

Vision Golfe 2024

Achievements of the Second Edition



June 2024



TABLE OF CONTENTS

- <u>Vision Golfe's Commitment & Business Performance</u>	3
- <u>Brand Awareness</u>	6
- <u>Media Partnerships</u>	10
- <u>PR Campaign</u>	32
- <u>Social Media</u>	51
- <u>Coverage Report</u>	56

VISION GOLFE'S COMMITMENT vs VISION GOLFE'S BUSINESS PERFORMANCE

Valued

insights with a rich business agenda

International

media exposure from France to the GCC

Secure

lead generations with the right stakeholders

Immerse

into the backstage of buoyant economic trade relations

Optimize

your business meetings thanks to a dedicated platform Digitevent

Network

with high-level officials & decisionmakers from France & the GCC

Business France organized the second edition of Vision Golfe, the main business event between the Gulf countries and France. Along with the contribution of all Business France's partners who played a crucial role in the success of this second edition, the following figures reflect our collective achievements.

During the event, ministerial keynotes were delivered from :

- **Bruno LE MAIRE**, French Minister of Economy Finance and Industrial and Digital Sovereignty,
- **Jean-Yves LE DRIAN** (former French Minister), President of The French Agency for AIUla Development (Afalula),
- **Dr. Jaleela bint SAYED JAWAD HASSAN**, Bahreini Minister of Health,
- **Christophe CASTANER** (former French Minister), President of the Supervisory Board of the Port of Marseille-Fos.
- **Eng. Salim AL AUFI**, Omani Minister of Energy and Minerals,

VISION GOLFE'S BUSINESS PERFORMANCE

1 200+

Participants

2 000+

**Formal & Informal
B2B meetings**

500

**Attendees from
the GCC**

13

**Discussions on the
most pressing
issues**

2

**Cooperation Agreements
Between French & GCC
counterparts**

60

Speakers

BRAND IMPACT & MEDIA OUTREACH

Brand Awareness

The event offered several branding options to facilitate each partner's recognition among the international attendees and the media audience.

Media Partnerships & Press attendance

Two press releases were dispatched to over **200 GCC** and **French media outlets** to announce the event and to relate the key moments of the second edition after the event.

100+ press publications have been detected so far, mentioning "Vision Golfe 2024".

The media attendance during this two-day conference gathered multiple media outlets and journalists, including *Arab News en Français*, *Arab News*, *CNBC Arabia*, *Entrepreneur Middle East*, *Al Monitor*, *Concorde Magazine*, *Dubai TV*, *Oman TV*, *The National*, in the GCC region, France Media Monde including *RFI*, *France 24*, *Monte Carlo Doualiya (MCD)*, *LE MOCI*, located in France.

Social Media Tactics

Business France launched a campaign on **LinkedIn** and **Instagram**, to raise awareness on the event by sharing posts featuring its topics, speakers and partners. A permanent **Instagram story** remains **available** and **highlights** this second edition as well as an **Instagram Collection**.

- Before the conference, Business France shared simultaneously, on LinkedIn and Instagram, daily content about its partners, the panel discussions, the schedule of the event and calls to register. Through this approach, both our existing and new audiences have been sensitized across sponsored campaign, providing them with all the necessary components to actively engage in the event sessions.
- During the two days of the event, we also live-streamed key moments and provided panel wrap-ups after each session to offer an immediate overview of the discussions. This approach helped draw more attention to Vision Golfe in real time.

BRAND AWARENESS

VISION GOLFE'S WEBSITE - SPONSORS ANNOUNCEMENT

Vision Golfe 2024 Website

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic



SPONSORS SILVER



SPONSORS PREMIUM



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VISION GOLFE'S WEBSITE – PARTNERS ANNOUNCEMENT

PARTNERS



MEDIA PARTNERS



THANKS TO



EVENT'S CATALOG

At the occasion of the Vision Golfe event, the Business France team produced a catalog to be available online, combining all the information about the event, such as agenda, panel insights, partnering companies, sponsors and partners.


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THE MAIN BUSINESS EVENT BETWEEN
GULF COUNTRIES AND FRANCE

MINISTRY FOR THE ECONOMY, FINANCE AND
INDUSTRIAL AND DIGITAL SOVEREIGNTY

JUNE, 4 & 5





Dispositif Team France Invest/Export : Zone Proche et Moyen-Orient

 Bureau Régional de zone

 Equipe Export

 Equipe Invest

 Pays non suivi mais traitement de la demande entrante des entreprises au cas par cas

 Pays avec prestataires référencés

 Pays non suivis par la zone




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France, a key partner of Gulf Cooperation Council (GCC) countries

French exports to GCC countries reached €12.2 billion in 2023.

- In 2023, French exports to GCC countries were on the rise (+12%), amounting to €12.2 billion, an increase which concerned all countries in the region, except Kuwait, where exports declined by 19%. Conversely, exports to Bahrain and Qatar were particularly strong, with respective increases of 66% and 67% compared with 2022.
- France, the European Union's third largest exporter to GCC countries in 2023.
- Saudi Arabia and the United Arab Emirates alone were recipients of three-quarters of French exports to the Middle East.
- 2 % of French exports were destined for GCC countries in 2023.

France is strengthening its economic ties with GCC countries

The amounts of investment from GCC countries in France are expected to increase in the coming years thanks to partnership agreements. The agreement signed in February 2024, relating to Qatari investment commitments, which will be worth €10 billion to the French economy by 2030, reflects this momentum.

In July 2022, France and the United Arab Emirates signed a global strategic partnership agreement on energy co-operation, with the aim of identifying joint investment projects in the fields of hydrogen, renewable energies and nuclear energy.

In Saudi Arabia, the "Vision 2030" plan, which aims to modernize the country's economy through projects focused on the sectors of the future, has offered multiple opportunities to the network of French businesses already established there, particularly in the transport, energy and tourism sectors.

Bilateral relations between France and GCC countries are strong and dynamic.

- Nearly 16,000 French businesses exported to GCC countries in 2022.
- In 2023, around 15% of EU imports from GCC countries were destined for France, making it Europe's second largest importer, after Italy (16%).
- French FDI stock in GCC countries amounted to nearly €9.7 billion in 2022.
- From 2018-2022, France was the second leading European destination for job-creating investment projects from GCC countries, hosting 16% of the projects identified.

Sources: French Customs Authorities; Banque de France; Business France

Businesses from GCC countries that chose France in 2023

First Abu Dhabi Bank

The leading bank in the United Arab Emirates and the second largest in the Middle East-North Africa (MENA) region, First Abu Dhabi Bank announced in 2023 its desire to make Paris its hub for all its activities in the European Union. This significant development will enable the group to provide its services from Paris to large European groups and investors looking to develop in the Middle East, as well as to strengthen support for investors from GCC countries to France.

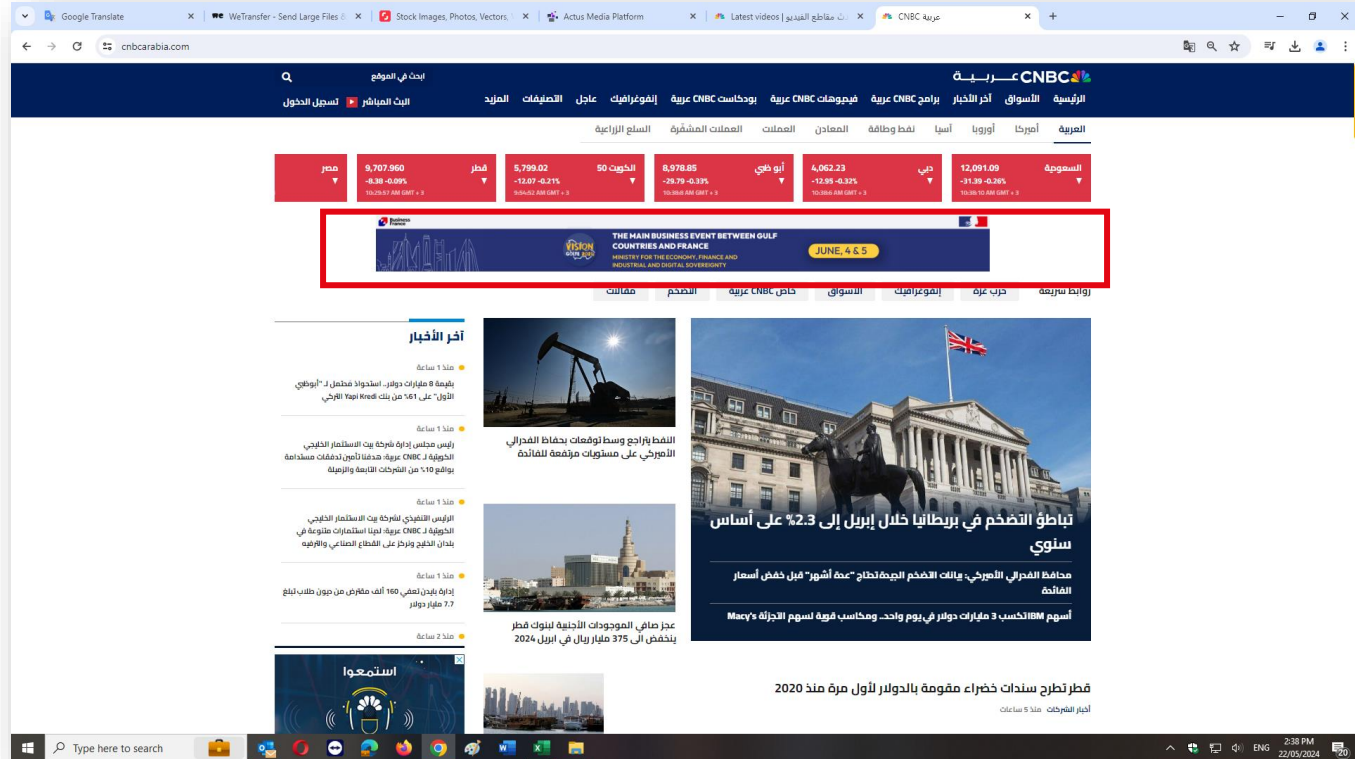
MEDIA PARTNERSHIPS

MEDIA BANNER

■ CNBC ARABIA

CNBC Arabia is a leading business news channel in the Middle East and North Africa, broadcasting in Arabic. Launched in 2003, it is part of the global CNBC network, renowned for its comprehensive coverage of financial markets, economic trends, and business developments. CNBC Arabia provides in-depth analysis, market insights, and expert commentary, making it a vital resource for business professionals, investors, and decision-makers in the region.

For the second consecutive year, CNBC Arabia was the main broadcast partner for Vision Golfe, playing a crucial role in promoting the event. Through its extensive reach and authoritative reporting, CNBC Arabia significantly enhanced the visibility and impact of Vision Golfe, contributing to its success in fostering economic growth and through a regional exposure.

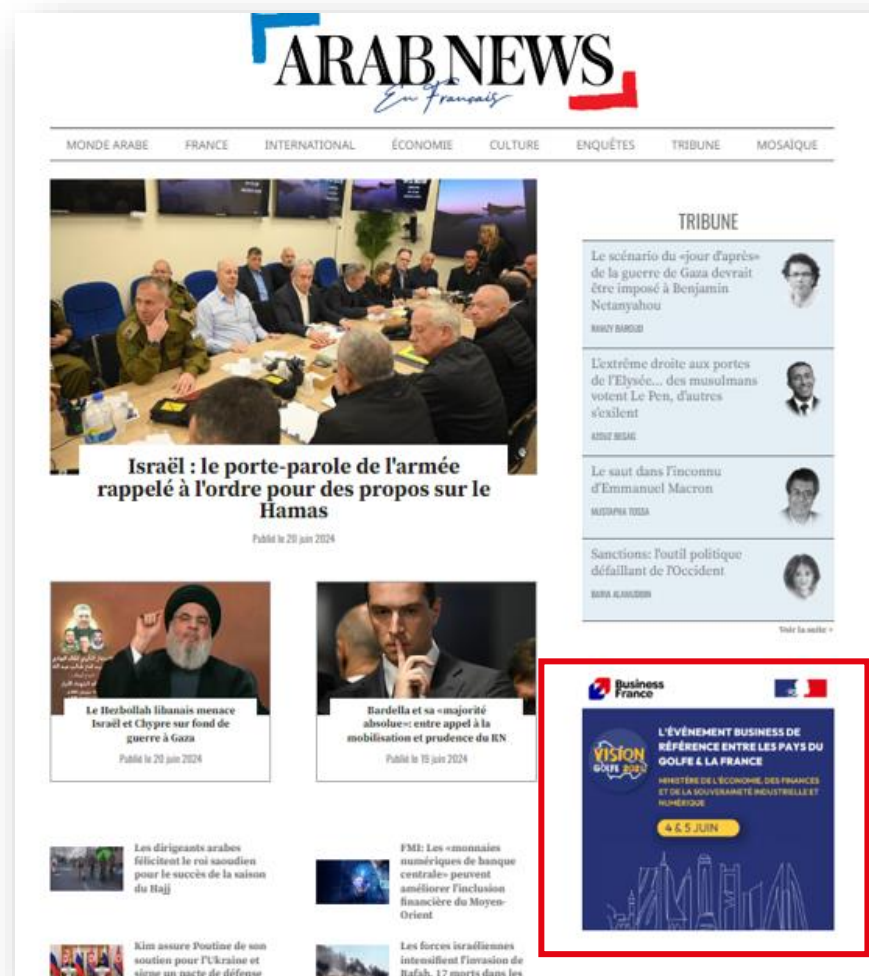


MEDIA BANNER

ARAB NEWS en Français

Arab News en Français is the French edition of Arab News, a leading daily newspaper based in Riyadh since 1975. It provides comprehensive coverage of Middle Eastern and global news, tailored for a French-speaking audience.

In 2024, for the second year in a row, Arab News en Français was the media partner for Vision Golfe, an initiative to strengthen relations between France and the Gulf countries. This partnership highlights Arab News en Français' role in promoting international dialogue and cooperation, and its position as a trusted source of information.



PUBLICATIONS

ARAB NEWS en Français – Articles & Interview

ARAB NEWS En Français

MONDE ARABE FRANCE INTERNATIONAL ÉCONOMIE CULTURE ENQUÊTES TRIBUNE MOSAÏQUE

Actualité / L'Arabie saoudite et les Émirats arabes unis sont «les locomotives de la région» selon le directeur de Business France Middle East

Interview avec Axel Baroux - Partie 1

Regarder sur YouTube

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ARAB NEWS En Français

MONDE ARABE FRANCE INTERNATIONAL ÉCONOMIE CULTURE ENQUÊTES TRIBUNE MOSAÏQUE

Actualité / Vision Golfe 2024 : une vitrine pour les entreprises du Golfe à Paris

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ARAB NEWS En Français

MONDE ARABE FRANCE INTERNATIONAL ÉCONOMIE CULTURE ENQUÊTES TRIBUNE MOSAÏQUE

Actualité / MAWANI et l'autorité portuaire de Marseille signent un protocole d'accord à Paris

MAWANI et l'autorité portuaire de Marseille signent un protocole d'accord à Paris

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PUBLICATIONS



ARAB NEWS English - Articles

Arab News

Friday, June 21, 2024

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Saudi Arabia, UAE 'the locomotives of the region' says French trade commissioner

Axel Baroux - Vision Golfe

French Trade & Invest Commissioner of Business France Middle East was for a first edition a real success.

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Wimbledon champion Alcaraz says Queen's defeat 'part of our lives'

More Videos

Axel Baroux - Vision Golfe

Axel Baroux - Businesses in GCC

Axel Baroux - GCC-France Investments

Short Url

https://arab.news/akmg

Updated 04 June 2024

ZEINA ZIBBO

May 01, 2024 0:22

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Blinken tells Israeli officials of need to avoid further escalation with Lebanon

Short Url

https://arab.news/teazr

Updated 03 June 2024

ZEINA ZIBBO

June 03, 2024 22:27

Event will highlight opportunities for commercial partnerships between France, Gulf states

B2B meeting program to lay groundwork for future partnerships

PARIS: The second edition of the two-day Vision Golfe business event begins in Paris on Tuesday, showcasing opportunities for commercial partnerships between France and the Gulf states.

Vision Golfe is a platform promoting business cooperation in high-growth markets across both private and public sectors, such as trade, transport, energy, retail, sports, culture and the environment. Key economic players, government ministers, small business managers, startups and senior executives will meet and exchange views.

The relationship between France and the GCC has been marked by significant political, economic and cultural developments in recent years.

"Between France and the GCC countries... we have a long story of friendship. We build bridges together based on mutual comprehension, respect, mutual interest, ambition and our political bilateral relation is absolutely at the top," Axel Baroux, trade and invest commissioner of Business France Middle East, said in an interview in May.

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French minister highlights 'immense potential' of collaboration between France, Gulf states

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Short Url

https://arab.news/9fwt

Updated 04 June 2024

ZEINA ZIBBO

June 04, 2024 21:38

Opening remarks at Paris event by French Economy Minister Bruno Le Maire underscore close relationship

Chairman of Afafala says 'Kingdom of Saudi Arabia has undergone a profound transformation, unprecedented and certainly unparalleled in its speed'

PARIS: Bruno Le Maire, the French minister of economy, finance, and industrial and digital sovereignty, highlighted "the closeness of our ambitions and the immense potential of our collaboration between France and the Gulf states," during his opening speech at the second edition of Vision Golfe in Paris.

Le Maire emphasized three strategic areas to strengthen the collaboration: economic diversification, investment, and curbing global warming.

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Industry leaders call for increased collaboration in various sectors at Vision Golfe 2024

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https://arab.news/9wv4

Updated 04 June 2024

ZEINA ZIBBO

June 04, 2024 19:49

PARIS: Industry leaders and experts explored opportunities in the field of supply chain and transportation and discussed ways to improve collaboration to achieve goals at the two-day Vision Golfe 2024 in the French capital.

The business platform enabled discussions and sharing of knowledge about several industries. The key objective of the event is to promote business cooperation in high-growth markets across both private and public sectors, such as trade, transport, energy, retail, sports, culture, and the environment.

Speaking at a panel on the future of infrastructure and transport corridors moderated by Ali Hani, head of Arab News en français, Abdullah Al-Manifi, vice president of commercial business at the Saudi Ports Authority, said: "In 2024, the National Transport Strategy was launched to make Saudi Arabia a global logistics hub, in all aspects, rail, air, logistics."

The Saudi official stressed the importance of collaboration, both at the national and international levels, to achieve one's goals.

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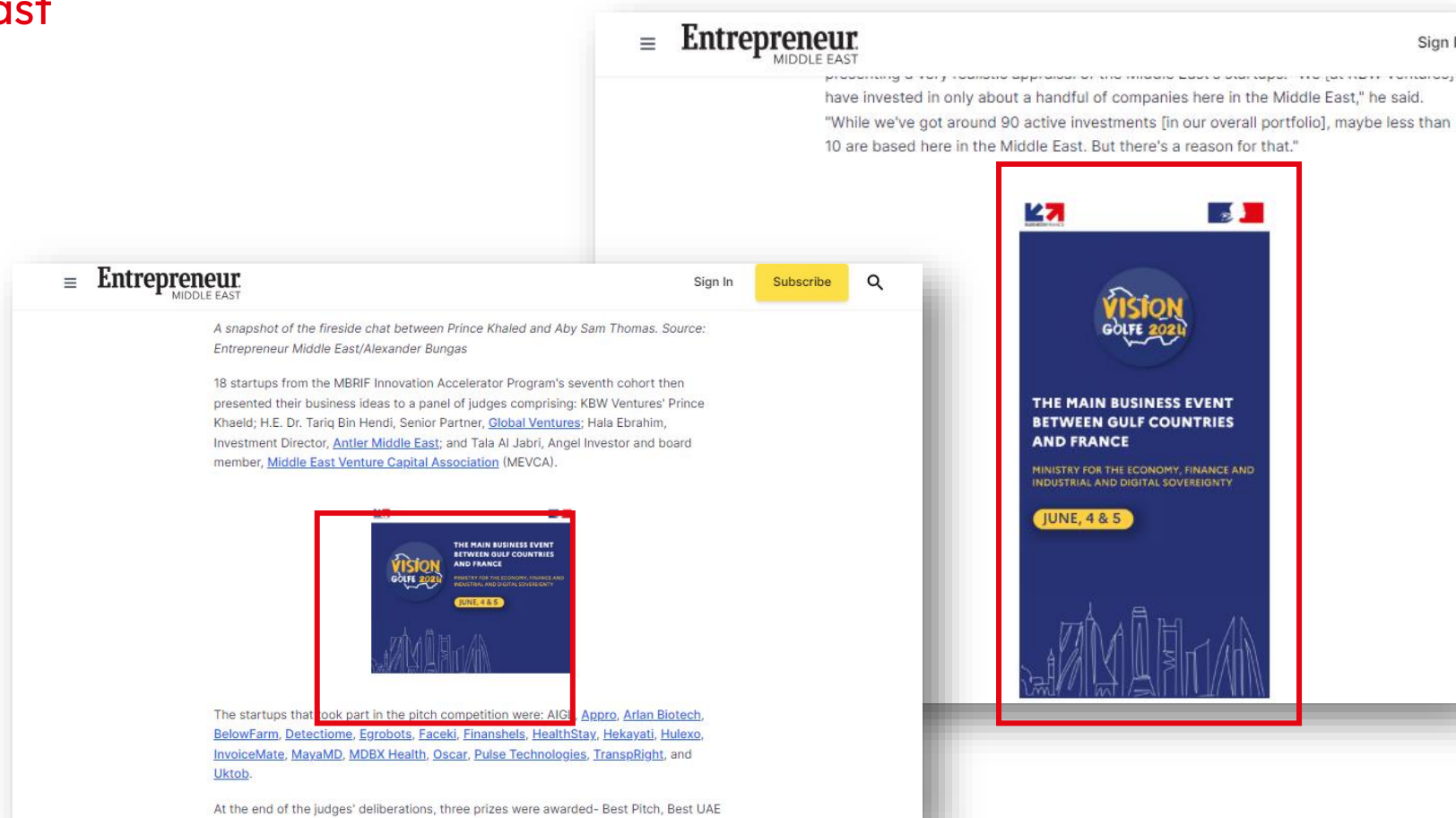
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MEDIA BANNERS

■ ENTREPRENEUR Middle East

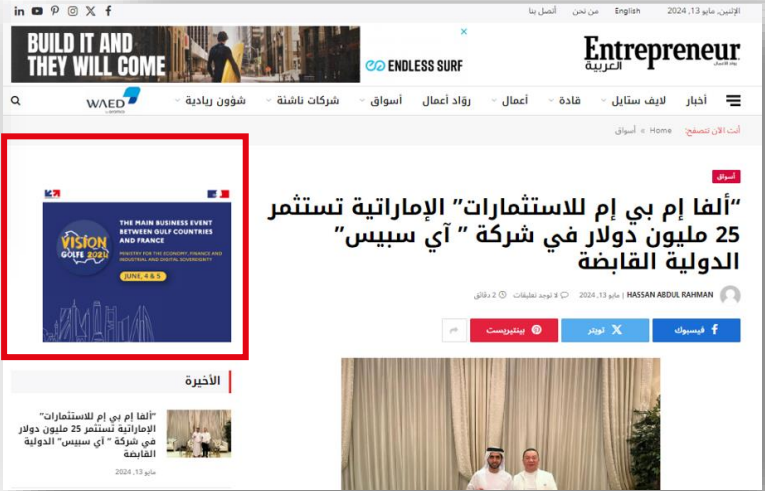
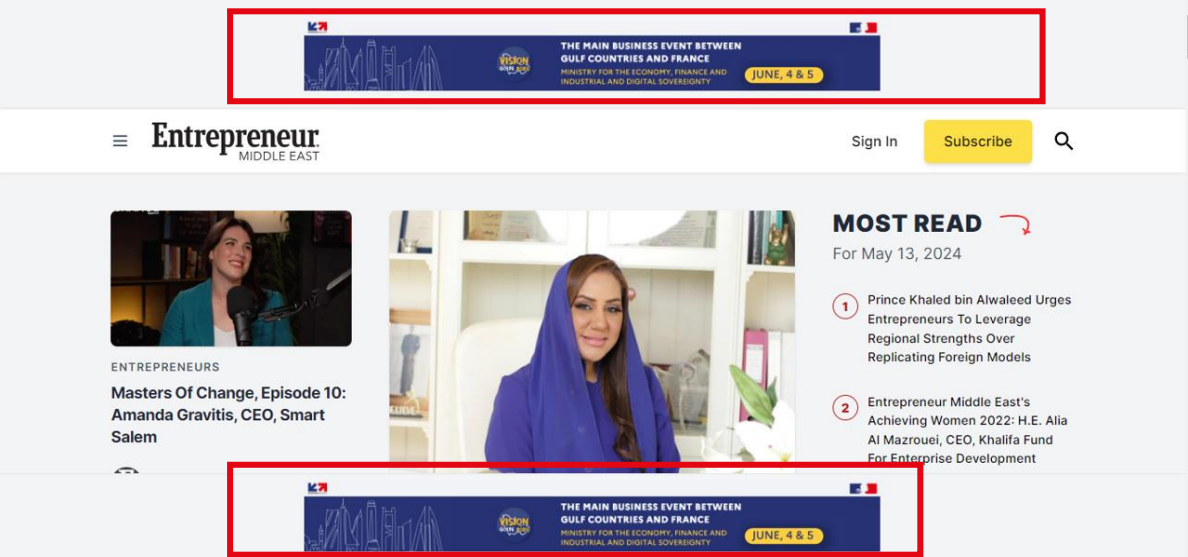
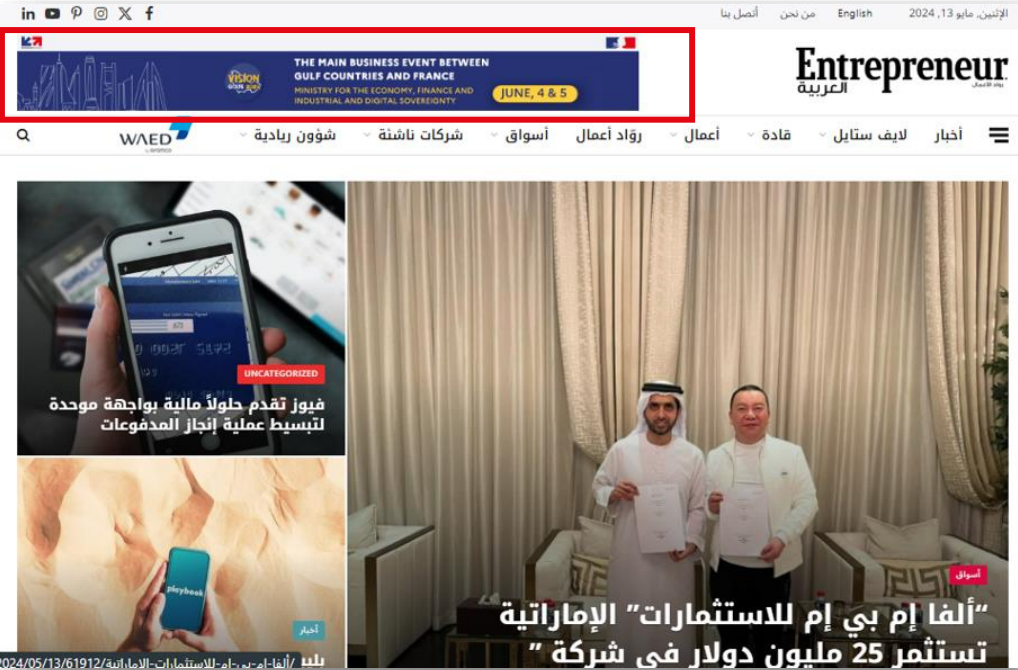
Entrepreneur Middle East is a leading business magazine in the MENA region, offering insights and stories for entrepreneurs, startups, and business leaders. It covers innovation, leadership, finance, technology, and market trends, making it a vital resource for the entrepreneurial ecosystem.

For the second consecutive year, Entrepreneur Middle East was a media partner for Vision Golfe, enhancing the event's promotion and success. This partnership leveraged the magazine's influence to highlight Vision Golfe's key objectives and achievements, fostering greater engagement and collaboration in the Gulf region.



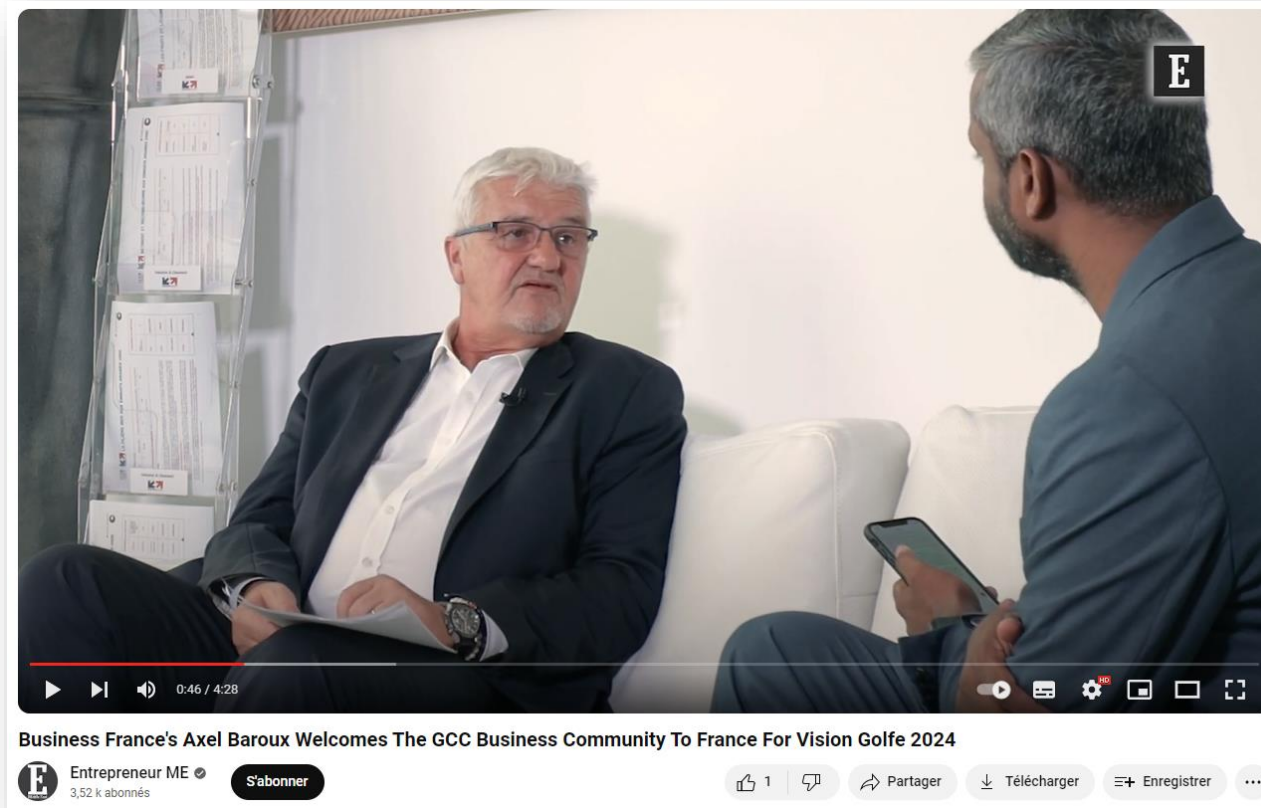
MEDIA BANNERS

ENTREPRENEUR Middle East



INTERVIEW

■ ENTREPRENEUR Middle East – Video Interview

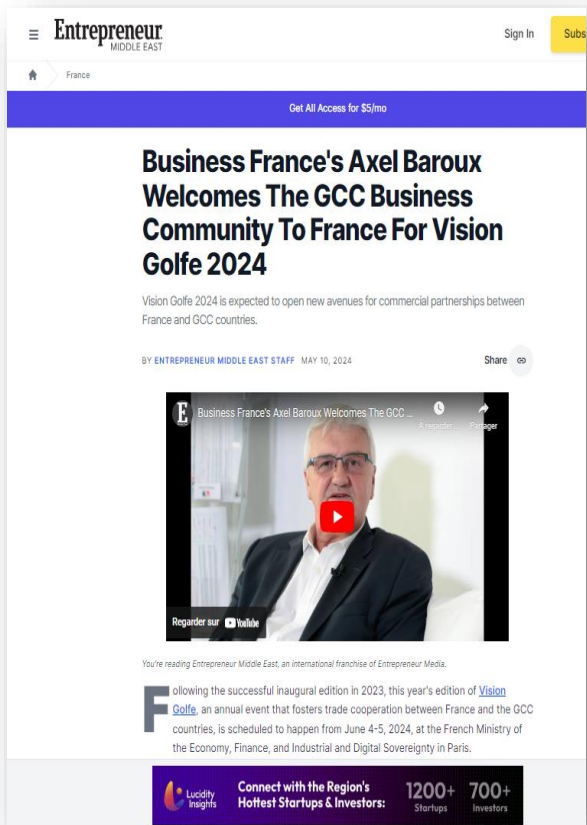


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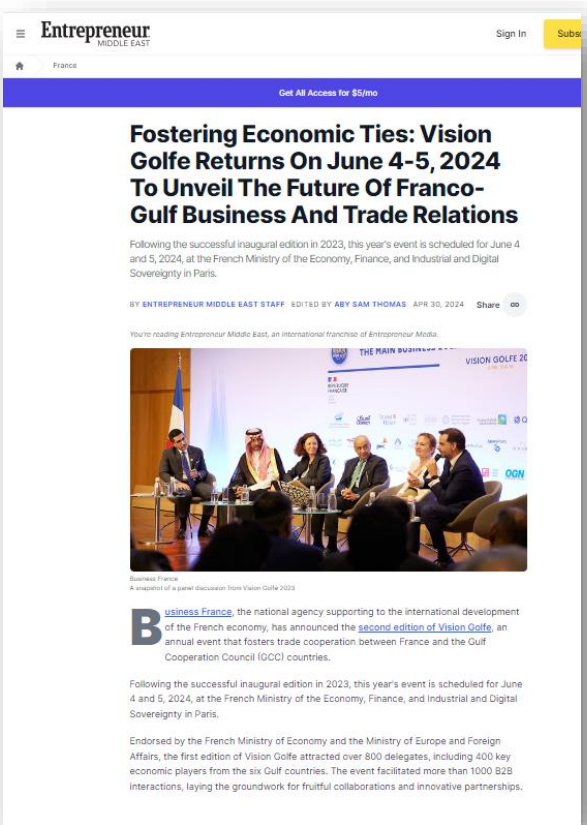
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ENTREPRENEUR Middle East - Articles



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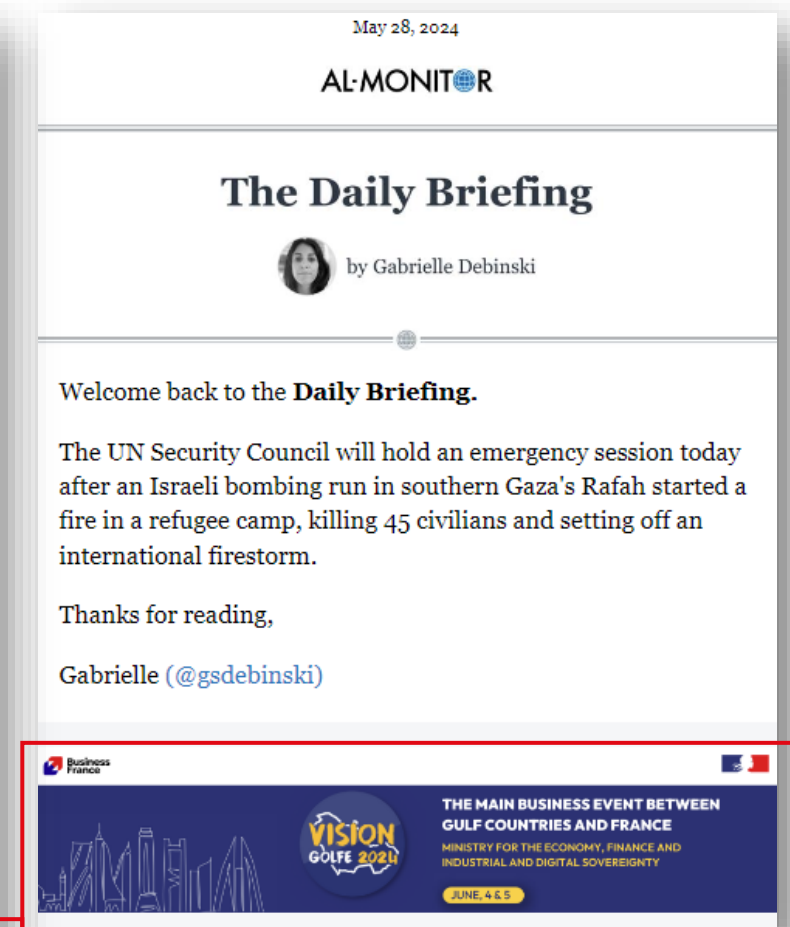
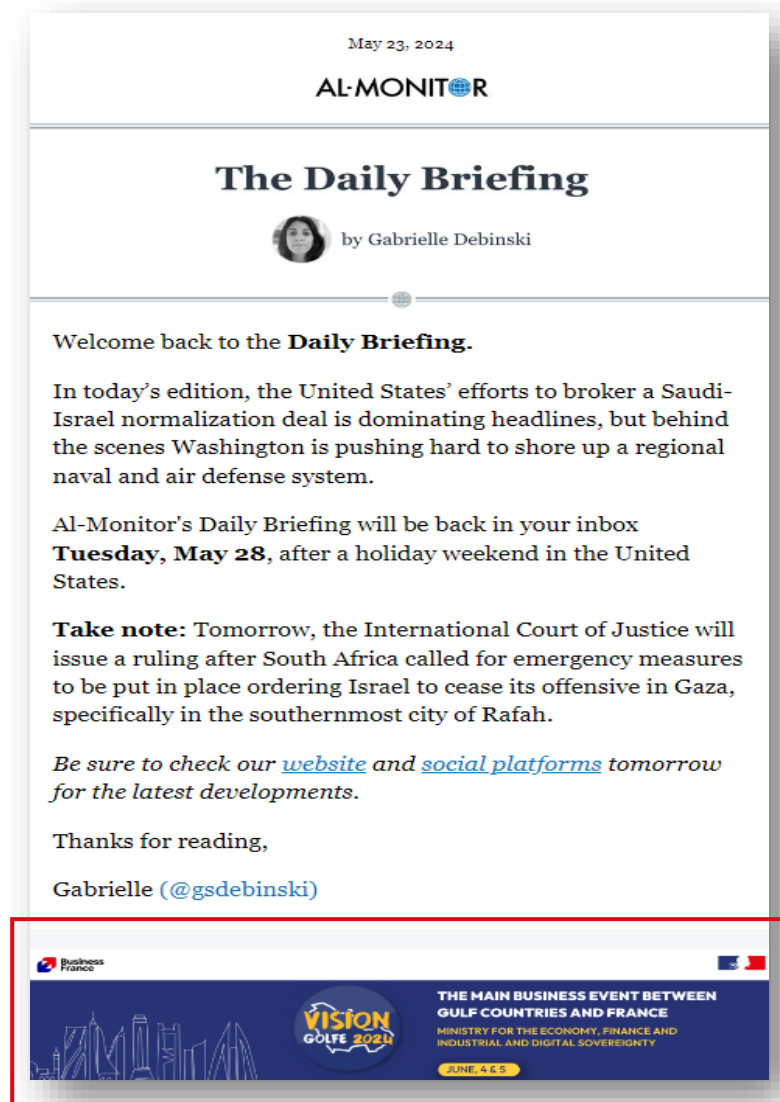


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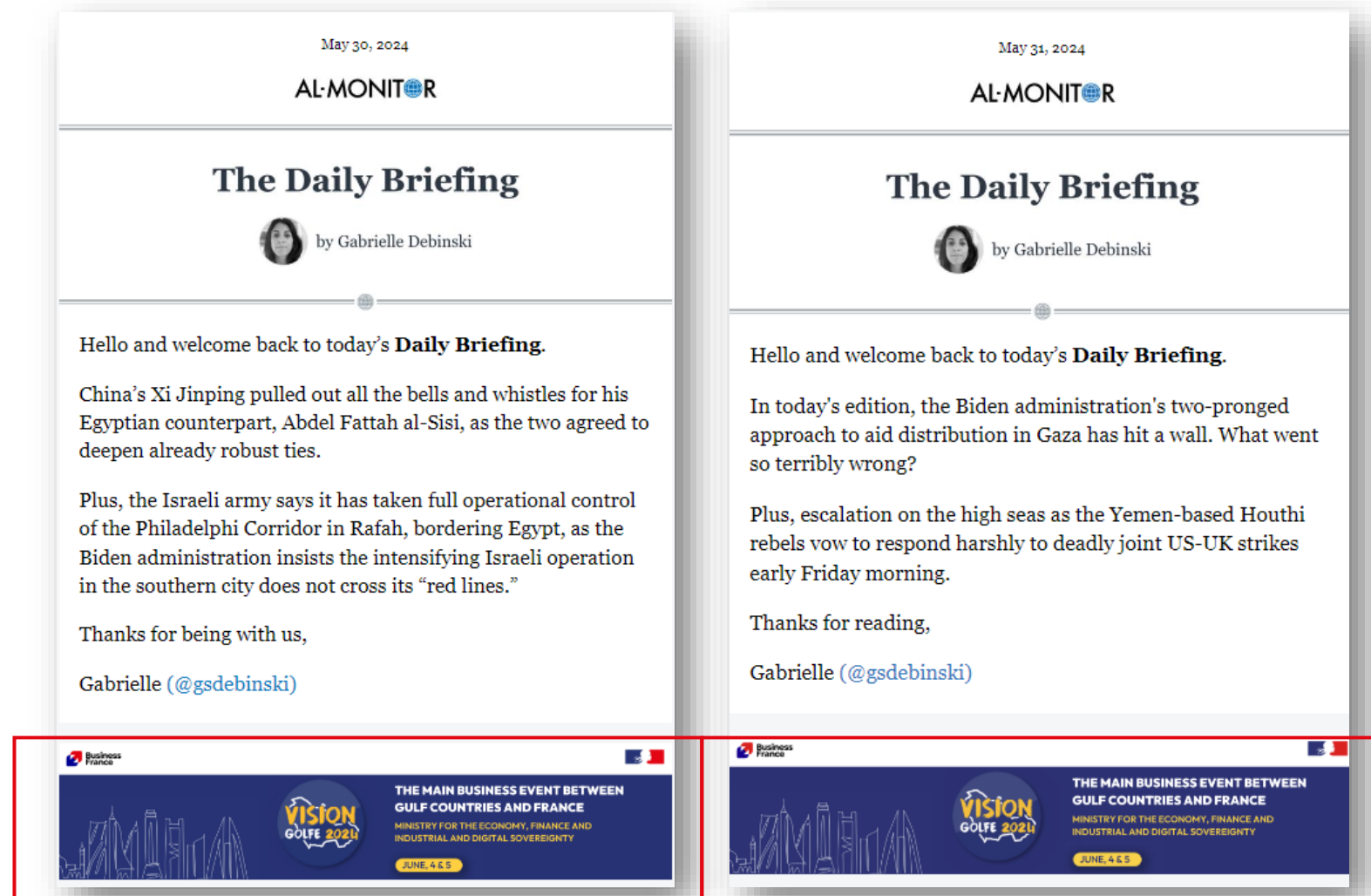
■ AI Monitor - Newsletter

On the occasion of Vision Golfe 2024, we partnered with [AI Monitor](#) to promote the event, an influential media platform renowned for its comprehensive coverage and analysis of Middle Eastern affairs, AI Monitor has established itself as a leading source of news and insights since its founding in 2012. The platform features contributions from a wide range of journalists and experts, offering nuanced perspectives and balanced reporting in multiple languages. Through this collaboration, we successfully highlighted the key objectives and achievements of Vision Golfe, fostering greater engagement and cooperation among stakeholders.



MEDIA BANNERS

■ Al Monitor - Newsletter



■ AI Monitor – Interview Axel Baroux

Saudi Expo 2030 to offer major opportunities for French businesses, says official - AI-Monitor: Independent, trusted coverage of the Middle East

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Saudi Expo 2030 to offer major opportunities for French businesses, says official

In November, the Saudi capital won the right to host the Expo 2030 world trade fair that is expected to attract around 40 million visitors and billions of dollars of inward investment.



Business France

Jack Dutton

@jackdutton

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Read in عربي, 简体中文, Español.

[Listen to this article](#)

May 27, 2024

<https://www.al-monitor.com/origins/202405/saudi-expo-2030-offer-major-opportunities-french-businesses-says-official>

Saudi Expo 2030 to offer major opportunities for French businesses, says official - AI-Monitor: Independent, trusted coverage of the Middle East

Saudi Expo 2030 in Riyadh will present a huge opportunity for French businesses to land deals in sectors including aerospace, health care and green energy, according to the French Trade and Invest Commissioner for United Arab Emirates and Middle East.

In November, the Saudi capital won the right to host the Expo 2030 world trade fair. The South Korean city of Busan and Italy's Rome were competing to host the event that attracts millions of visitors and billions of dollars in inward investment. The voting took place in Paris, where the 182 of the Bureau International des Expositions cast their ballots, with Saudi Arabia coming up on top.

Expo 2020 was held in Dubai while next year's event will be in Osaka, Japan. Even though Expo 2020 was delayed by the pandemic, it is still predicted to add 154.9 billion dinars (\$42.2 billion) to the UAE economy between 2013 to 2042, according to a March 2023 study.

In an interview with AI-Monitor, Axel Baroux, who is also regional managing director for Middle East at Business France, said, "Expo 2030 in Saudi Arabia represents for us a landmark event that will unlock a wide area of opportunities for French businesses. There are several ways where French businesses can be part of the kingdom's development and also benefit Saudi Arabia, the Gulf and France."

Baroux said they include public private sector partnerships. "French firms can engage in strategic alliances with Saudi public sector entities, driving joint ventures in infrastructure, in energy, in technology,

"Expo 2030 will provide a global stage for French companies to showcase their cutting-edge technologies, innovative solutions and industry leading expertise," he said, citing sectors including aerospace, automobiles, digital infrastructure and sustainable urban development," he added.

Baroux also cited France's mature cultural and creative industries, and the existing partnerships the European country has with Gulf states including in Qatar with the Qatar-France 2020 Year of Culture and the UAE, with the Louvre Abu Dhabi.

France is also involved in Saudi Arabia's AlUla ancient city tourism development project. The two countries signed an intergovernmental agreement in April 2018 that will last a decade and is worth €30 million (\$32.4 million) per year. In return, France will consult on a series of cultural and luxury projects planned for AlUla's history ruins and desert canyons.

The commissioner and Business France director said that Expo 2030 will also highlight more opportunities in emerging sectors in the kingdom such as tourism.

Saudi Arabian authorities expect Expo 2030 to welcome close to 40 million site visits. Baroux said as a result, Saudi Arabia will need to advance its health care and

Saudi Expo 2030 to offer major opportunities for French businesses, says official - AI-Monitor: Independent, trusted coverage of the Middle East

infrastructure sectors, and French medical tech firms can help the country become a health care leader in the region.

He said that the fast development of Gulf economies will also present opportunities for the French hospitality sector, including in food and beverage.

"This sector is rapidly expanding beyond the traditional hubs like Dubai," Baroux said, adding that the growing demand for international, high-quality, diverse culinary experiences in the region could draw on French expertise to produce gourmet food.

The United Arab Emirates is France's largest trade partner in the Middle East. In 2023, bilateral trade between France and the UAE increased to 7.5 billion euros (\$8.14 billion), more than 8% more than in 2022. Baroux said the UAE accounts for about a third of French exports in the Middle East.

Business France has more than 600 French companies that have established a subsidiary in the UAE, and more than 150 in Saudi Arabia, he said.

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Le Drian says France keen to help Saudi Arabia transition away from oil

France's former top diplomat said that his country was supportive of Saudi Arabia's efforts to diversify its economy.



Jack Dutton

June 4, 2024

PARIS — Saudi Arabia "no longer wants to be an oil country" and wants "a diversified and innovative economy," and France is keen to collaborate with the Gulf country to achieve its aims, former French foreign minister Jean-Yves Le Drian said Tuesday.

Speaking at the Vision Golfe summit in Paris, Le Drian, who was speaking in his capacity as president of the French Agency for AlUla Development, said that Saudi Arabia's Vision 2030 agenda presented opportunities for French companies. Al-Ula is a tourism project in Saudi Arabia's Medina province with a number of major archaeological sites, including the UNESCO World Heritage-listed Nabataean city of Hegra. Vision Golfe is an annual event held by Business France at the French Ministry of Economy and Finance that aims to strengthen business ties between France and the Gulf countries.

Introduced by Saudi Crown Prince Mohammed bin Salman in 2016, Vision 2030 is the program to diversify the kingdom's economy away from a reliance on oil by investing heavily in other sectors, including culture, clean energy, entertainment, sports, technology and tourism.

Le Drian, who was France's top diplomat between 2017 and 2022 under President Emmanuel Macron, said that Saudi Arabia "no longer wants to be an oil country" and wants "a diversified and innovative economy" and the kingdom has been moving toward these goals with wide-ranging reforms in employment, education and infrastructure. He also noted the efforts carried out by Saudi authorities since 2021 to attract foreign direct investment and international companies to establish regional headquarters there. The reforms include the kingdom introducing tax incentives in December 2023 for multinationals to move their regional headquarters to the kingdom, including a 30-year exemption on corporate income tax and withholding tax related to headquarters activities.

"Today as part of our responsibilities as well as the ones I used to have in several governments in the last few years, I pay attention and make sure France is supporting this movement," Le Drian said.

In March, figures released by the Saudi Ministry of Economy and Planning confirmed that the kingdom's non-oil revenues reached 50% of the country's gross domestic product for 2023, amounting to 1.7 trillion riyals (\$453 billion) driven by a steady growth in arts and entertainment, food and retail, transport, health and education.

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The Israel-Hamas War: Live Q&A with Ami David Satterfield (Part 2)

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Al-Ula French connection

Al-Ula is a significant part of the Vision 2030 plans. It is an ancient city and area in northern Saudi Arabia that will become the kingdom's cultural capital.

In 2018, France and Saudi Arabia signed an intergovernmental agreement to develop the region, drawing on French expertise in culture and history.

Some 120 French archaeologists are working on the seven excavation sites in the ancient city with their Saudi counterparts, Le Drian said.

"I'm convinced and so is our President Emmanuel Macron and the Crown Prince to support a partnership project between our two countries for the sustainable development of Al-Ula," Le Drian said, before citing a partnership signed in March 2023 by the Paris-based gallery Centre Pompidou and the Royal Commission for Al-Ula to develop a contemporary art museum in the ancient Saudi region.

The minister emphasized that the city's current 55,000 inhabitants are and will remain a part of the Al-Ula project, and authorities want to create 40,000 jobs as part of the project and want the locals to be involved in the project.

He said that authorities are looking to create 8,500 hotels there by 2045, including a training school for hospitality jobs and catering.

Regional instability

Despite the economic interest in the region, the war in the Gaza Strip between Hamas and Israel has increased uncertainty for foreign investors and led to fears that oil prices could surge if the eight-month conflict escalates.

Le Drian said that despite the current conflict in the Middle East, the Gulf countries "play a significant part for the future and stability of the region." He added that France is "always standing by its Gulf allies to ensure stability and economic development."

"By 2030 ... France wants to remain a friend and frontline partner, we want to be a talent catalyzer to boost our co-operation in the Middle East and in particular Saudi Arabia," Le Drian concluded.

Trade between France and Saudi Arabia came to nearly \$12 billion in 2022, a growth of 47% compared with 2021.

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Oman to phase out polluting industries 'too difficult to decarbonize'

Omani Minister of Energy and Minerals Salim Al Aufti told Al-Monitor that if his government finds an industry too difficult or costly to decarbonize, there will be discussions taking place about phasing the sector out all together.



Omani Minister for Energy and Minerals Salim bin Nasser bin Said Al Aufti speaks on June 5, 2024, at the Vision Golfe summit in Paris, France. - Jack Dutton

Read in العربية, English, 中文

June 6, 2024

PARIS — As part of the climate transition, Oman is intending to phase out hard-to-abate industries that are "too difficult to decarbonize" and are prohibitively expensive to make green enough, according to the country's energy minister.

Asked what industries were under threat, Omani Minister of Energy and Minerals Salim Al Aufti told Al-Monitor, "It all depends on what industry we cannot decarbonize. If we come to a point when a specific industry is just too difficult to decarbonize, and decarbonizing is so expensive, we will have a serious discussion about whether that is the right industry."

Al Aufti, who was appointed energy minister by Omani Sultan Haitham Bin Tarik in June 2022, said that not many global governments had considered fully phasing out hard-to-abate sectors, but did not give a timeline on when these decisions would be made.

Earlier on Wednesday, the minister spoke at the Vision Golfe summit in Paris, saying that Oman would phase out industries completely that "no longer match" the country's decarbonization drive.

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Al Aufti, who was appointed energy minister by Omani Sultan Haitham Bin Tarik in June 2022, said that not many global governments had considered fully phasing out hard-to-abate sectors, but did not give a timeline on when these decisions would be made.

Earlier on Wednesday, the minister spoke at the Vision Golfe summit in Paris, saying that Oman would phase out industries completely that "no longer match" the country's decarbonization drive.

Al Aufti did not single out specific industries at the summit and when asked by Al-Monitor, but said he wanted to share the government's plans "so it doesn't become a surprise in the future."

The country is looking to reach carbon neutrality by 2050. However, in recent years, Oman has been expanding its **liquefied natural gas** market to become one of the largest exporters of the commodity in the world. According to a report last July by Oman's Ministry of Energy and Minerals, as of 2022 the country was sitting on reserves of at least 24 trillion cubic feet of natural gas, a 7% increase compared to 2021, as more supplies are discovered.

Al Aufti remained bullish on oil and gas and said that they would phase them down, but not out. He said, "While many people don't like hearing this, we are not discontinuing our oil and gas business, but we will do it in the most clean possible way that we will eradicate our flaring for sure. We have set ourselves a target of 2030. Internally, 2027 is the date." Gas flaring is when natural gas is burned in oil production. The process is wasteful and omits high amounts of carbon into the atmosphere.

Scope 3 emissions not priority

The minister told Al-Monitor that his government was working to cut Scope 1 and Scope 2 carbon emissions: greenhouse gases that occur as a direct or indirect result of the energy companies' activities. Scope 1 emissions, for example, might be those produced directly by the oil company when refining the commodity. Scope 2 emissions include those caused by the generation of electricity needed to power the company's oil refining facility.

However, Al Aufti was more dismissive on reducing Scope 3 emissions, which are those not caused by the company itself but by those it's indirectly responsible for on its value chain. One example of Scope 3 emissions is those coming from the customer burning the oil as fuel. Scope 3 emissions for many businesses account for more than 70% of their carbon footprint, according to Deloitte.

"Scope 3 emissions is someone else's problem, right?" Al Aufti joked, adding that his country is not currently focusing on reducing Scope 3, because first it needs to address emissions from energy companies and their suppliers.



 VISION GOLFE 2024 : RESULTS OF THE SECOND EDITION

24

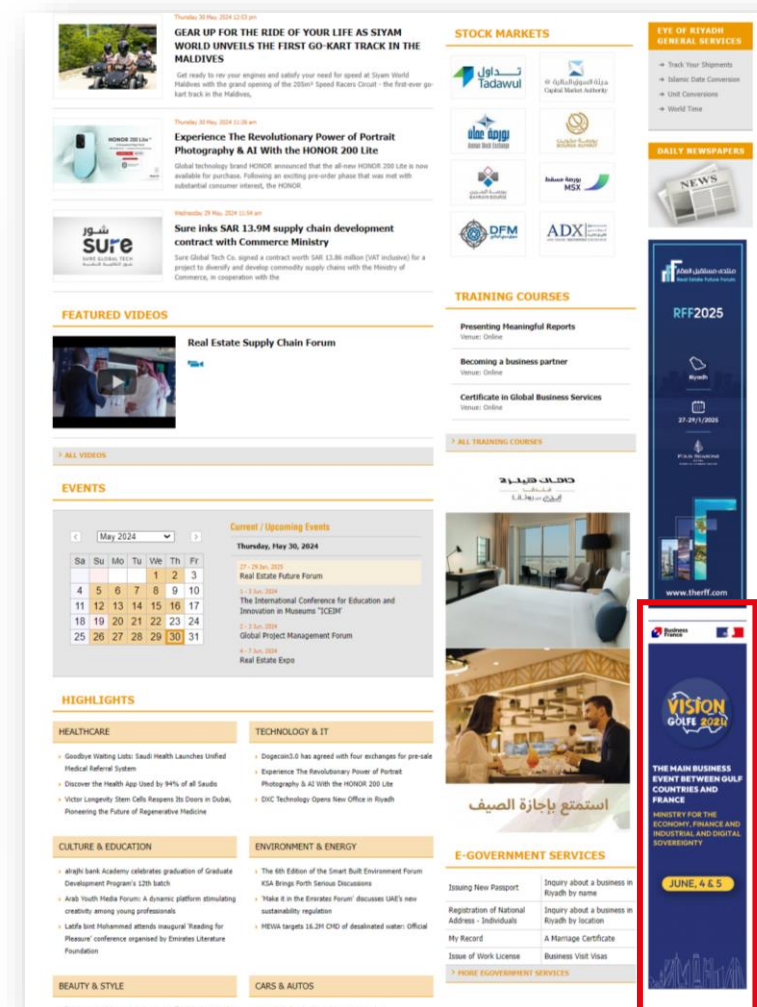
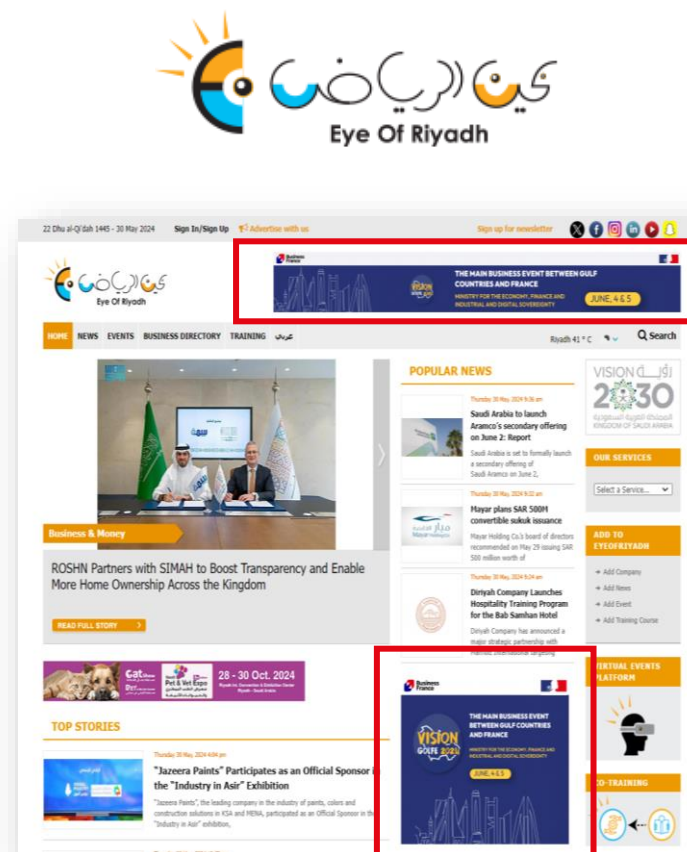
MEDIA BANNERS

■ Eye Of Riyadh - Website

We partnered with [Eye of Riyadh](#) to promote the event, one of the most important medias in the region, it is a prominent media platform recognized for its extensive coverage of news and events in Saudi Arabia and the broader Gulf region.

Founded with the mission to provide timely and relevant information, Eye of Riyadh serves as a vital resource for businesses, government entities, and the public. It offers a comprehensive range of services, including news updates, event promotions, and market insights, making it a trusted source for staying informed about developments in the region.

Through this collaboration, we successfully highlighted the key objectives and achievements of Vision Golfe, fostering greater engagement and cooperation among KSA and regional stakeholders.



MEDIA BANNERS

■ Eye Of Riyadh - Website

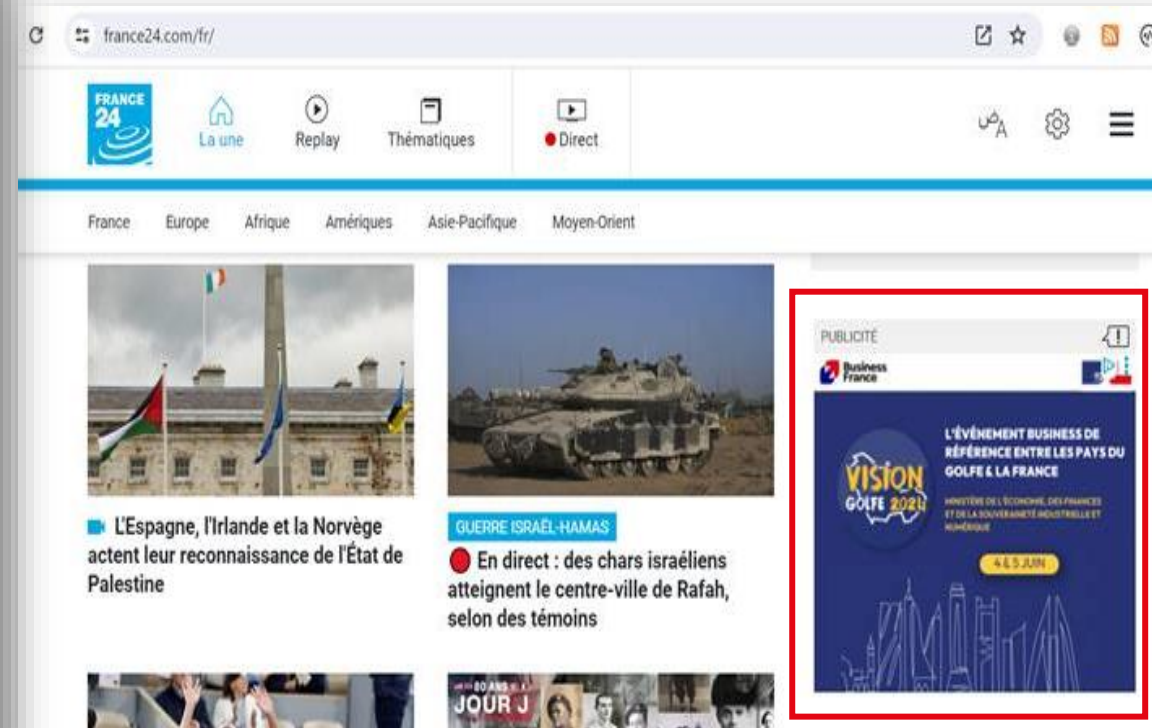
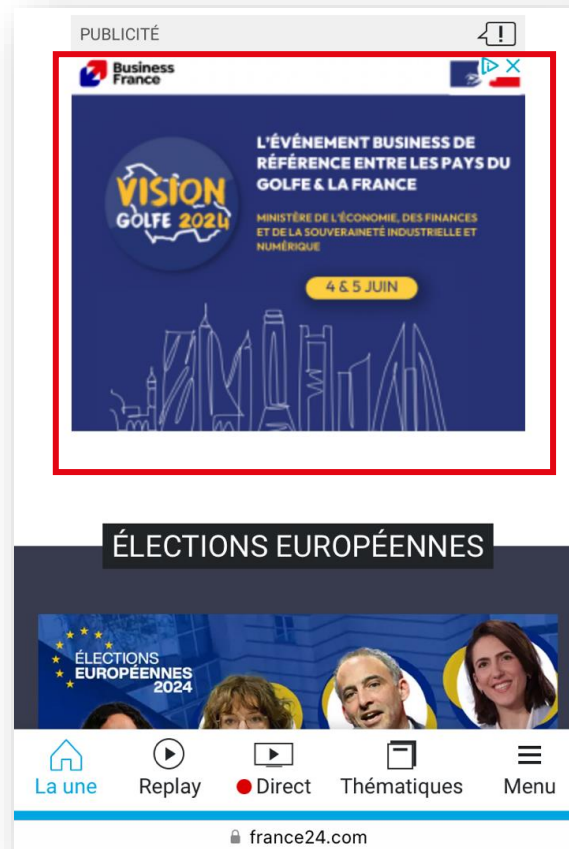
Website screenshot of Eye Of Riyadh. The left sidebar contains a vertical banner for 'VISION GOLFE 2024' (highlighted with a red box) and a 'WORLD VAPE SHOW' banner. The main content area features news articles, a calendar for June 2024, and a list of events. The footer includes contact information and social media links.

MEDIA BANNERS

France 24 – Website & Mobile App

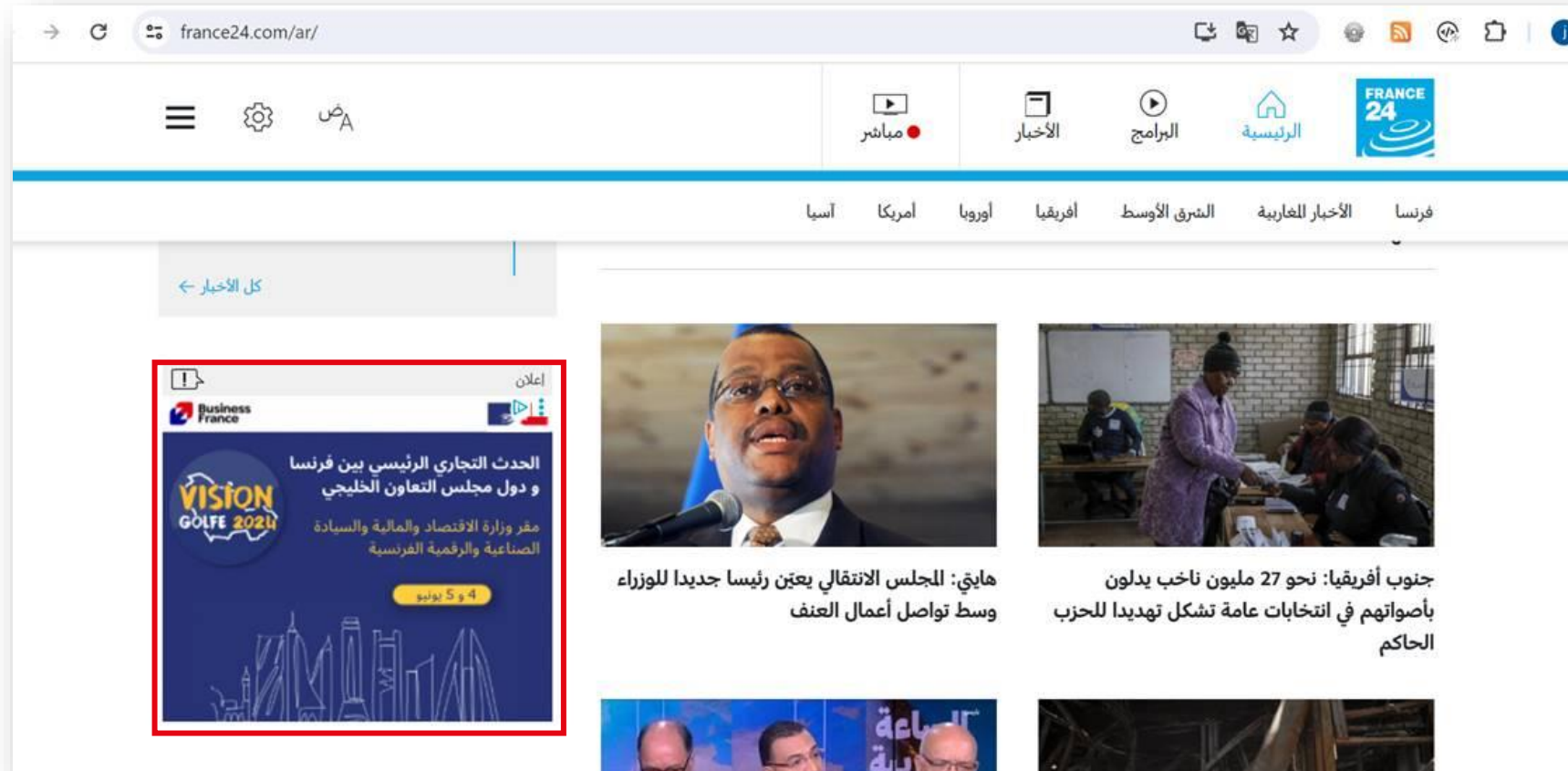
France 24 is a news channel, launched internationally in 2006 offering content in French, English, Arabic, and Spanish. Known for its in-depth analysis and high-quality journalism, France 24 covers a wide range of topics from politics and economics to culture and sports.

For Vision Golfe, we partnered for the second year with France 24 to promote the event and enhance the visibility of our event.



MEDIA BANNERS

France 24 – Website in Arabic

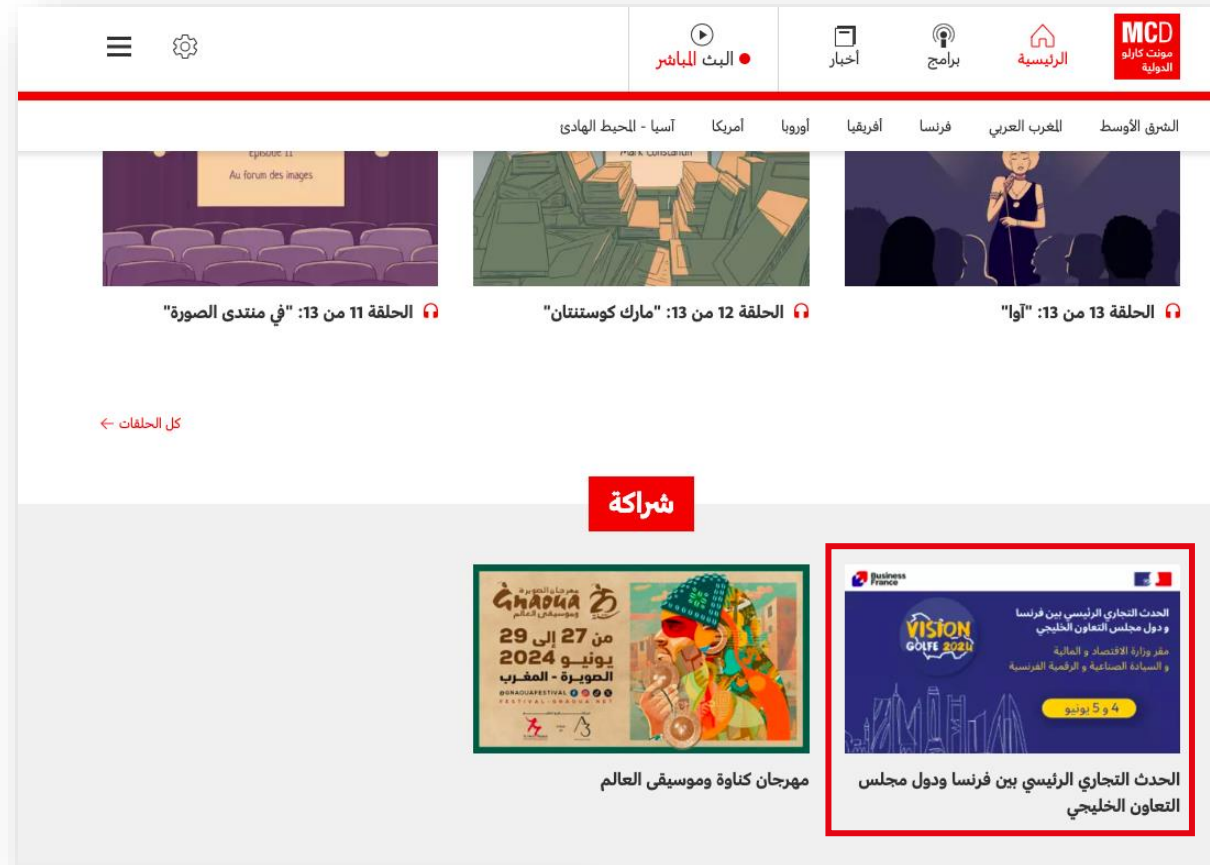


MEDIA BANNERS

Radio Station Monte Carlo Doualiya

Monte Carlo Doualiya (MCD) is an international Arabic-language radio station launched in 1972, part of the France Medias Monde group. Known for its high-quality journalism, MCD offers a wide range of content including news, cultural programs, and music, providing comprehensive coverage of regional and global events for Arabic-speaking audiences worldwide.

In the context of Vision Golfe 2024, we partnered with Monte Carlo Doualiya to promote the event.

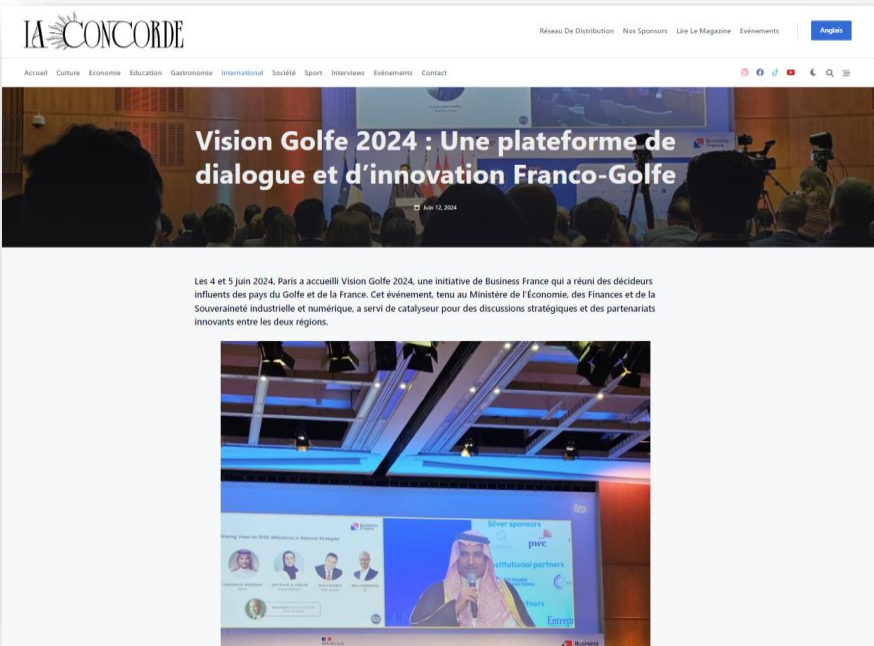


EVENT PROMOTION SOCIAL MEDIA & WEBSITE

Concorde Magazine

La Concorde Magazine is a premier publication known for its coverage of luxury lifestyle, business, culture, and current affairs. Renowned for its in-depth analysis and high-quality journalism, it offers readers exclusive insights into fashion, travel, technology, and finance.

For the 2024 edition, Business France partnered with La Concorde Magazine as a media partner, contributing significantly to the promotion and success of this key event.



 [Article Link](#)



 [Post Link](#)

PR CAMPAIGN

PRE-EVENT PRESS RELEASE

English



News Article

Fostering Economic ties: The Second Edition of Vision Golfe to Unveil the Future of Franco-Gulf Business & Trade Relations

United Arab Emirates- April 4th , 2023 - Business France, the national agency supporting to the international development of the French economy, announces the second edition of "[Vision Golfe](#)," a key annual event fostering trade cooperation between France and the Gulf Cooperation Council (GCC) countries. Following the successful inaugural edition, this year's event is scheduled for **June 4 and 5, 2024, at the French Ministry of the Economy, Finance, and Industrial and Digital Sovereignty in Paris.**

Endorsed by the French Ministry of Economy and the Ministry of Europe and Foreign Affairs, the first edition attracted over 800 delegates, including 400 key economic players from the six Gulf countries. The event facilitated more than 1000 B2B interactions, laying the groundwork for fruitful collaborations and innovative partnerships.

As Paris' premier business platform for French-Gulf relations, "Vision Golfe 2024" aims to host numerous sessions this year featuring ministers, leaders of international organizations, and distinguished speakers. Discussions will cover strategic topics such as the evolution of trade routes and the Gulf's pivotal role in global commerce today in a region looking towards a future where upgraded infrastructures and transport systems are the cornerstones of tomorrow. Special focus will be on national ambitions for 2030, addressing key sectors like sustainable energy post-COP28, aiming for an energy revolution. Health in the Gulf countries [seeks](#) to achieve excellence, while artificial intelligence opens up avenues for collaboration in research, development, and innovation. For French brands, consumer goods present new opportunities, supported by a practical guide for investments in the GCC. Additionally, major sporting events and tourism, adapted to the digital era, aim to redefine the leisure sector with connected experiences, fostering innovative interactions between French and Gulf participants.

Furthermore, the ten panel discussions dedicated to the [aforementioned themes](#) will be accompanied by targeted and qualified B2B enabling companies from the GCC countries and France to establish close commercial ties and discover mutually beneficial investment opportunities.

Private and public professionals from the GCC countries are also offered complimentary access to this significant event, highlighting our commitment to a strong and growing partnership.



To be part of the discussions that will shape the future of Franco-Gulf commercial relations, we invite you to register through the following link: [Home - Vision Golfe \(businessfrance.fr\)](#)

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خبر صحفي

تعزيز الروابط الاقتصادية

النسخة الثانية من رؤية الخليج لكشف مستقبل العلاقات التجارية والاقتصادية

الخليجية-الفرنسية

الإمارات العربية المتحدة - 4 أبريل 2024 - تعلن "ميريس فرانس"، الوكالة الوطنية لدعم تنمية الاقتصاد الفرنسي دولياً، عن تنظيم النسخة الثانية من معرض رؤية الخليج "البحر جولة" - Vision Golfe - "، أكبر فعالية تجارية اقتصادية سنوية لتعزيز التعاون التجاري بين فرنسا ودول مجلس التعاون الخليجي. فبعد النجاح الباهر الذي حققته النسخة الأولى من المعرض، ستقام نسخة هذا العام يومي 4 و5 يونيو 2024، في وزارة الاقتصاد والمالية والسادة الصناعية والرقمية الفرنسية في باريس.

يذكر أن النسخة الأولى، التي حظيت بدعم من وزارة الاقتصاد الفرنسية ووزارة أوروبا والشؤون الخارجية، استقطبت أكثر من 800 مشارك، بما في ذلك 400 شخصية اقتصادية بارزة من الدول الخليجية الست، وبلغ عددها أكثر من 1000 لقاء تجاري بين الشركات (في 2 بي)، مما ساهم في إرساء أسس التعاون المستمر والشراكات المبتكرة.

ويوصف النسخة الرئيسية للعلاقات الفرنسية - الخليجية، يطلع معرض رؤية الخليج "البحر جولة 2024" هذا العام لاستضافة العديد من الجلسات التي تجمع الوزراء وقادة المؤسسات الدولية والمختصين المرموقين. وستتناول المناقشات مواضيع استراتيجية مثل تطور الطرق التجارية، الدور المحوري لدول الخليج في التجارة العالمية اليوم، في منطقة تتطلع لمستقبل تشكل فيه البنى التحتية ونظام النقل المتطورة ركائز الغد. وسيكون هناك تركيز خاص على الموضوعات الوطنية لدول الخليج لعام 2030، والتي تتناول قطاعات رئيسية مثل الطاقة المستدامة، في أعقاب مؤتمر المناخ COP28، بهدف إحداث ثورة في مجال الطاقة. كما تسعى دول الخليج لتحقيق التميز في قطاع الصحة، بينما يفتح الذكاء الاصطناعي آفاقاً واسعة للتعاون في مجالات البحث والتطوير والابتكار. وبالنسبة للعلامات التجارية الفرنسية، يفتح قطاع السلع الاستهلاكية فرصاً جديدة، مدعومة بدلائل عملي خاص بالاستثمارات في دول مجلس التعاون الخليجي. وتهدف الفعاليات الرياضية الكبرى والسباحة، المتكيفة مع العصر الرقمي، إلى إعادة تعريف قطاع الترفيه من خلال تجارب متصلة، تفتح آفاقاً لشراكة وتعاون مبتكرين بين المشاركين الفرنسيين والخليجيين.

وإضافة إلى الجلسات المخصصة للمواضيع المذكورة أعلاه، سيهيئ المعرض تنظيم لقاءات أعمال (في 2 بي) موجهة ومخصصة، تسمح للشركات التجارية من دول مجلس التعاون الخليجي وفرنسا بإقامة علاقات تجارية وثيقة واستكشاف فرص الاستثمار المتبادلة الممثلة.

إنما ستتاح للمهتمين من القطاعين الخاص والعام من دول مجلس التعاون الخليجي فرصة حضور هذه الفعالية الهامة مجاً، مما يؤكد التزامنا بشراكة قوية ودائمة.

للمشاركة في المناقشات التي ستقدم ملامح مستقبل العلاقات التجارية الفرنسية - الخليجية، ندعوكم للتسجيل عبر الرابط التالي: [Home](#)

[- Vision Golfe \(businessfrance.fr\)](#)

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PRE-EVENT PUBLICATIONS

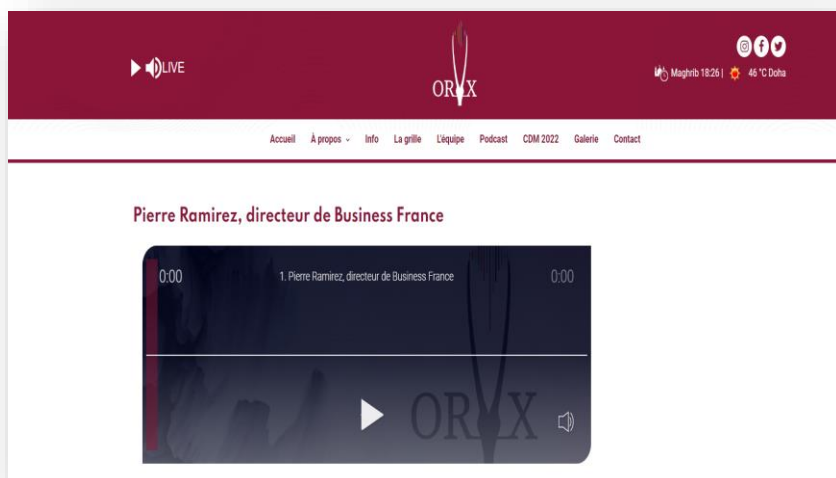
MEDIA/CHANNEL	COUNTRY	URL LINK
> Keloland Media Group	> South Dakota	> "Vision Golfe 2024: Enhancing Franco-GCC Relations Through Trade, Innovation, and Cultural Exchange" (keloland.com)
> UAE News 247	> United Arab Emirates	> The Second Edition of Vision Golfe to Unveil the Future of Franco-Gulf Business & Trade Relations UAE News 24/7 (uaenews247.com)
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> Tech Plugged	> United Arab Emirates	> The Second Edition of Vision Golfe to Unveil the Future of Franco-Gulf Business & Trade Relations (techplugged.com)
> MENA FN	> Jordan	> Business Event For Franco-Gulf Trade Relations, Vision Golfe 2024 From June 4 (menafn.com)
> Press Reader	> United Arab Emirates	> PressReader.com - Digital Newspaper & Magazine Subscriptions
> Al Bilad Newspaper - Arabic	> Bahrain	> جريدة البلاد النسخة الثانية من رؤية الخليج لكشف مستقبل العلاقات التجارية والاقتصادية الفرنسية - الخليجية (albiladpress.com)
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> Business Today ME	> United Arab Emirates	> Fostering Economic ties: The Second Edition of Vision Golfe to Unveil the Future of Franco-Gulf Business & Trade Relations (businesstoday.me)
> Al Khaleej Newspaper	> United Arab Emirates	> «رؤية الخليج» يوطد مستقبل العلاقات التجارية والاقتصادية مع فرنسا صحيفة الخليج (alkhaleej.ae)
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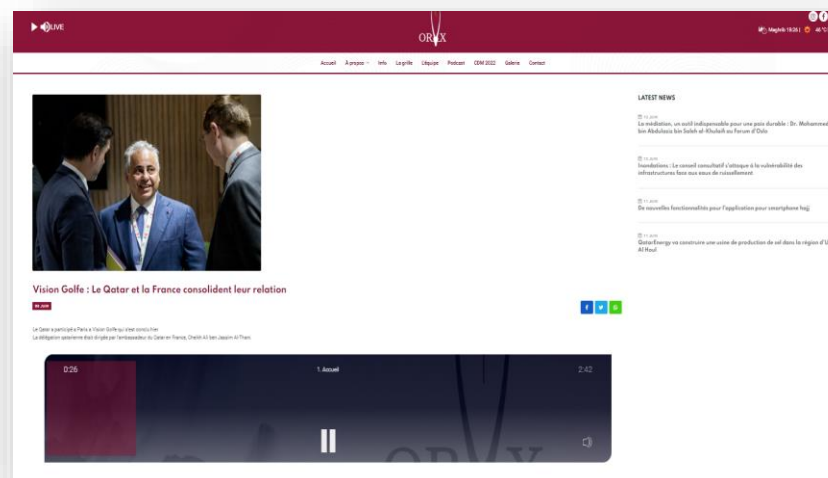
MEDIA/CHANNEL	COUNTRY	URL LINK
> Eye of Riyadh	> KSA	> eyeofriyadh.com "عين الرياض" راعياً للنسخة الثانية من منتدى رؤية الخليج في باريس)
> France aux Emirats	> United Arab Emirates	> La France aux Émirats arabes unis (ambafrance.org) - النسخة الثانية من معرض رؤية الخليج "فيجن جولف" -
> MSN	> United Arab Emirates	> «رؤية الخليج» يستعرض العلاقات التجارية والاقتصادية مع فرنسا 4 و5 يونيو (msn.com)
> Ambassade de France au Qatar	> Qatar	> 2ème édition de "Vision Golfe", les 4 et 5 juin 2024 - La France au Qatar (ambafrance.org)
> RFI	> France	> Émirats arabes unis - France, un partenariat d'avenir ? Émission spéciale à Dubaï - Éco d'ici éco d'ailleurs (rfi.fr)
> Al Khaleej Newspaper - Arabic	> United Arab Emirates	> «رؤية الخليج» يستعرض العلاقات التجارية والاقتصادية مع فرنسا 4 و5 يونيو صحيفة الخليج (alkhaleej.ae)
> Peninsula	> Qatar	> https://thepeninsulaqatar.com/article/17/05/2024/business-event-for-franco-gulf-trade-relations-vision-golfe-2024-from-june-4
> WATE 6 On Your Side	> United States	> "Vision Golfe 2024: Enhancing Franco-GCC Relations Through Trade, Innovation, and Cultural Exchange" (wate.com)
> Pinterest	> United Arab Emirates	> The Second Edition of Vision Golfe to Unveil the Future of Franco-Gulf Business & Trade Relations di 2024 (pinterest.com)
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PRE-EVENT RADIO Interviews

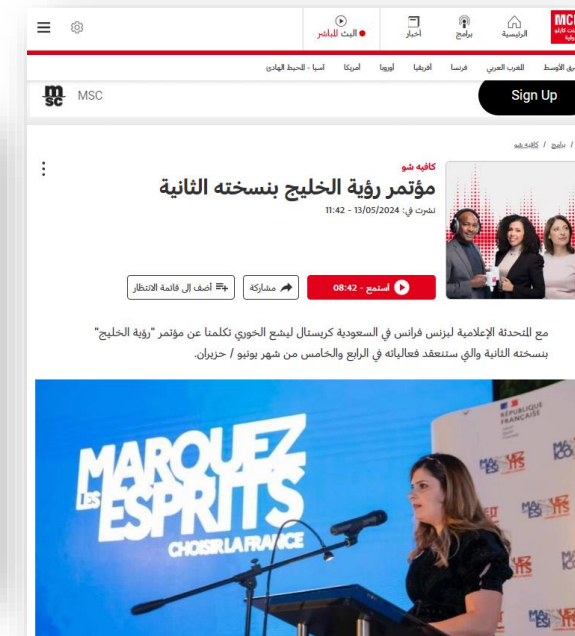
RADIO INTERVIEWS



[!\[\]\(e51f2f38b210a3819c613728fd4b2ec5_img.jpg\) Podcast Link Orix FM
interview with Pierre Ramirez –
Director Business France Qatar](#)



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[!\[\]\(711f81de5648ddf918583603859123f4_img.jpg\) Podcast Link Interview with
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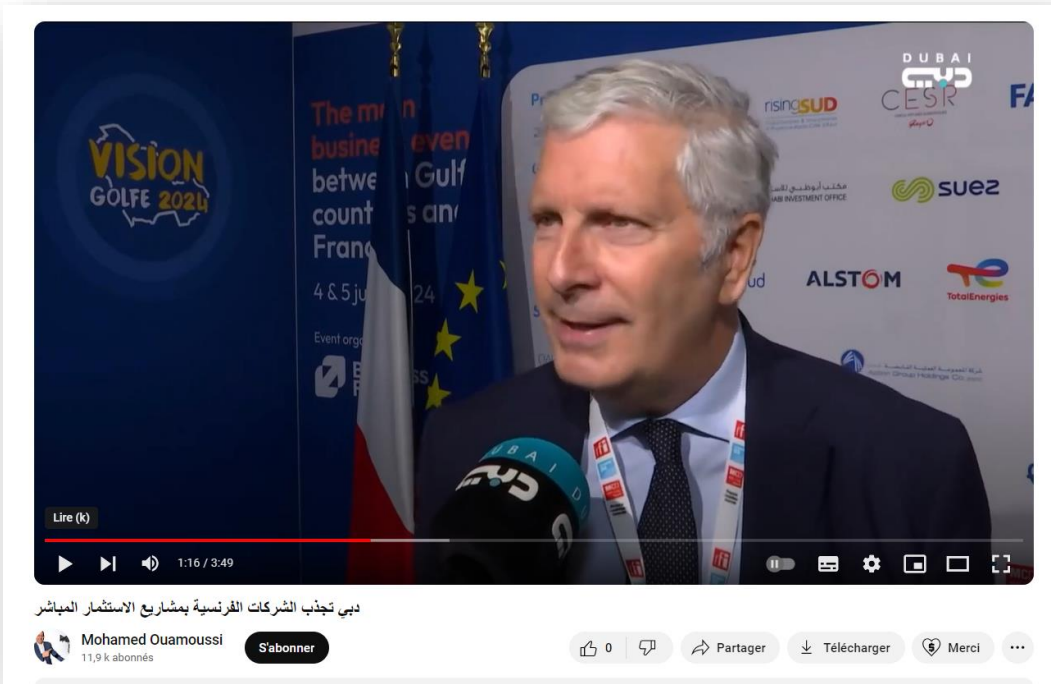
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FEATURED ARTICLES DURING THE EVENT

MEDIA/CHANNEL	COUNTRY	URL LINK
> LE MOCI	> France	> Forum Vision Golfe : les entreprises françaises dans les starting-blocks pour conquérir les marchés de la région - Le Moci
> Le marin Ouest France	> France	> Marseille-Fos signe un accord de partenariat avec les autorités portuaires d'Arabie saoudite (ouest-france.fr)
> Le journal des entreprises	> France	> Marseille-Fos signe un accord avec les ports d'Arabie Saoudite afin de développer des échanges commerciaux (lejournaldesentreprises.com)
> Mer et Marine	> France	> Marseille-Fos va développer les échanges commerciaux avec les ports saoudiens Mer et Marine
> The National - English	> United Arab Emirates	> UAE's AI university to develop technology that mimics handwriting styles (thenationalnews.com)
> The National - English	> United Arab Emirates	> France sets out its stall to key Gulf partners at Paris forum (thenationalnews.com)
> Gulf Times - Arabic	> Qatar	> Qatar participates in vision Golfe 2024 Forum in Paris - Gulf Times (gulf-times.com)
> Al Sharq Al Awsat Newspaper	> Saudi Arabia	> Mawani Signs MoU with Port of Marseille Fos to Enhance International Trade (aawsat.com)
> Asharq Al Awsat Newspapaer	> Middle East	> Mawani Signs MoU with Port of Marseille Fos to Enhance International Trade (aawsat.com)

POST-EVENT PRESS RELEASE

English



Press Release

Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation

Paris, June 6th, 2024 - Vision Golfe 2024, held at the French Ministry of Economy, Finance, Industrial and Digital Sovereignty in Paris, has marked a significant milestone in bolstering economic relations between France and the Gulf Cooperation Council (GCC). This year's edition witnessed unprecedented engagement with over 1,200 attendees, including more than 500 stakeholders from GCC countries, reflecting a growing commitment to enhancing bilateral economic cooperation.

The event was packed with insightful discussions that began with a welcoming speech from the French Minister of Economy, Bruno Le Maire, followed by Laurent Saint-Martin, CEO, Business France, on the importance of this strategic cooperation for French trade and attractiveness.

The event featured high-level participation from prominent figures such as:

- Dr. Jaleela bint AlSayed Jawad Hasan, Minister of Health, Bahrain
- Eng. Salim Al Awli, Minister of Energy and Minerals, Oman
- Minister Jean-Yves Le Drian, President of AFALULA, agency dedicated to the development and promotion of the **AJLULA** region in Saudi Arabia.
- Minister Christophe Castaner, President of the Supervisory Board, Port of Marseille, the main port authority for Marseille-**Eux** port,
- Princess Noura Faisal Al Saud, CGEO Consultant, Abdullah Al **Qubain** Investment Co.

Their contributions provided invaluable insights into trade and economic strategies, underscoring the importance of the conference agenda and enriching discussions with high-level governmental perspectives.

In addition, more than 40 officials, including GCC Ambassadors to France, French Diplomats, representatives from Saudi, Qatari, Kuwaiti, Bahraini, Omani and UAE authorities, as well as CEOs from these countries attended the event, emphasizing the high level of bilateral engagement.

The conference saw the signing of significant agreements with the Saudi Ports Authority, MAWANA, and the Grand Port of Marseille Fos, symbolizing the strengthening of maritime connections because of their strategic position at the crossroads of Asia and Europe, within the framework of the construction of the India-Middle East-Europe Economic Corridor, IMEC.



Another agreement strengthening bridges was established at Vision Golfe, between Export Bahrain and the French Chamber of Commerce to promote Bahraini exports while facilitating business relations between France and Bahrain.

Following this, a series of roundtables were scheduled for two days that offered valuable insights into the pivotal issues of the French-GCC commercial relationship.

Sulaiman Al **Mazzoua**, CEO of the National Industrial Development and Logistics Program (NIDLP), contributed to the discussions by highlighting Vision 2030 and its focus on energy, supply, technology, and investments.

Subsequently, Mishal Bin **Qatari**, Group CEO of Al **Qubain** Investment, shed light on the Saudi retail and entertainment sector while sharing his vision for becoming a leading player in the Saudi market.

Highlights of this edition also included France's top attractiveness status in Europe, with France 2030 Investment Plan and the announcement of the establishment of the France Lab for Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI).

In addition to these national achievements, regional initiatives also garnered attention with Rising SUD, the economic development agency representing the South of France, that showcased the region's dynamic potential for cooperation with GCC counterparts at Vision Golfe 2024. The agency emphasized the South of France's historic appeal to GCC investors, highlighting its vibrant landscapes, renowned international events such as the Cannes Film Festival, and its status as a key economic hub. The region boasts robust sectoral ecosystems, including AI and innovation hubs, and significant green investments, underscoring its strategic importance for GCC investments and partnerships.

Laurent Saint-Martin, CEO, Business France, commented: "In a world facing crises of all kinds and amid significant tensions in the Near and Middle East, we at Business France, alongside our Gulf partners, have chosen to build bridges. By leveraging shared expertise, cultural exchange, and mutual investment opportunities, Vision Golfe seeks to create a resilient and prosperous future with our exceptional Gulf partners with which France maintains high-quality bilateral cooperation. I hope that we, both individually and collectively, will meet the expectations and needs of our Gulf partners, whose high standards should compel us. The competition is fierce. Let's rise to the occasion".

Vision Golfe 2024 was made possible through the support of its key-partners: First Abu Dhabi Bank (FAB), the largest bank of the UAE providing comprehensive financial solutions; Thallium Consulting, specializing in strategic advisory services; **Sadia** Holding Company, investing in diverse sectors across the GCC, also significantly contributed to the event's success and CES Royer, an advocate for cultural and economic development.

Vision Golfe 2024 was designed to facilitate the creation of new businesses and foster the signing of more contracts. By bringing together key stakeholders from both regions, it provided a platform



for networking, knowledge exchange, and strategic partnerships. This collaboration is expected to lead to increased investment flows, innovative projects, and mutually beneficial ventures.

End

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About Vision Golfe

Organized by Business France, Vision Golfe is an annual event dedicated to strengthening the economic and strategic relationships between France and the Gulf Cooperation Council countries. It serves as a platform for fostering innovation, investment, and collaboration across key sectors, driving growth and development in both regions.

POST-EVENT PRESS RELEASE

Arabic



خبر صحفي

رؤية الخليج 2024

حضور قيادي يجسد تنامي التعاون التجاري بين فرنسا ودول مجلس التعاون الخليجي

باريس، 6 يونيو 2024 – شكل معرض رؤية الخليج 2024 الذي استضافته وزارة الاقتصاد والمالية والسادة الصناعية والرقمية في باريس، فرنسا، حدثاً مفصلاً لتعزيز العلاقات الاقتصادية بين فرنسا ودول مجلس التعاون الخليجي. وقد شهدت نسخة المعرض لهذا العام مشاركة غير مسبوقة بحضور أكثر من 1200 شخص، منهم أكثر من 500 من كبار الشخصيات وصنّاع القرار من دول مجلس التعاون الخليجي، ليجسد التزاماً راسخاً بتطوير أفاق التعاون الاقتصادي الثلاثي إلى آفاق أرحب.

وقد تخللت الفعالية سلسلة من النقاشات العميقة بدأت بكلمة ترحيبية ألقاها معالي برونو لومير، وزير الاقتصاد الفرنسي، وتلتها كلمة السيد لوران سان - مارتن، الرئيس التنفيذي لوكالة بزنس فرانس تناول فيها أهمية التعاون الإستراتيجي بالنسبة للتجارة والميزة التنافسية في فرنسا.

شهد المعرض مشاركة رفيعة المستوى شملت بعض كبار الشخصيات أمثال:

- معالي الدكتورة جليلة بنت السيد جواد حسن، وزيرة الصحة، البحرين
- معالي المهندس سالم بن ناصر العوفي، وزير الطاقة والمعادن، عمان
- معالي الوزير جان إلف لو دريان، رئيس وكالة التنمية الفرنسية (أديلا)، المسؤولة في تطوير منطقة العلا السعودية والترويج لها
- معالي الوزير كريستوف كيبيلج، رئيس مجلس الرقابة في ميناء مارسيليا، وهو الهيئة العامة الرئيسية في ميناء مارسيليا
- سؤ الأميرة نورة بنت فيصل آل سعود، مستشارة رئيس مجموعة عبد الله العظم للاستثمار

ساهمت مشاركات هذه الشخصيات رفيعة المستوى في تعميق النقاشات حول الإستراتيجيات التجارية والاقتصادية بين فرنسا ودول مجلس التعاون الخليجي، وأكدت على أهمية جدول أعمال المعرض وطرحته وجهات النظر الحكومية على مستوى رفيع.

ويشهد المعرض حضور أكثر من 40 من كبار الشخصيات، من بين سفراء دول مجلس التعاون الخليجي لدى فرنسا، ودبلوماسيين فرنسيين، وممثلين عن السلطات السعودية القطرية والكويتية والبحرينية والعمانية والإماراتية، فضلاً عن نخبة من كبار المدراء التنفيذيين من هذه الدول، مما يؤكد على عمق العلاقات الثقافية وقيمة المستوى بين فرنسا ودول الخليج.



كما شهد أيضاً توقيع اتفاقيات هامة بين الهيئة العامة للموانئ في السعودية، "موانئ"، وميناء مارسيليا، لتعزيز التعاون البحري بين البلدين. تكتي هذه الاتفاقيات في إطار سعي "موانئ" لتوطيد علاقاتها مع الموانئ العلمية الرئيسية، ودعم طموحات المملكة العربية السعودية في أن تصبح مركزاً لوجستياً عالمياً رئيساً. وتُعش هذه الاتفاقيات خطوة هامة نحو تحقيق رؤية المملكة 2030، التي تهدف إلى تعزيز التجارة بين آسيا وأوروبا عبر البحر الاقتصادي بين الهند والشرق الأوسط وأوروبا، IMEC.

وتم أيضاً توقيع اتفاقية هامة بين "صادرات البحرين" وغرفة التجارة الفرنسية، تهدف إلى تعزيز الصادرات البحرينية إلى فرنسا وتسهيل التجارة بين البلدين.

عقب حفل التوقيع، انطلق المشاركون في المعرض للمشاركة في سلسلة من المؤام المستمرة التي عقدت على مدار يومين. وشهدت هذه الجلسات نقاشات حية وتفاعلية تناولت مختلف جوانب العلاقات التجارية بين فرنسا ودول مجلس التعاون الخليجي.

فقد أثير السيد سليمان المزروع، الرئيس التنفيذي لبرنامج تطوير الصناعة الوطنية والخدمات اللوجستية، النقاشات بشرح رؤية 2030 وتناول محاورها الأساسية، أي الطاقة، والتوريد، والتكنولوجيا، والاستثمار. وأكد السيد المزروع على أهمية هذه المحاور في تعزيز العلاقات التجارية بين فرنسا ودول مجلس التعاون الخليجي، وشدد على دورها في تحقيق أهداف رؤية 2030.

ومن جانبه، قدم السيد مشعل بن عاصدة، الرئيس التنفيذي لمجموعة العظم للاستثمار، تحليلاً مفصلاً لواقع قطاع البيع بالتجزئة والرفه في المملكة العربية السعودية، وشارك الحضور رؤيته حول متطلبات تحقيق الريادة في السوق السعودي.

كما شمل معرض رؤية الخليج لهذا العام العديد من المواضيع الهامة، التي عكست التطورات المتسارعة في العلاقات بين فرنسا ودول مجلس التعاون الخليجي، أبرزها تنصيب فرنسا كأكثر وجهة تنافسية في أوروبا، من خلال خطة الاستثمار فرنسا 2030 والإعلان عن إنشاء مختبر فرنسا في جامعة محمد بن زايد للذكاء الاصطناعي.

إضافة إلى هذه الإنجازات الوطنية، استحوذت أيضاً مبادرات إقليمية عدة على اهتمام الحاضرين، من خلال مشاركة Rising SUD، وكالة التنمية الاقتصادية التي تمثل جنوب فرنسا، واستعراضها لما تزخر به هذه المنطقة من إمكانات ديناميكية للتعاون مع النظراء في منطقة مجلس التعاون خلال معرض رؤية الخليج 2024. وقد أبرزت الوكالة الجانب التاريخية التي تتمتع بها منطقة جنوب فرنسا بالنسبة للمستثمرين في دول مجلس التعاون، فضلاً عن مظاهرها الطبيعية الخلابة، وفعالياتها الدولية الشهيرة، مثل مهرجان كان السينمائي، إلى جانب مكائنها كمركز اقتصادي أساسي. كما تتمتع المنطقة بمنظومات قطاعية متينة منها تلك القائمة على الذكاء الاصطناعي ومراكز الابتكار، فضلاً عن الاستثمارات الضخمة في المبادرات الخضراء، ما يؤكد على أهميتها الإستراتيجية بالنسبة للاستثمارات والشراكات الناشئة من منطقة مجلس التعاون الخليجي.

وقد خلق السيد لوران سان - مارتن، الرئيس التنفيذي لوكالة بزنس فرانس قلائد: "في عالم تكثر فيه الأزمات على أنواعها، وفي خضم التغيرات الحادة في منطقة الشرق الأوسط والأدنى، اخترنا في وكالة بزنس فرانس إلى جانب شركائنا من



منطقة الخليج، أن نعمل على مكسور التعاون. انطلاقاً من خبراتنا المشتركة، والتبادل الثقافي، والفرص الاستثمارية المتعددة، نسعى معرض رؤية الخليج إلى التأسيس لمستقبل مزدهر حيث نكون قادرين على التصدي لكل التحديات، نحن وشركاؤنا المستقلون من الخليج، والذي تربطهم بفرنسا روابطاً أفضل العلاقات الثقافية. أمل أن نتمكن على المستوى الفردي والجماعي من تلبية توقعات شركائنا الخليجيين ومتطلباتهم. ولكن معاييرهم المرتفعة حافزاً لنا. على الرغم من حدة المنافسة، دعونا نرتقي إلى مستوى التحدي".

يذكر أن دعم الشركاء الأساسيين لعب دوراً محورياً في تحقيق هذا النجاح، حيث ساهموا بشكل كبير في تعزيز أفاق التعاون وتطوير مجالات جديدة للعمل المشترك، مثل بنك أبو ظبي الأول، وهو أكبر بنك في الإمارات العربية المتحدة يقدم الحلول المالية الشاملة، و**مؤام** للاستشارات، الشركة المتخصصة في الخدمات الإستشارية الإستراتيجية، وشركة سابيتا القابضة، المنخرطة في الاستثمار في قطاعات متنوعة في جميع دول مجلس التعاون الخليجي ومركز **رياد** للدراسات العلمية، المركز المنصّر للتنمية الثقافية والاقتصادية.

انطلقت فكرة تنظيم معرض رؤية الخليج 2024 من الرغبة بتسهيل إطلاق المشاريع الجديدة والعمل على إبرام عقود إضافية، ومن خلال الجمع بين أصحاب المصلحة من المنطقين، بات المعرض منصة للتشبيك وتبادل المعارف ونسج الشراكات الجديدة. ومن المتوقع أن يؤدي هذا التعاون إلى مزيد من التثاقفات الاستثمارية والمشاريع الابتكارية ومبادرات الأعمال العديدة للفرق.

تتبع

لمزيد من المعلومات، يرجى التواصل مع:

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نبذة عن معرض رؤية الخليج

يشكل معرض رؤية الخليج الذي تنظمه وكالة بزنس فرانس حدثاً سنوياً مكرساً لتعزيز العلاقات الاقتصادية والإستراتيجية بين فرنسا ودول مجلس التعاون الخليجي. وهو منصة لرفعة الابتكار والاستثمار والتعاون على صعيد قطاعات أساسية، من أجل تحفيز النمو في المنطقين.

POST-EVENT PUBLICATIONS

MEDIA/CHANNEL	COUNTRY	URL LINK
> Emirates News Agency	> United Arab Emirates	> wam.ae الرئيسية وكالة أنباء الإمارات)
> Al Khaleej Newspaper	> United Arab Emirates	> alkhaleej.ae مشاركون في المنتدى الفرنسي الخليجي يشيدون بالبيئة التشريعية الاقتصادية للإمارات صحيفة الخليج)
> Alittihad Newspaper	> United Arab Emirates	> aletihad.ae المنتدى الفرنسي الخليجي يشيد بالبيئة التشريعية الاقتصادية للإمارات - الاتحاد للأخبار)
> Lusail News	> Qatar	> lusailnews.net رؤية الخليج 2024: حضور قياسي يجسد تنامي التعاون التجاري بين فرنسا ودول مجلس التعاون الخليجي La)
> Entrepreneur Al Arabiya	> United Arab Emirates	> entrepreneuralarabiya.com رؤية الخليج 2024 حضور قياسي يعكس تنامي التعاون التجاري بين فرنسا ودول مجلس التعاون مجلة رواد الأعمال)
> Al Riyadh Newspaper	> Saudi Arabia	> alriyadh.com جريدة الرياض المنتدى الخليجي الفرنسي يناقش البيئة التشريعية وفرص الاستثمار والنظام المصرفي والمالي)
> Qatar News agency	> Qatar	> https://www.qna.org.qa/en/News-Area/News/2024-06/05/0040-qatar-participates-in-vision-golfe-2024-forum-in-paris
> Al Fajr Newspaper	> United Arab Emirates	> alfajr-news.net جريدة الفجر الإماراتية جريدة الفجر الإماراتية مشاركون في المنتدى الفرنسي الخليجي يشيدون بالبيئة التشريعية)
> Media Avatar	> United Arab Emirates	> mediaavataarme.com Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation – Media-Avataar Mena)
> Eye of Dubai	> United Arab Emirates	> eyeofdubai.com Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation – Eye of Dubai)
> Direction Générale du Trésor	> France	> economie.gouv.fr Retour sur la deuxième édition de Vision Golfe Direction générale du Trésor)
> Peninsula	> Qatar	> https://thepeninsulaqatar.com/article/12/06/2024/record-attendance-at-vision-golfe-2024-signals-growing-french-gcc-commercial-cooperation

POST-EVENT PUBLICATIONS

MEDIA/CHANNEL	COUNTRY	URL LINK
> One Ville News	> UAE	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation – Media-Avataar Mena (mediaavataarme.com)
> CCI France Bahrain	> United Arab Emirates	> FCCIB participated in Vision Golfe event in Paris, organised by Business France French Chamber of Commerce and Industry in Bahrain
> Zawya	> United Arab Emirates	> Vision Golfe 2024 : Record attendance signals growing French-GCC commercial cooperation (zawya.com)
> Eye of Dubai	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation - Eye of Dubai
> Dailyhoun	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation
> Uae News 247	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation UAE News 24/7 (uaenews247.com)
> Go Dubai	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation (godubai.com)
> Business News	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation (businessnewse.com)
> Mid East Info	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation - Middle East Business News and Information - mid-east.info
> UAE News 247	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation UAE News 24/7 (uaenews247.com)

POST-EVENT PUBLICATIONS

MEDIA/CHANNEL	COUNTRY	URL LINK
> Gulf Industry	> United Arab Emirates	> French-GCC commercial cooperation boosted at Vision Golfe (gulfindustryonline.com)
> QNB	> Qatar	> DMR (qnbalahli.com)
> MENA FN - CESR itv avec Arab News	> Jordan	> Cercle D'études Scientifiques Pierre Rayer (CESR) Aligns With Saudi Arabia's Vision 2030 (menafn.com)
> MENA FN	> Jordan	> Cercle D'études Scientifiques Pierre Rayer (CESR) Aligns With Saudi Arabia's Vision 2030 (menafn.com)
> Emirates	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation iHeartEmirates
> Eye of Riyadh	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation - Eye of Riyadh
> Mena Insight	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation (menainsights.com)
> Dubai PR Network	> Middle East	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation (dubaiprnetwork.com)
> Daily Guardian	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation Daily Guardian UAE
> Qatar	> United Arab Emirates	> Record attendance at Vision Golfe 2024 signals growing French-GCC commercial cooperation (webjosh.com)
> Bahrain This Week	> Bahrain	> Vision Golfe 2024 - Growing French-GCC Commercial Cooperation (bahrainthisweek.com)
> Trading Charte	> United Arab Emirates	> Vision Golfe 2024 : Record Attendance Signals Growing French-GCC Commercial Cooperation (tradingcharts.com)

POST-EVENT PUBLICATIONS

MEDIA/CHANNEL	COUNTRY	URL LINK
> Lusail News	> Qatar	> رؤية الخليج 2024: حضور قياسي يجسد تنامي التعاون التجاري بين فرنسا ودول مجلس التعاون الخليجي La (lusailnews.net)
> Entrepreneur Al Arabiya	> United Arab Emirates	> رؤية الخليج 2024 حضور قياسي يعكس تنامي التعاون التجاري بين فرنسا ودول مجلس التعاون مجلة رواد (entrepreneuralarabiya.com)
> One Arabia	> United Arab Emirates	> منتدى فرنسي خليجي يشيد بالإطار التشريعي الاقتصادي المتقدم لدولة الإمارات منتدى فرنسي خليجي يشيد بالبيئة OneArabia Arabic
> Roayah News	> United Arab Emirates	> «المنتدى الفرنسي الخليجي» يشيد بالنهضة التشريعية الاقتصادية الإماراتية - شبكة رؤية الإخبارية (roayahnews.com)
> 7 enews	> United Arab Emirates	> مشاركون في المنتدى الفرنسي الخليجي يشيدون بالبيئة التشريعية الاقتصادية للإمارات - سفن اي نيوز 7(enews.net)
> Argam	> Saudi Arabia	> المنتدى الفرنسي - الخليجي الثاني في باريس يدعو إلى شراكات حقيقية (argaam.com)
> Nabd	> United Arab Emirates	> وكالة أنباء الإمارات مشاركون في المنتدى الفرنسي الخليجي يشيدون بالبيئة التشريعية الاقتصادية للإمارات (nabd.com)

SOCIAL MEDIA OUTREACH

SOCIAL MEDIA COVERAGE

Throughout the duration of the event, Business France Middle East led an **organic social media campaign** on the most used btb platforms in the Middle East: [LinkedIn](#) and [Instagram](#). The primary goal was to **maximize the visibility of the event and its participants** and **ensure widespread engagement**.

Two distinct hashtags were consistently used on every post related to Vision Golfe : **#VisionGolfe2024 / #FranceGCC** .

- On LinkedIn, we **35 posts were released**, garnering engagement with a total of over **56,400 impressions**. Our strategy focused on providing valuable insights, event highlights, and key updates about the speakers, which resonated well with our professional audience.
 - On Instagram, we focused on dynamic visual content by posting **reels**. These reels achieved **1,350 views**. Similar to our strategy on LinkedIn, we focused on sharing event updates and insights to our audience. Additionally, **30 posts** were shared by other participants who attended the event. These posts generated more than **96,900 reactions**, including likes and shares.
- Multiple posts about Vision Golfe were also shared by third parties, including visitors, media outlets, partners, on other social media platforms like **X** (formerly Twitter) and **Facebook**. These shares significantly contributed to the event's online visibility and engagement.
- On X, over **51 posts** were shared by various stakeholders, resulting in an impressive total of more than **277,000 impressions**. This high level of activity and engagement on X highlights the broad interest and reach of Vision Golfe 2024 among users on this platform.
 - On Facebook, upwards of **36 posts** were shared during the event by visitors, media outlets, and participants. These posts generated over **27,000 likes**, indicating strong engagement and interest in the event's content.

PRESS & SOCIAL MEDIA COVERAGE REPORT

Press Coverage

Pre-event coverage : 25

Live coverage : 18

Post-event coverage :
63

106 Media Publications

Social Media Coverage

Social Media Posts From
Business France Platforms : 50+

Social Media Posts / Reposts From External
Accounts :
60+

Join Us For The Upcoming Edition

Once again, our deepest thanks go to our
partners for their trust and commitment !

For any **suggestions** & to **join us** for future editions, you can
reach us at : visiongolfe@businessfrance.fr

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