

Italy, a privileged partner for the French reindustrialization

Pascal Cagni

Ambassador for International Investments

Chairman of the Board of Business France

October, 24 2024

What a summer!



A historic Olympic triumph for Italy at Paris 2024

12 golds, 13 silvers and 15 bronzes, Italy celebrates a total of 40 medals



Ruggero Tita et Caterina Banti, Italy's golden sailors

A success for France in terms of organization

10 million tickets sold, 15 million visitors, €5.7 billion in economic impact

The
Economist

Paris's stunning vision for the Olympics wins a gold medal

It marks a shift away from sporting gigantism



The Olympics : A time for business

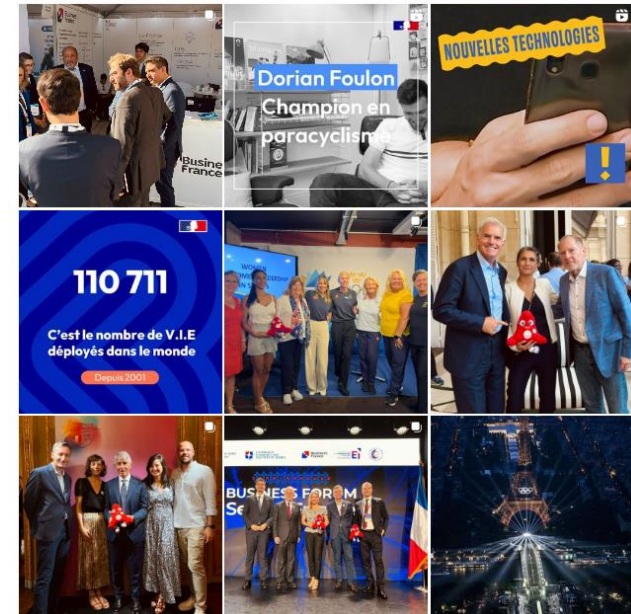
500 investors from 43 countries & 40 business events

Forbes

Paris 2024 Olympic Games: Emmanuel Macron invites the world's top executives to the Élysée Palace



France: A Land of Champions



Source : Forbes, Business France



Green revolution at the Olympics : An ecological feat

Sustainable innovation drove a 50% carbon footprint reduction vs. London

- 🌱 95% of the infrastructures used already existed
- 🌱 4,000 housing units will be repurposed, including 30% as social housing
- 🌱 Served food carbon footprint reduced by 50% through local sourcing
- 🌱 Renewable energy was maximized for the sports infrastructures



A privileged link to both Grand Est & Italy

Born in Alsace, family roots in Gallio, Lake Como



Cernay

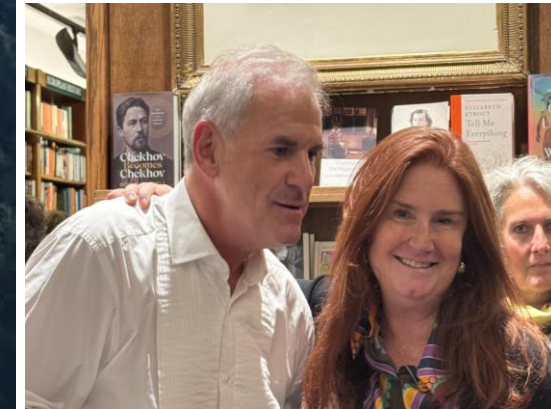
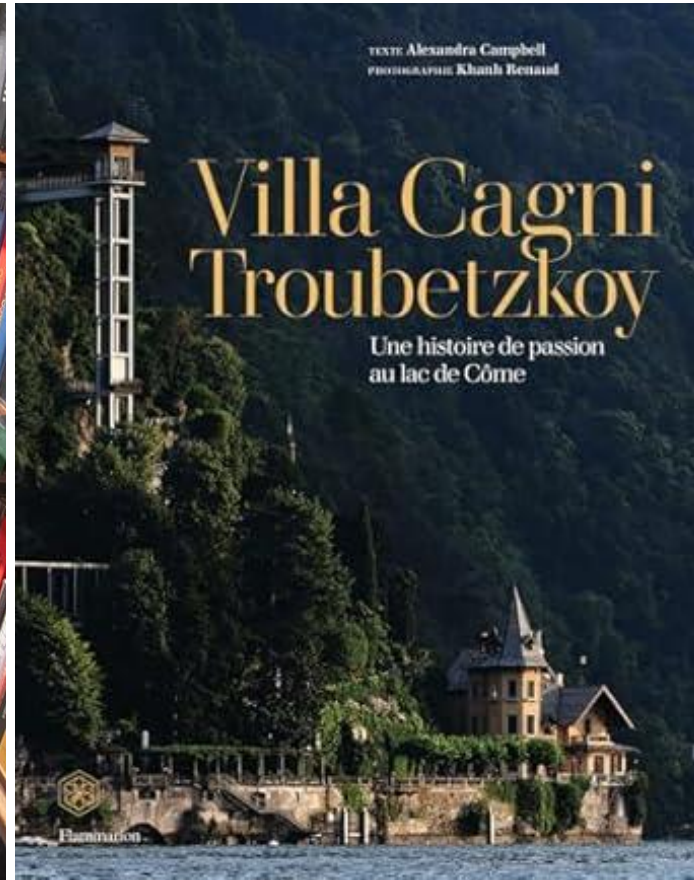


Gallio



A passion for Como

which I recently turned into a book



Leading to my **strong investment in Italy with Business France**

10 missions for Business France since 2017, 3 recent involvements



Meeting w/ Italian investors
Paolo Barletta, Arsenale
Roma, Sept. 16, 2024



Meeting w/ Italian entrepreneurs
Italian Tech Conference
Italian Embassy, Sept. 19, 2024



Working session with the Italian ambassador
Oct. 10, 2024

Business France: a strong footprint in Italy

30 experts to assist your projects with France

Pierric Bonnard
Director



Industry & Cleantech

Sara DELLA MEA

Cristiana PUNTILLO

Alessandra CATTANEO

Julian GAUTIER

Alexis FERRIER

Agrotech

Luigina TRENTO

Angélique PETELET

Allison MAIGRET

Jacopo VOLPATO

Johan FONTAINE

Life Style & Healthcare

Frédéric CHAILLOUX

Clara STORELLI

Lucia SEPE

Anwar MEHRAR

Tech & Services

Patrizia GALBIATI

Lucie PELISSIER

Michele CHIESA

Léa DELAGOUTTE

Invest

Charlotte DIERS

Maritxu BONNET

Marie GUILLORE

David TABONE

Simona VICARI

Management

Véronique DESCAMPS

Caroline RICARD

Manuela IASCHI

Communication

Frédéric CHAILLOUX

Barbara GALLI

Alice CAPEZZA

VIE

Manuela IASCHI



A brilliant team at the **Service Economique Régional (SER)**

10 experts of the **Direction générale du Trésor**

Frédéric Kaplan
Director



Economy &
finances

Jérôme CHEVALIER
Pierre FARINEAU
Mickael BOUNAKHLA
Federica MERCANT
Flaminia DE SERRES

Sustainable
development &
industry

Guylain THEON
Tatiana DE VILLARD

Agriculture

Philippe MERILLON

International
development

Capucine LOUIS

A special mission as ambassador: the Treaty of Quirinal

An institutional framework to bring us closer



President Macron & Mario Draghi
November 26, 2021



Committee of 'Wise Persons'
November 26, 2021

A treaty to boost our institutional cooperation

Learning from the 58-year-old Élysée Treaty with Germany



Élysée Treaty, January 22, 1963

The Quirinal Treaty fosters **economic bilateral cooperation** with interesting common initiatives



Space cooperation



Avio



ArianeGroup

Vega and Ariane 6 launchers,
P160 engine



Joint innovation investment fund



Cassa Depositi e Prestiti



Bpifrance



Joint economic forum



Confindustria

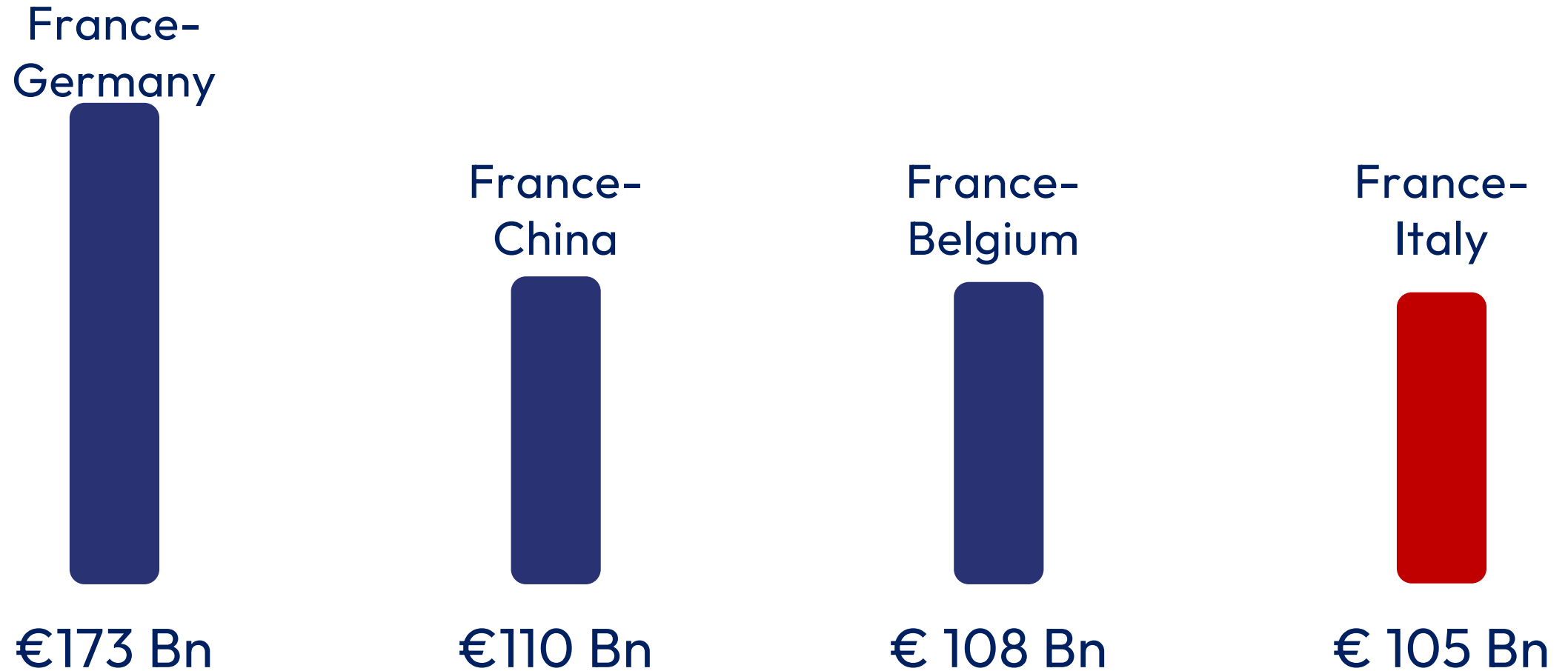


Medef



We still have an **untapped potential**

Our bilateral trade can further improve



You have exceptional industrial cooperation with Germany

The Adige Valley symbolizes this link



Machinery:

€16.3 billion Italian exports

€21.4 billion German exports

Automotive sector:

€9.1 billion Italian exports

€13.2 billion German exports

Chemical products:

€17.6 billion German exports

We need to **duplicate this exceptional partnership**

By further linking our industrial ecosystems, like we already do



Transportation

 Leonardo

 Airbus

Aircraft construction



Industry

 Luxottica

 Essilor

Eyewear production



Defense

 Fincantieri

 Naval Group

New strategic naval
defence capability



Space

 Leonardo & Telespazio

 Thales & Thales Alenia
Space

Satellite construction



The Treaty also boosts **academic ties**

To design the curricula of tomorrow



ESCP opening of a new campus
in Turin (October 18, 2024)



HEC & Bocconi launched a joint
Bachelor in Data, Society &
Organisations (2023)



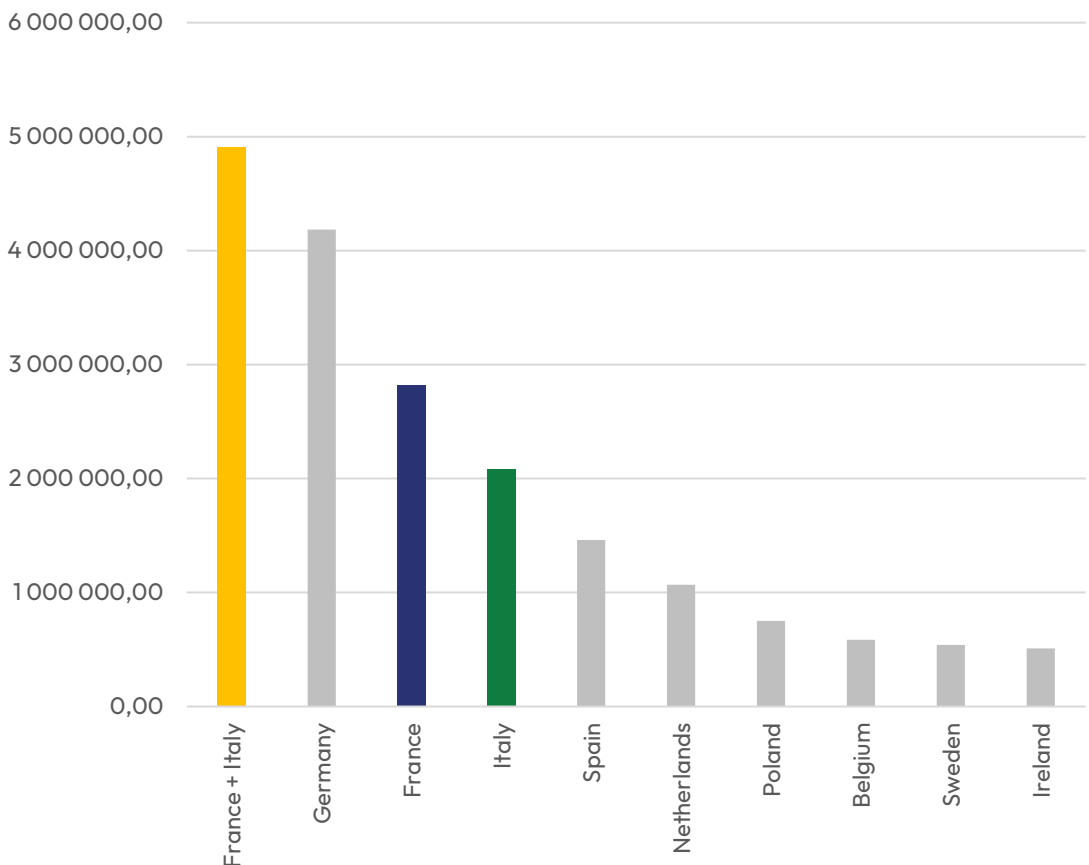
Science Po & Luiss develop joint
degrees in public and corporate
management (2023)



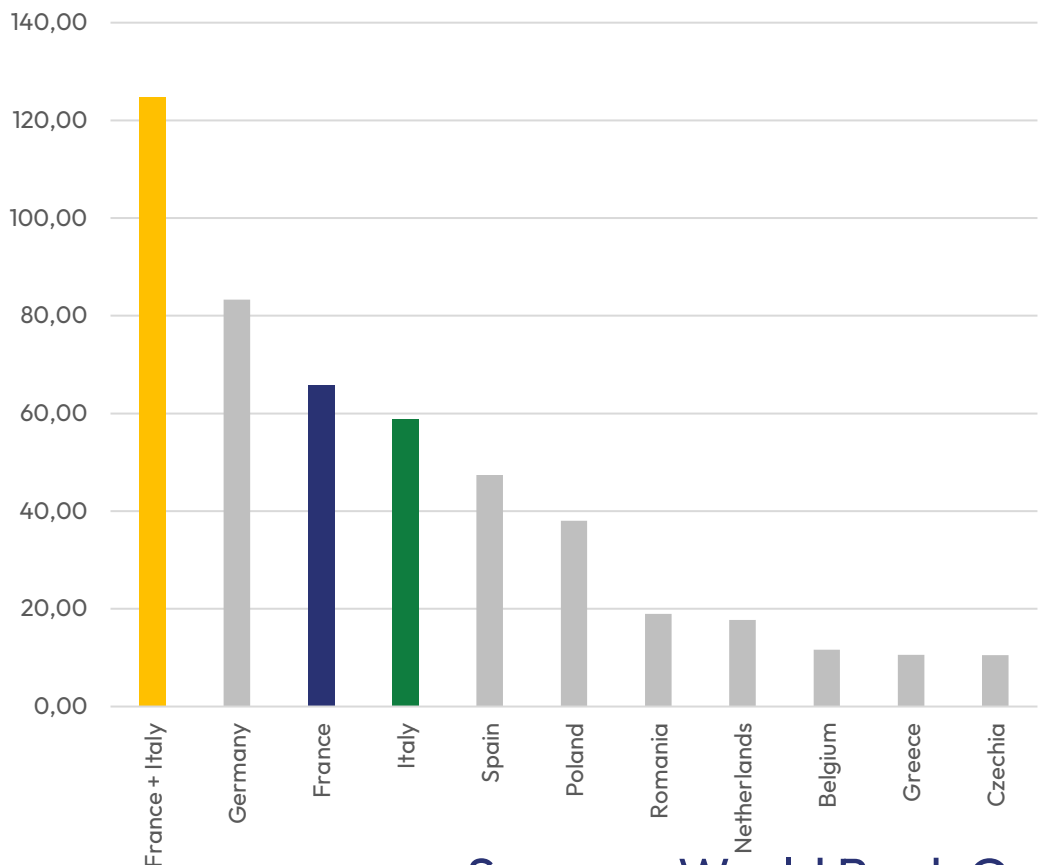
France and Italy could be the driving force of Europe

28% of the European GDP & population

GDP of European countries in 2023 (millions)



Population in 2023 (millions)



We have a strong & balanced trade relationship

With only €+0.5Bn in favor of France



€105 billion in trade of goods in 2023

€22 billion in trade of services in 2023



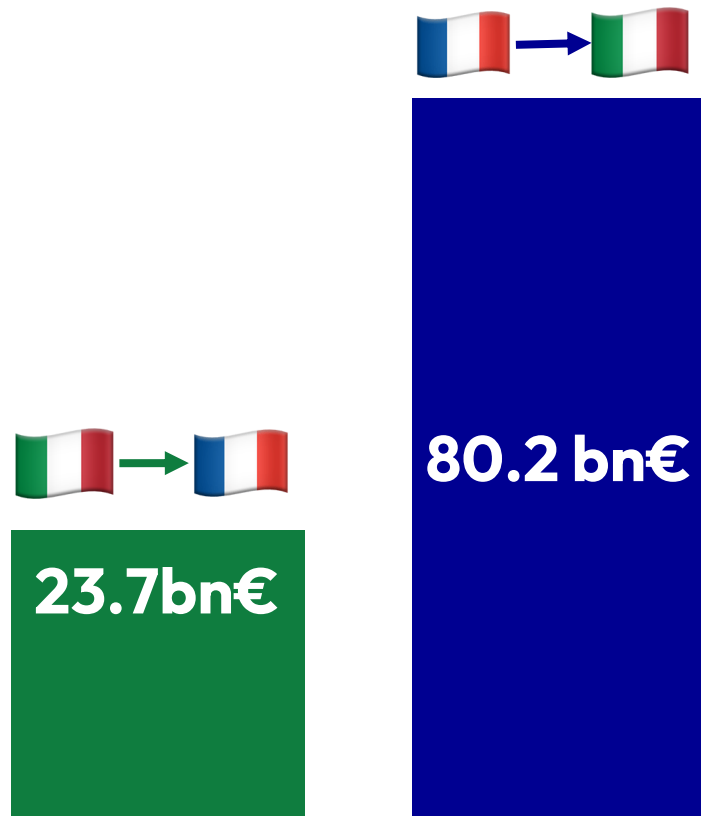
- Italy is France's 2nd largest customer



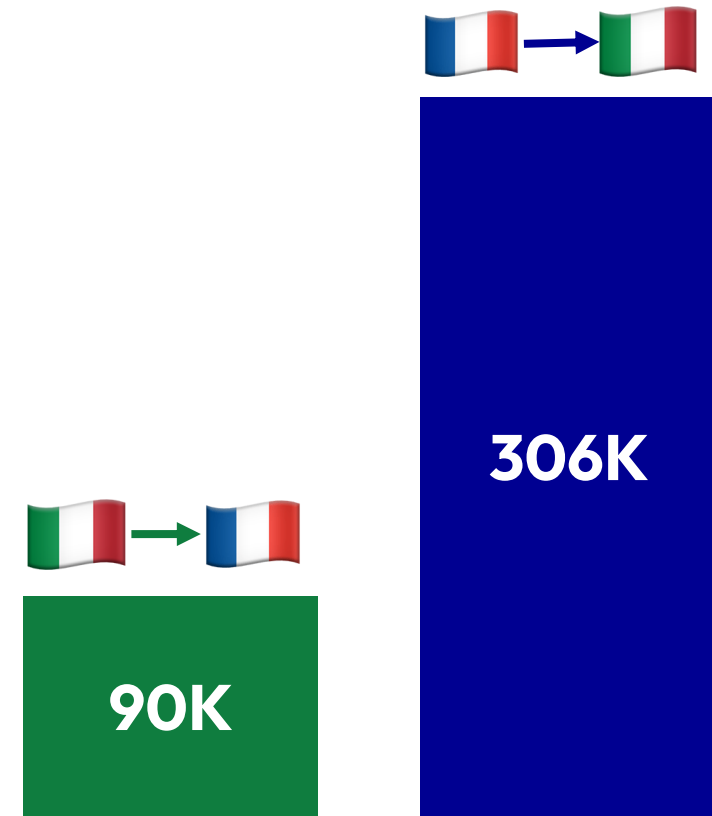
- France is Italy's 3rd largest customer

France needs more Italian investment!

Cross-border FDI stock between



Cross-Border direct jobs



9 Italian projects at Choose France projects in 2021-2024

€3,8Bn invested in the last 4 years



 **Prysmian, 40M€**



 **Trenitalia, 273M€**



 **Newcleo, 3 Bn€**



 **IVECO, 112M€** 



 **Sapio, 200M€**



 **Zambon, 106M€**



 **RIVA, 30M€**



 **Chiesi, 60M€**

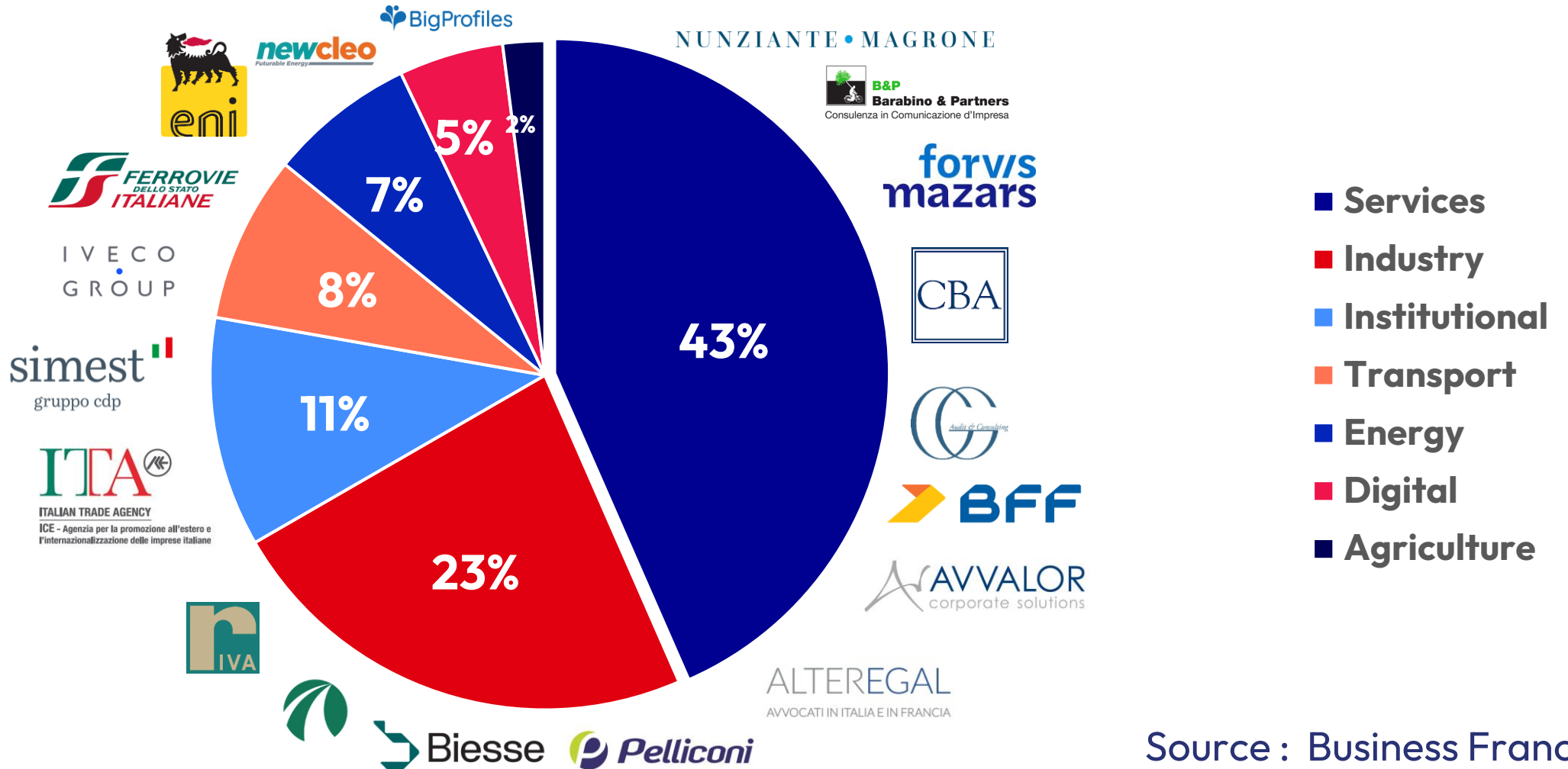


 **Leonardo, N/A**



We would love to **learn from you**

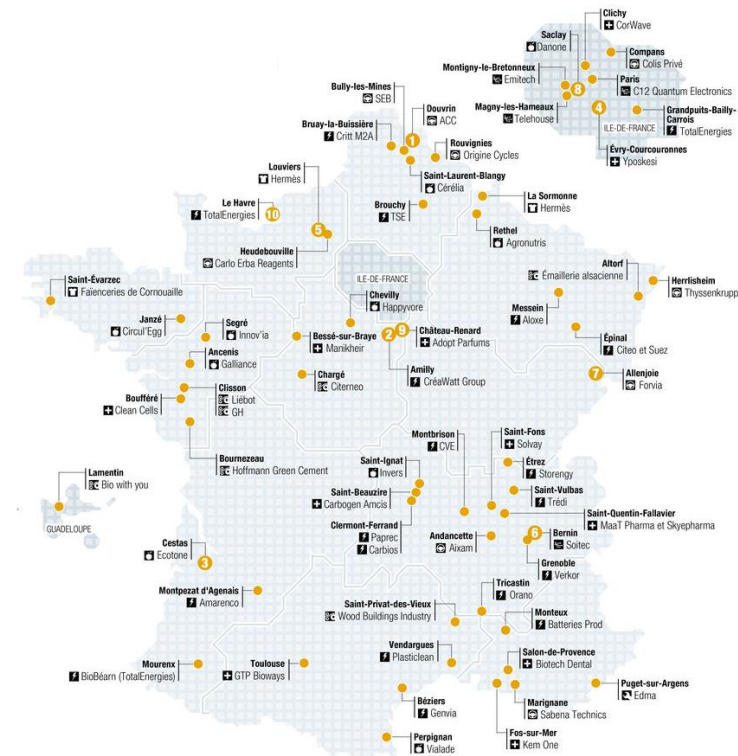
Our panel shows great diversity with a significant part of industrial actors



We have a momentum for **reindustrialization** 300 new factories since 2017, 100 openings in 2023



Riva – Neuves Maisons, Grand Est (2024)



New factories in France (2023)



France is backing reindustrialization with **France 2030**

A **€54Bn strategic roadmap**



France 2030 **benefits to Italian champions**

In strategic fields like energy, decarbonization, electronics



Lead-cooled nuclear
reactors (LFR)



Increased production
of ecological cables



Decarbonization of
Nutella production sites



Ecological transition and
pharmaceutical recovery



Cooling systems for
electric vehicle batteries

A pool of **skilled talents**

Matching strategic fields like AI & decarbonation

300 000

Researchers

2,7 M

Students in France

64

Nobel Prizes

74 000

PhD students

1 M

Engineers

16


Field Medals




A comparative **advantage in energy price**

With low-carbon electricity mix & high-performance transmission grid

60 g CO₂/kWh
One of the lowest carbon emission ratios of the electricity mix in the world

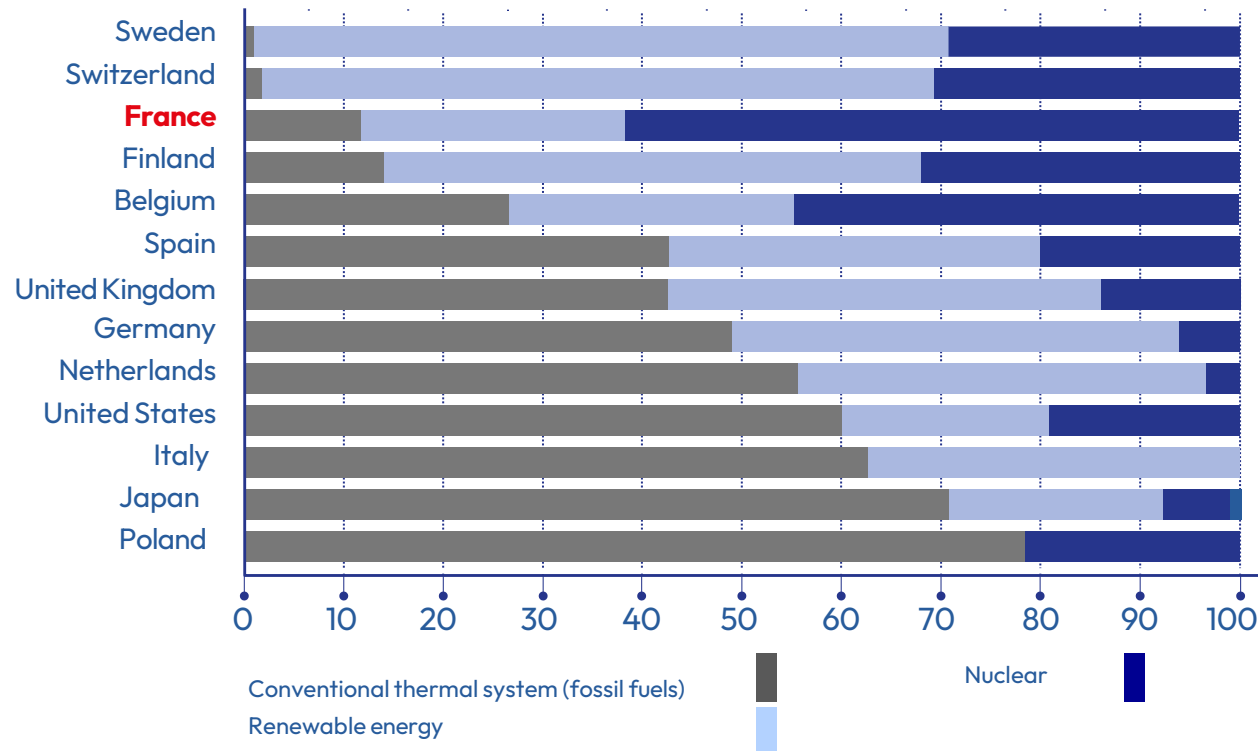
 **2nd**
largest nuclear facilities in the world

61.4 GW
of power capacity

 **#1**
transmission operator in Europe (size of network, volume of investment, quality of electricity supply)

Electricity generation structure (2022)

in %



Source : International Energy Agency, 2023; Business France



Draghi demands a **radical plan** for Europe's competitiveness

We need to join forces for Europe's future

The future of European competitiveness

Part A | A competitiveness strategy for Europe

SEPTEMBER 2024

1. **Innovation** gap
2. **Investment** shortfall
3. Regulatory **simplification**
4. **AI** and **clean tech** potential
5. **Sovereignty** and **security**

Letta proposes to strengthen Europe's tech autonomy

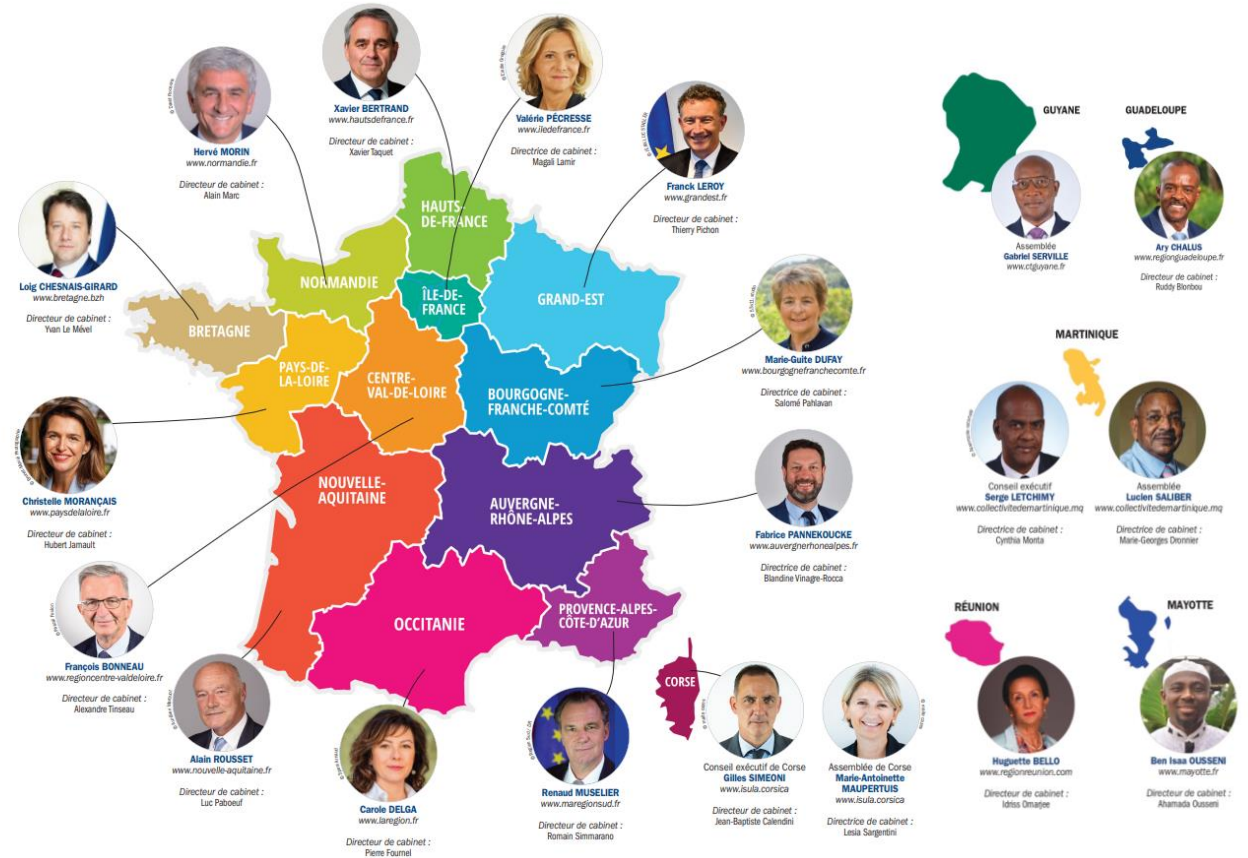
And foster a unified capital market for innovation



1. Strengthening digital sovereignty
2. Boosting investment and capital union
3. Encouraging collaboration across ecosystems

Regions play a key role in our partnership

as the relevant level for implementing economic strategies



We are here to support you **in collaboration with Regions**

Grand Est welcomes **Business France** for a board in Epernay



Cyrille Leveaux
Regional Director



Cyrille Leveaux
Project Manager Invest

We hope to see you some of you at **Choose France** in May 2025

Thank you!

