

BUSINESS FRANCE RUGBY CLUB

The 2023 Rugby World Cup, offering a wealth of economic opportunities in our regions

Friday, September 8, 2023

Philanthro-Lab, 15 rue de la Bûcherie, 75005 Paris

09:00: Opening remarks by Mr. **Laurent Saint-Martin**, Chief Executive Officer at Business France

09:05: Testimony from Mr. **Adam Whitelock** on his vision of rugby in France and the upcoming competition

09:15: The Rugby World Cup, an opportunity to strengthen Franco-Pacific ties

- **Talk by Mr. Moetai Brotherson**, President of French Polynesia
- **Talk by Mr. Mickael Forrest**, member of the government of New Caledonia, responsible for culture, youth, sport and the protection of children and youth
- **Testimony from Mr. Stephen Donald ("Beaver")** on his entrepreneurial journey, his activity within the "Grins" brand and his projects
- **Testimonials from New Zealand entrepreneurs who have already invested in France:** Ms. Maia Royal, Founder of Pure Food Co; and Mr. Rowan Gide, International Business Development Manager (Europe) of Manta5

09:40: The regions ready to welcome foreign visitors during the 2023 Rugby World Cup and present their technology showcases

- Reminder by Business France of the ambitions of "France 2030"
- Talk by BFRC partners to present their actions during the 2023 Rugby World Cup and their technology showcases
 - ✓ Mr. Artus Gallay, **Nord France Invest**
 - ✓ Mr. Olivier Allegret, **Choose Paris Region**
 - ✓ Mr. Cyril Gouédard-Comte, **Aderly and Saint-Etienne**
 - ✓ Mr. Christophe Perez, **Provence Promotion**

09:55: Conclusion

10:00 - 10:30: Networking and photo sessions

