

Ambassador of France invites captains of Indian industry to invest in the country

France can become a gateway for India to access markets of Middle East & Africa

NEW DELHI, 14 October 2015: Mr. François Richier, Ambassador of France, today showcased France as an ideal investment destination for Indian investors and invited captains of Indian industry to the France as it offered access to markets of the Middle East and African countries.

While addressing a discussion on **'France: Your Preferred Destination'** organized jointly by FICCI and Embassy of France, Mr. Richier said that France was a leading destination for foreign investments and was a hub for doing business in Africa. He added that French business had a strong presence in India and it was time Indian industry explored avenues of investment in France.

Speaking about the opportunities in the tourism sector, Mr. Richier said that France was a leading destination for tourists and offered immense business and investment opportunities.

He said that lack of Indian investment in France could be attributed to the communication gap. The need was to highlight and depict the business and investment opportunities present in France to the Indian business community. He added that there were many Indian companies like Mahindra and Bharat Forge, which had presence in France and were doing well.

Dr. Jyotsna Suri, President, FICCI, said that Indo-French relationship was booming and there was a positive environment for business to thrive. French companies have invested in India heavily and there was an opportunity to explore more areas for investments. She added that FICCI would ensure that the communication gap which seems to hinder the business ties between India and France is bridged and the two nations are able to reach the next level of prosperity.

In his presentation **Mr. Dominique Frachon, Director, Business France Invest,** said that France offered to its foreign investors legal and tax security, highly qualified and productive workforce, lower set up and operating costs than in the US, Germany and Japan and an innovative economy. He added that to make the country more competitive various reforms were under way such as in goods and services market and labour market.

Mr. Samir Joshipura, Group CEO, Sintex Group and **Mr. Sudhanshu Agrawal, General Manager - International Business, Sonalika Group,** shared their experiences on doing business in France.

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