy rates, linked notably to the presence of the 2,300 journalists covering the cycle race.

The teams' sponsors have no difficulty recouping what they spend either. The awareness rate of insurance company AG2R-La Mondiale, which totalled 30% of persons surveyed when it first participated in cycling in 1997, has now reached 75%. The insurer thus considers that its investment, worth around €8.3 million every season, brings in the equivalent of around €60 million of advertising space in the various media formats such as TV, radio, printed press and websites. Businesses with less money to spend can also take advantage of the Tour de France by participating in the publicity caravan.

To feature among the 37 brands that send 180 promotional vehicles to drive around a few hours before the peloton, entertaining both young and old as they wait by the roadside, two options are available. Official partners of the Tour de France, such as LCL, PMU, Skoda and Vitell, can participate free of charge in the caravan, as stipulated in their sponsorship contract. The other businesses must pay €37,000 to ASO for the right to run four vehicles in this exceptional publicity parade. Advertisers also have to plan for huge quantities of freebies for the public. BIC, for example, distributes 400,000 articles to spectators, while the St-Michel biscuit company hands out 3 million maledoine cakes throughout the Tour.

Marco Rangi

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FRANCE'S LEADING UNIVERSITIES ARE EXPANDING THEIR CAMPUSES ABROAD

FRANCE IS KNOWN AND RECOGNIZED FOR THE QUALITY OF ITS HIGHER EDUCATION. MORE AND MORE FOREIGN STUDENTS ARE COMING TO FRANCE TO STUDY AND FRENCH UNIVERSITIES ARE EXPANDING THROUGHOUT THE WORLD.

French-educated mathematicians are popular with the leading banks of the City and Wall Street, our engineers work on major projects worldwide and our sales and marketing specialists are "exported" to all four corners of the globe. Meanwhile, it has long been the case that many foreigners wish to study for a time in Paris, Lyon, Toulouse or Bordeaux, so as to gain a qualification from a renowned university. In 2013, 300,000 foreign students, making up over 12% of France's student population, completed a portion of their studies in our country, making France the third most popular host country for foreign students, after the United States and the United Kingdom. According to figures published by UNESCO, these young people come from the Maghreb, China and India, as well as the European Union, the Middle East, Southeast Asia and Africa. They mainly take courses in scientific fields (nearly 36%), information technology (20%) and management (19%). How-

ever, it is no longer necessary for Chinese, Japanese or Emirati students to expatriate in order to gain a French qualification. This is because a growing number of French universities are setting up branches abroad, especially in Asia, to provide courses just like those offered in France.

TOP DESTINATION: ASIA

China seems particularly popular with French universities. Polytech Nantes has had a branch in Canton since 2011, while Ecole Centrale has a branch in Beijing where classes are held in French (741 students in 2014), has had one in Hyderabad (India) since 2013 (231 students) and plans to inaugurate a new campus in Casablanca (Morocco) in September 2015. EM Lyon has a campus in East China Normal University in Shanghai, with 600 students. The business schools SKEMA and KEDGE have chosen Suzhou, a city with over 10 million inhabitants in eastern China. HEC business school teaches its MBA not only in Paris, but also in Beijing, Shanghai and Saint Petersburg. The engineering school ParisTech Shanghai Jiao Tong, meanwhile, was born of a strategic partnership between ParisTech and Jiao Tong University in Shanghai. This school was financed by Chinese capital and inaugurated on 26 April 2013 by President François Hollande. As for students in Japan, they can take courses at the École Nationale des Ponts et Chaussées and

Sciences Po. Montpellier Business School and IAE Montpellier School of Management, which is part of Montpellier University, offer a triple qualification in partnership with the Graduate Business School of Burapha University in Thailand. The Institut Catholique d'Arts et Métiers (ICAM) has gone even further, opening an engineering and technology school in partnership with Loyola College in 2010, in Chennai, the capital of the state of Tamil Nadu in south-eastern India. The school currently has 1609 students spread across four year groups.

ESSEC Business School led the way thirty years ago when it established a partnership with Keio University in Japan. It moved up a gear in 2005 by opening its own campus in Singapore, where 4413 students and professionals (July 2014 figures) receive high-quality teaching in English by professors from France and across the world. Another establishment had already taken the plunge a few years earlier in the city-state: INSEAD inaugurated a school with a capacity of 53 MBA students per year in October 1999. The "Asia Campus" of this famous management school has expanded over the years and now provides teaching to over 385 students each year. The efforts made by Singapore to become the focal point for education in Asia have paid off, as other prestigious French universities such as EDHEC, Dauphine

and Panthéon-Assas have also chosen to set up branches in this small country, which occupies just 648km².

THE GULF IS PUSHING AHEAD, WITH AFRICA CLOSE BEHIND

The Persian Gulf region is also on the way to becoming a popular destination for French schools. HEC offers courses in Doha in Qatar and INSEAD set up a campus in Abu Dhabi in 2010 and has offered MBAs since 2013. Paris Sorbonne University is also present in the capital of the United Arab Emirates, with a campus that hosts 700 students from 75 different countries each year.

ICAM, meanwhile, trains engineers on its campuses in Pointe-Noire in the Congo and Douala in Cameroon. "French-style" education remains highly acclaimed...

Marco Rangi



FRANCE AT THE HEART OF THE ROSETTA SPACE MISSION

THE ROSETTA PROBE, AN INTERNATIONAL EUROPEAN SPACE AGENCY (ESA) MISSION, IS PREPARING TO REVEAL THE MYSTERY OF THE EVOLUTION OF THE SOLAR SYSTEM, THROUGH ANALYSIS OF COMET 67P/CHURYUMOV-GERASIMENKO, A BALL OF ICE MEASURING 4 KM IN DIAMETER. FRANCE HAS BEEN VERY CLOSELY INVOLVED IN THIS PROJECT FROM THE OUTSET, VIA THE FRENCH SPACE AGENCY (CNES), AND REPRESENTS THE MAIN CONTRIBUTOR, ALONGSIDE GERMANY, FOR A TOTAL COST OF ALMOST 1.3 BILLION. THANKS TO ITS EXTENSIVE COOPERATION WITH ALL GLOBAL SPACE POWERS, CNES PLAYS A DECISIVE ROLE IN ECONOMIC DIPLOMACY.

For the very first time, a space probe will accompany a comet for over a year, right up to the point on its orbit that is closest to the Sun, and most importantly, it will try, before mid-November 2014, to land a robot named Philae. The lander Philae will specifically target Site J, on the "head" of comet 67P/Churyumov-Gerasimenko, which was named after the Ukrainian scientists who discovered it in 1969.

Rosetta is an international mission run by the European Space Agency (ESA) and receives significant support from France. According to Jean-Yves Le Gall, President of CNES, "Rosetta is the major space event of 2014... CNES, which has been involved in this mission from the outset, is now keeping a close eye on Philae from the Toulouse Space Centre and preparing for its touchdown on the comet nucleus at the end of the year." CNES is the public body responsible for proposing French space policy to the Government and implementing this policy within Europe.

CNES expertise has been mobilized at all stages of the project, with regard to not only French scientists and industrial players, but also its international partners. It has contributed to all phases, from the preliminary studies to the operations, including by providing high-performance instruments and components for both the orbiter and the lander.

The Rosetta mission involves 300 scientists throughout Europe, including many French teams. Rosetta, which is entirely solar-powered, has flown over the Earth three times and Mars once, travelling a total of more than 6.5 billion kilometres since its launch from Kourou (Guiana) in 2004 on an Ariane 5 rocket.

Once it has deployed the lander Philae (which weighs 100 kg) to the comet nucleus, the orbiter Rosetta, the flagship of the mission, will continue its study of the comet until at least December 2015. "By staying in close proximity to a comet over a long

period, it is possible to examine changes in its activity and its development as it moves towards and then away from the Sun", explains Francis Rocard, head of world experts in this field and the Rosetta programme at CNES.

This spatial archaeology mission was named after the Rosetta Stone, which enabled French scholar Champollion to decipher Egyptian hieroglyphics in the early 19th century.

France, via CNES, is the primary contributor to the Rosetta mission, alongside Germany. For example, France has helped to provide eight of the eleven scientific instruments on the orbiter. As regards the lander Philae, CNES has the major responsibility of running the Science Operations and Navigation Centre. It also provided primary and back-up batteries that could withstand almost ten years in space at an average temperature of -40°C. CNES is also responsible for coordinating the development of France's contribution to scientific experiments carried out by the laboratories of CNRS-INSU (French National Centre for Scientific Research - National Institute for Earth Sciences and Astronomy), the Paris Observatory and Université Toulouse III - Paul Sabatier.

The excellence of the French space industry is boosting the development of national and international industry. Electric propulsion satellites are among the 34 projects selected by the French Government for "The New Face of Industry in France". According to CNES, "at €30 annually per capita, France devotes the second largest annual budget per capita to civil space activities, after the United States". CNES spends 80% of its budget through French companies and 40% of European space industry is based in France. The space industry accounts for 16,000 jobs in France, as well as 9,000 direct and indirect jobs in Guiana. Overall, with €20 of economic repercussions for every €1 invested, space innovation has a powerful impact on industry, the economy, research and public policies.

With regard to the great space powers (United States, India, China, Japan), CNES is developing many cooperation projects which bring it into contact with world experts in this field and enable it to participate in projects with very high added value, such as exploration of Mars with Mars 2020, supplying the International Space Station (ISS) with ATV Georges Lemaitre, and observation of gamma-ray bursts (GRBs) with the SWOM mission. Yves Le Gall concludes, "We are present on all fronts and we are racking up successes... We are determined to pursue this path, because now more than ever, CNES wants to continue driving innovation and to see science furthering innovation".

Annik Bianchini

Websites:

WWW.CNES.FR

FRENCH SPACE AGENCY (CNES)

WWW.ESA.INT

EUROPEAN SPACE AGENCY (ESA)

* Presented by the President of the French Republic on 12 September 2013, "The New Face of Industry in France" is a programme to support 34 promising sectors with high potential for growth and innovation. From drones for thermal renovation of buildings to "smart fabrics" and digital hospitals, each sector received its own road map listing the public and private action to be taken, the respective roles of the various stakeholders, the financial, regulatory and technological levers to be activated and the goals to be achieved.



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BUSINESS FRANCE MR. RABIH SOUFANGI

1. WHAT IS THE MISSION OF BUSINESS FRANCE?

The creation of Business France was announced on 17 February 2014 by the President of the Republic, Mr. François Hollande. Its creation is the result of the merger of the French Agency for International Investment and the French Agency for International Business Development. Its mission is to promote the development of French businesses internationally, to promote French exports, and to develop the attractiveness of France. Business France will therefore be making an all-out effort to generate more trade between France and Kuwait, and to support French investment in Kuwait and Kuwaiti investment in France.

2. THE BUSINESS FRANCE OFFICE IN THE FRENCH EMBASSY IN KUWAIT OPENED AT THE BEGINNING OF 2015. WHAT IS YOUR STRATEGY TO ENSURE ITS SUCCESS?

The opening of the Business France office in Kuwait was announced by Mr. Laurent Fabius, the Minister of Foreign Affairs and International Development, at the time of his visit to Kuwait last January. On the export side, what is most important for ensuring the success of the office is to make sure that Kuwait appears on the radar of French companies who are interested in the Middle East market, and in particular the market in the Gulf. To this end, I organise and participate in various events so as to inform French businesses of the potential of the Kuwaiti market and assure them that they will get the support they need to break into this market. The most important event over the course of these first months has been the organisation of a meeting on Kuwait at the headquarters of Business France in Paris in the presence of Mr. Christian Nakhle, the Ambassador of France to Kuwait. This event was a huge success. Dozens of French companies were present on this occasion.

Another objective is to establish strong relations with Kuwaiti companies interested in the French market and to assist them with the procedures and contacts on the ground.

On the investment side, the Kuwait office of Business France works closely with the Ambassador, the Head of the Economic Department, and the regional office of Business France in Dubai in order to inform Kuwaiti investors of the numerous opportuni-

ties in France and to assist them in the steps they take. A series of events in Kuwait and in France will be organised to this end to continue to reinforce Franco-Kuwaiti trade relations.

3. HOW WOULD YOU ASSESS TRADE RELATIONS BETWEEN KUWAIT AND FRANCE?

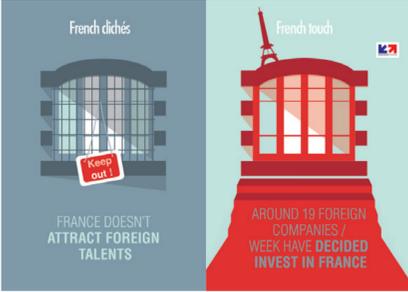
While trade relations between France and Kuwait are very good, there is great untapped potential remaining in various sectors of the Kuwaiti economy, particularly in infrastructure, civil works, oil & gas, services, health, and agriculture. Business France has therefore taken on as its mission to do everything to increase trade in these sectors and to bring trade relations to the same level of excellence as our bilateral relations. It should be noted, moreover, that French products, which are present in most sectors, are very appreciated by local consumers, who would like to see more on the market in Kuwait.

4. ARE FRENCH INVESTORS SATISFIED WITH THE BUSINESS ENVIRONMENT IN KUWAIT?

French investors have some hesitations before investing in Kuwait, especially because of archaic laws that pose obstacles to foreign investment, but recent provisions introduced by the government make the Kuwaiti market much more attractive. The new law on foreign investment as well as the creation of the Kuwait Direct Investment Public Authority facilitates foreign investment and setting up of local branches in the country.

5. AND VICE-VERSA?

Kuwaiti investments in France continue to increase, especially in recent years, in real estate but also in the industrial, petrochemical, hotel, and new technology sectors. France, with around 65 million inhabitants, represents the second-largest market in Europe and also one of its most dynamic markets. Situated in the heart of the European common market but also considered a gateway to African and Middle-Eastern markets, France is today a key trade partner for Kuwait.



VISAS MR. YVES GABARRE

1. ON HIS VISIT TO KUWAIT ON JANUARY 27, 2015, THE MINISTER OF FOREIGN AFFAIRS AND INTERNATIONAL DEVELOPMENT, MR. LAURENT FABIUS, ANNOUNCED THE DELIVERY OF VISAS FOR KUWAITI NATIONALS WITHIN 48 HOURS. WHAT DO YOU DRAW FROM THIS ANNOUNCEMENT?

This measure illustrates the willingness of the French government to put everything in place to facilitate the delivery of visas to Kuwaiti nationals, so that ever greater numbers will want to come to France. The result is that Kuwaitis, who already considered France their preferred destination within the Schengen Zone, very often tell us how satisfied they are with respect to the ease and speed with which they have obtained their visa.

2. HOW MANY VISAS DO YOU ISSUE, ON AVERAGE, PER DAY AND PER YEAR, AND WHAT ARE THE OVERALL PATTERNS?

We issued 50 thousand visas in 2014, which was an increase of 20 percent from 2013. We have seen that growth is now above 30 percent and we hope to issue more than 65000 visas in 2015. We issue, on average, 200 visas per day, with variations depending on the time of the year: only 100 visas per day between October and February compared to 300 to 400 as we approach the summer period and up to 500 to 600 per day during Ramadan.

3. WHAT ADVICE DO YOU GIVE TO KUWAITIS WHO WISH TO VISIT OR STUDY IN FRANCE?

We strongly recommend that they apply for their visa as early as possible. The Schengen regulations allow one to submit an application up to three months before the date of the anticipated travel. A less busy visa centre will also offer conditions of greater comfort to visa applicants. You also need to make sure that the expiry date on your passport allows you to travel. Schengen regulations permit the

issuance of visas that are valid for up to three months prior to the expiry date of a passport.

Kuwaitis who wish to study in France are asked to contact the Institut Français du Koweït (IFK) before applying for a visa. They will have an interview, which will also be an occasion for the IFK to give them advice and to inform them of the numerous possibilities that the French post-secondary education system offers, notably in the sectors of excellence, and about the possibilities of language training if they choose to do their studies in French.

4. WHAT MECHANISMS HAVE YOU PUT IN PLACE TO OFFER BETTER SERVICE TO VISA APPLICANTS WISHING TO GO TO FRANCE?

Beyond the issuance of visas within 48 hours for Kuwaitis, we have put in place several measures to facilitate and simplify visa applications for everyone.

It is no longer necessary to provide a hotel reservation in the form of a "proof of accommodation". It is enough to simply indicate the address of the hotel where the applicant intends to stay on the visa application.

Persons who have already given their fingerprints for a previous Schengen visa application - whichever Schengen country issued the visa - are no longer required to provide their fingerprints again for a new visa and therefore no longer have to come to the French visa centre to present their application.

To facilitate access to the French visa centre, we have removed the making of appointments in favor of indicating the waiting time based on the time of day when you are at the visa centre. The waiting times are posted at the entrance of the centre and you can find them every week on Instagram (@FranceKoweit), with simple colour codes in function of the waiting time.



CULTURE MR. FRANÇOIS BROSSARD

1. THE INTRODUCTION OF FRENCH IN SEVERAL GOVERNMENT MIDDLE SCHOOLS WILL BE THE GREAT NOVELTY OF THE 2015-2016 SCHOOL YEAR. WHAT ARE YOU EXPECTING FROM THIS EXPERIMENT?

It's a unique chance for Kuwait to join the powerful French language movement that we have been noticing for several years now in the Gulf. We must remember that Kuwait was the first country in the region to introduce French in its government schools in the 1970s. Today, the country has about 36,000 French-language learners (in both public and private establishments), representing a third of all French-language learners in the Gulf! The introduction of French from the 7th grade onwards could, within a few years, triple the number of pupils and students who choose to learn our language. French is today the second-most taught foreign language in the world. Our Kuwaiti friends, historically great travelers, have understood this and want to give their children this precious passport.

2. WHAT KIND OF SCIENTIFIC AND CULTURAL COOPERATION DOES FRANCE UNDERTAKE IN KUWAIT?

With respect to cultural and educational matters, the French presence in Kuwait is known above all thanks to the Institut Français du Koweït. This French language teaching establishment was created in the 1960s and definitively accredited by France in 1989. Today, it schools 1400 pupils from pre-school to grade 12, of which there are 200 young Kuwaitis who come seeking a model of excellence, as illustrated by their very good results in the French national exams.

Our cultural and scientific cooperation in Kuwait is still recent. The Institut Français du Koweït (IFK) was created on January 1, 2012 and is today the principal instrument of our cooperation. The IFK relies primarily on the strengths and potential of Kuwaitis. Our audiovisual cooperation is one of the most dynamic in the area of training professionals in the fields of image and media. There is also Radio France International, Monte Carlo Douwaliya, France 24 and TV 5, channels that are broadcasted and appreciated in Kuwait.

Our cooperation in the field of archeology is also longstanding, thanks to successive French missions on Failaka Island (Hellenistic and Christian ruins). We are very happy at the prospect of this cooperation being extended to the social sciences, with the planned establishment

of a Kuwait branch of the Centre Français d'Archeologie et de Sciences Sociales (CEFAS).

In the cultural domain, we can count on the entrepreneurial spirit of a young generation of Kuwaitis who are creative and ambitious for their country. I would like to mention our partnership with the LOYAC association, and in particular, its Performance Department (LAPA). These young people, pushed by their older counterparts who are as talented as the playwright Sulayman Al Bassam, are the guarantee of a society that is proud and that, at the same time, questions its traditions.

Our cooperation also concerns the "hard" sciences, and aims to resolve global challenges. France and Kuwait are committed to a research partnership in renewable energy, particularly solar energy, a major force for the country in its vision of more sustainable development towards 2030. We are in parallel engaged in important efforts to convince our Kuwaiti friends of the necessity of opening the doors of our engineering schools to their future elite.

3. WHAT WERE THE SIGNIFICANT EVENTS OF THE FRENCH CULTURAL SEASON IN KUWAIT OVER THE PAST YEAR?

The IFK makes an effort to present each month, concerts, shows, exhibitions, conferences, and debates in different areas of the city. Last November witnessed some very rich cultural events on the occasion of the celebration of 50 years of Franco-Kuwaiti diplomatic relations. Ten events were organised within the space of five weeks, a first for France in this country. These celebrations benefited from exceptional media coverage and illustrated the taste of Kuwaitis for the French language and culture.

4. WHAT SIGNIFICANT EVENTS ARE BEING PLANNED FOR THE 2015-2016 SEASON?

The 2016 cultural season has not yet been laid out, but the end of the year should see the usual film series unfold ("Les Nuits au Cinéma"), a contemporary dance show about a residence of creation (in furtherance of a lovely project with our friends from the association LOYAC), and maybe a large exhibition dealing with horses. Add to that a conference around the time of French Heritage Days and, of course, as we approach the COP21 conference in Paris next December, some expert debates and exhibitions for young people on the theme of climate change.

TOURISM MR. BÜLENT INAN

1. WITH 83.7 MILLION FOREIGN VISITORS IN 2014, FRANCE REMAINS THE MOST VISITED TOURIST DESTINATION IN THE WORLD. WHAT EXPLAINS THIS ATTRACTION TO FRANCE?

France contains, within its territory, a great diversity of regions having exceptional landscapes, and therefore a variety of activities that you can find nowhere else. From its skiing area, the largest in Europe, to its beaches, each beautiful and different from the others, its forests, its numerous stud farms, and its dynamic cities, there is something for all tastes. France also has some of the most well-preserved historical heritage sites in the world: whether it's the Renaissance or the medieval period, or vestiges of the Roman empire, lovers of ancient monuments are well-served. France is equally a modern and safe country that has a reliable public infrastructure, whether it's highways, railways, or airports. All these reasons and many others are why the label of "France" still fascinates so many visitors from around the world.

2. RESIDENTS OF THE GULF COUNTRIES, IN PARTICULAR KUWAITIS, ARE BECOMING MORE AND MORE NUMEROUS IN CHOOSING FRANCE. WHAT ADVANTAGES DOES FRANCE OFFER THEM?

In addition to the advantages mentioned above, France is a destination of reference when it comes to luxury, occupying first place in the world in this sector. The prestigious brands, the palaces and the upscale hotels, the gastronomy, and the art de vivre recognised internationally are equally assets that contribute to France's attractiveness. Land of perfume, cosmetics, and gourmet products, the "Made in France" label is a pledge of quality to Kuwaiti travelers.

3. WHAT ACTIONS HAVE BEEN TAKEN BY THE FRENCH EMBASSY IN KUWAIT TO PROMOTE FRANCE'S ATTRACTIVENESS AND THE DEVELOPMENT OF TOURISM?

Kuwaitis being respectively the first and the second users in the world of Twitter and Instagram, the promotion of France's heritage and its regions is conducted primarily via social media, in French, Arabic, and English. The Embassy's department of cultural cooperation regularly publishes articles concerning major cultural events in France, including exhibitions, fairs, and festivals. To promote tourism, we organise "Discovery Trips" for Kuwaitis, who then "tweet" about what they are experiencing in France in real time. Recently, Omar Al Othman (@omaralothman), a Kuwaiti blogger who is very active and who has many followers on social networks, was promoting the Courcheval ski resort, and the two Kuwaiti bloggers from @flight965, the only tourism and travel blog in the Middle East, posted about their trip to Toulouse and Albi. On March 19th, the Ambassador organised the operation "Gout de France / Good France", a festival in Kuwait celebrating French gastronomy. Gastronomy is an important part of our cultural and tourist heritage. Every year, 60 percent of tourists visit France to experience our food.

4. WHAT ARE YOUR UPCOMING PROJECTS FOR PROMOTING TOURISM IN FRANCE?

All while remaining very active on social networks, the Embassy's department of cultural cooperation is working on promoting visual art exhibits that will highlight France's heritage and that will be located in heavily-frequented public spaces in Kuwait. Other projects are in preparation, particularly on social networks, for the promotion of the French regions and their richness, and of unusual destinations in France. We expect to be organising events promoting French gastronomy, ski resorts, eco-tourism, and cultural tourism.

