Beat: Business

FRANCE IS THE SECOND LARGEST SUPPLIER AND CONSUMER OF ITALY IN 2014

MATTHIAS FEKL VISITS EXPO MILAN 2015

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USPA NEWS - State Secretary for Foreign Trade, Promotion of tourism Matthias Fekl, is meeting with French professional meat exporters in Paris (Press briefing at French Foreign Affairs Ministry). The aim is to discuss priorities for export of cattle and pig sectors, before his trip to the World Expo Milan.

MATTHIAS FEKL AT WORLD EXPO MILAN 2015----------
Matthias Fekl, Secretary of State responsible for foreign trade, promoting tourism and French overseas will receive professional today industry and government operators and services. The event is organised on the eve of moving Mr. Fekl on the 2015 World Expo in Milan on the theme "Feeding the Planet." The support given to the export of French meat production is a key axis of the emergency plan presented July 22 by government.This first meeting will be followed by a meeting with the ambassadors of Saudi Arabia, Australia, Brazil, Chile, China, South Korea, Iraq, Japan and Singapore to discuss improving export regulations of the French beef. A meeting is also scheduled with Mrs. Muriel Pénicaud, Executive Director of Business France.

Matthias Fekl visited this July 30th the Milan World Expo in order in particular to visit the French and Italian Pavilions.
During this visit, a promotional event of the French breeding was organized in the French pavilion with Italian importers of priority countries and representatives at the site of the exhibition representing a potential for export: China, Japan, Lebanon, Brazil, Colombia, Chile, Kuwait, United States of America, Italy, Algeria, Morocco and Malaysia. Emphasis was placed on the quality and diversity of French breeding, food safety and quality controls, particularly from countries maintaining a ban on beef imports based on the risk of BSE. This operation is part of the promotion action plan for export of meat presented by the French Government on 22 July. The inter beef, "Interbev", is particularly active in this promotional event of French meat exports with the participation of Francois Tomei, Director of Assocami, national industry association and Italian meat trade Butcher Didier Massot, "Meilleur Ouvrier de France", who conducted a demonstration of expertise in French.----------

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'On the occasion of this trip, the Secretary of State has also chaired a working session with the French business community in Italy to discuss economic development opportunities for French businesses in Italy. France is the second largest supplier and second largest customer of Italy, with more than € 67Mds exchange in 2014, and the first investor in the Italian peninsula, with a stock of € 42Mds investments. To date, 1600 French subsidiaries in Italy and realized a total turnover of € 75Mds. The tourist trade are major, with 7.8 million Italian tourists per year in France, 10% of foreign customers.
The secretary of state for overseas French has finally met with consular advisors to discuss the situation of the French community in Italy, estimated at 70 000 compatriots, including 46,113 registered in the consular register'.----------
Official statement Diplomacy

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