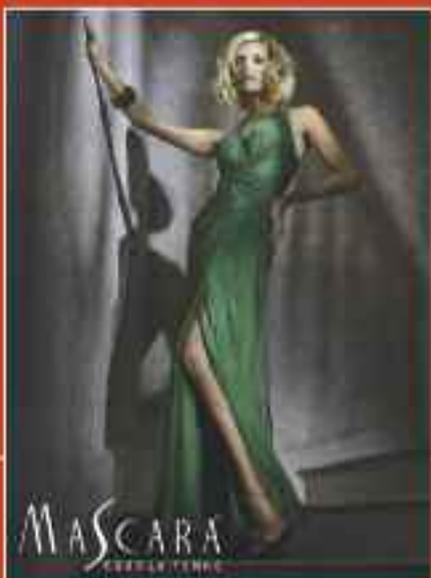


FOCUS FRANCE



- Interview: French ambassador
- Maltese-French Chamber of Commerce
- Sights and sounds of Paris
- The larder of France



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Cyril Poirier Consulting

20 years of excellent service

Sullivan Maritime Limited is an established Maltese shipping company. For well over a century, the Sullivan family has been involved with the Maltese maritime sector as well as in hospitality and finance.

The company was founded in 1996 by Ernest Sullivan and is located on St Barbara Bastion, one of Valletta's most prestigious areas. This year Sullivan Maritime will be celebrating its 20th anniversary.

Ernest Sullivan, managing director is also the Honorary Consul for the Republic of Indonesia in Malta. This year he was awarded the honour of Cavaliere Dell'Ordine Della Stella D'Italia by the President of the Italian Republic. He is a chartered member of the Institute of Logistics and Transport and Chairman of the Association of Ship Agents, a position he has held for 15 years.

Sullivan Maritime Limited's main line of service is ship agency, representing major international shipping lines. These include one of the world's leading RoRo operator Grimaldi Group of Naples, Italy. Grimaldi Group offers regular shipping services to and from Malta, with fixed time weekly sailings to Catania, Salerno, Livorno and Genova, connecting thereon, with an extensive global network.

Besides serving the local industry, Sullivan Maritime Limited is involved with RoRo transshipment operations promoting and utilising Malta's strategic geographical position and expertise in this sector.

Sullivan Maritime represents a range of international shipping lines wherein the company assists their vessels when calling Maltese ports and territorial waters. The services rendered vary from ship agency requirements, husbandry, cargo operations, bunkering and ship-to-ship operations.

The company is also actively involved in ship registration, vessel administration, consultancy and financial services, basically offering a comprehensive portfolio of services to the ship owner and ship manager.



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interview

Working together

The political, business and cultural dialogue between Malta and France is stronger than ever before, says French Ambassador to Malta Béatrice le Fraper du Hellen.

French Ambassador to Malta Béatrice le Fraper du Hellen is in the second year of her term and is positive about the relations between France and Malta.

"The relations between Malta and France are at an all time high," she says.

"Malta is at the intersection of various important events, including Malta's EU Presidency in 2017. We also had the EU's Valletta Summit on Migration and the Commonwealth Heads of Government Meeting in Malta last year. The two countries also form part of the 5+5 Dialogue. These events and contexts give the two countries various opportunities to create and strengthen dialogue.

"Like France, Malta is a committed member of the EU. And between the two countries, there is a strong dialogue on various issues that are common to both countries, including migration, security and maritime issues."

"When President Hollande was in Malta last year, together with President of Malta Marie-Louise Coleiro Preca, they attended a ceremony on Armistice Day in honour of the French soldiers who died during World War I, at the Addolorata Cemetery," Mme le Fraper du Hellen says.

"That was a very significant ceremony. This is part of our common history which not many people know about and yet which is very important. It's a historical link which is also an emotional one."

Last year French President Francois Hollande also visited Malta for CHOGM, despite the terrible terrorist attacks in Paris in November. Malta also contributed to the success of COP21, the United Nations conference on climate change held in Paris at the end of last year.

Business relations between Malta and France are also getting stronger.

"Until a few years ago, there might have been some misconceptions on both sides. Maybe French businesses saw Malta as a small market, while Maltese companies perceived the level of administrative burden in France as being too high.

"We organised various meetings and discussions and now we both have a dynamic outlook of each other. Maltese businesses are realising that their French counterparts can be very reactive – when we see an opportunity, we don't miss it. On their part, French companies see Malta as a viable business platform as well as a gateway to North Africa and the Gulf.

"In fact, more French companies are setting up business in Malta, in various sectors such as telecommunications, real estate, music, beauty products and health. Even in Gozo, there is a French business, with a Total and Hutchinson subsidiary, which specialises in precision sealing systems for the automotive industry. The subsidiary is also one of the biggest employers in Gozo.

"Malta is enhancing its product offering, including cultural tourism and high-end hospitality. This helps in attracting French tourists"



French Ambassador to Malta
Béatrice le Fraper du Hellen.
PHOTO: MATTHEW MIRABELLI

"Our role as an embassy is to help develop further links between French and Maltese businesses, in collaboration with the Maltese-French Chamber of Commerce and the newly set up French Entrepreneurs group.

"Of course, more needs to be done. France is strong in various sectors and exports a diversity of products, from vanilla to electronics. Malta needs to tap into this diversity. France is also heavily involved in environmental developments, from green transport and eco wine to renewable energy and recycling. These can trigger dynamic relations between the two countries."

With regards to tourism, both countries are also working well together.

"Malta is enhancing its product offering, including cultural tourism and high-end hospitality. This helps in attracting French tourists. Outbound tourism figures are stable. However, while Paris is understandably the main attraction, there are various other destinations in France which are attractive. Within this context, the Euro 2016 football tournament is a fantastic opportunity for Maltese to discover the other 10 host cities."

The embassy also promotes greater cultural understanding between Malta and France.

"Learning French opens various educational and business opportunities. We are collaborating with the Ministry for Education and Employment and Minister Evarist Bartolo to encourage young Maltese people to speak French. Last year, PBS also signed an important agreement with France 24 TV station to broadcast various programmes in French.

"Valletta will be hosting the title of European Capital of Culture in 2018 and that is also very important for us. We can draw parallels, as Marseille held the same status in 2013. It's an opportunity for further collaboration."



Mme le Fraper du Hellen during a school visit.





Joseph Bugeja

Building business bridges

Malta and France are increasingly enjoying good business relationships, Joseph Bugeja, President, Maltese-French Chamber of Commerce, says.

Joseph Bugeja's office has one of the most wonderful views in Malta. The Grand Harbour is right there, outside the window, in all its sparkly summer, or thunderous winter glory.

However, the view is not just a pretty picture window because apart from its natural beauty, the Grand Harbour acts on a metaphorical level. Its openness and the constant passage of cargo and cruise ships are a symbol of Malta's commercial and business relationships with Europe and the rest of the world.

One particular relationship which Malta is proud of is with France.

"In recent years, Malta's relationship with France has become stronger," Joseph Bugeja, Maltese-French Chamber of Commerce president, says.

Bugeja, who is a member of the UK Chartered Institute of Logistics and Transport, comes from the maritime sector and has been directly involved in ship owning and operations for the past 44 years.

"Import and export figures are indicative of this strong relationship," Mr Bugeja adds. "French exports to Malta have increased by 16 per cent, while Maltese exports to France have increased by two per cent. Moreover, the language barrier, which used to hamper business between the two countries, has been significantly reduced, as French business people are becoming increasingly more fluent in English."

"Moreover, it's not just the big players that are getting involved – we are also attracting small- and medium-sized businesses"

Apart from the actual figures, there is also a lot of potential in strengthening the business relationships between the two countries.

"We work very closely with the French Embassy in Malta and hold regular meetings and delegations. As a chamber, we also organise social networking events, with the latest one attracting around 120 guests. We also collaborate with French companies in Malta and have support agreements with companies such as WINS Ltd and RCI Insurance Ltd.

"We also liaise with Business France, a French organisation which contributes to the development and success of French and foreign businesses wishing to expand.

"Another ongoing successful initiative is student internships and exchanges. During these exchanges, university students from France spend time in Malta working with a local business."

The French business community in Malta is constantly growing.

"Various French companies are setting up business in Malta," Mr Bugeja says. "These come from various sectors, including real estate, online gaming, aviation, retail and franchises. Moreover, it's not just the big players that are getting involved – we are also attracting small- and medium-sized businesses.

"We have also approached Health Minister Chris Fearne to explore the possibilities that the medical tourism sector offers. France is very strong in medical tourism and this can

be a good opportunity for Malta. In fact, in November, we are planning to organise a conference, in collaboration with the French Embassy in Malta, which will be dedicated to this sector."

Local businesses are also increasingly recognising the potential that France holds.

"France is the second largest consumer market in Europe, with around 66 million potential customers. This means that, while we are very happy with our current efforts, we need to do more to tap further into this potential."

The Maltese-French Chamber of Commerce's successful record is achieved through the strong teamwork of its 10 council members who dedicate their business knowledge and personal time to the organisation. The council members are: Joseph Bugeja, president, Dr Kevin Deguara, vice president, Ann Petroni, honorary secretary, Mario Genovese, public relations officer, John Rausi, treasurer, Bernadette Bonnici Kind, Dr Mark Miggiani, Richard Cleland, Dr Gilles Gutierrez and David Fleri Soler, council members, Odette Vella, chargee de mission. For more information visit www.mfccmalta.com.

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Simone Mahler boasts dual specialisation, offering a wide range of high-quality products and a portfolio of specialised treatments designed to yield visible and long-lasting results.

At the heart of the salon treatments is the unique Simone Mahler modelage technique, which alternates stimulating and relaxing moments. It is an effective way of fighting the visible signs of ageing.

In parallel with expert manual treatments, Mahler institutes use products with innovative, unique ingredients to provide every client with an experience suited to their particular needs.

The wide range of Simone Mahler products and treatments allow the beauty therapist to choose according to the clients' exigencies and depending on how much time and



resources they can dedicate to their beauty regime. Mahler promises: products with scientifically proven efficiency; effective treatments that are dermatologically tested; safe to use with high skin tolerance; multi-sensory approach; beautiful smells and textures; optimal visible results; and environmental responsibility with the refillable-jars initiative. These are now available in Malta at exclusive Simone Mahler salons. To find your nearest salon or for trade enquiries call Beautimport Limited on 2169 6661.

Experience and reputation

Multigas supplies a complete range of atmospheric and special gases, complemented with related equipment and services. The company's history stretches back to 1926, when it started business in carbon dioxide. It is today located in Kirkop near the island's international airport, and boasts among other things a state-of-the-art air separation plant, a cylinder filling depot and a retail outlet for tools and equipment.

Multigas is the leading supplier in Malta for industrial gases in the electronics, automotive, and metal fabrication industries. Gases supplied include nitrogen, oxygen, compressed air, carbon dioxide, acetylene, hydrogen, various gas mixtures and a wide range of refrigerant gases.

Multigas' link with France comes through its relationship with ST Microelectronics, a world leader in semiconductor solutions having Italian and French origins. Multigas provides the local ST plant with industrial gases required for its operations. Multigas also partners with Air Liquide, a French multinational giant in industrial gases, in order to ensure a consistent and top level quality of service to its customers.

Furthermore, Multigas is FSSC22000 certified for the food and beverage industry where the primary gaseous products are carbon dioxide and nitrogen.

In the healthcare sector, Multigas produces, imports and dispenses medicinal gases through its licensed dispensary. Multigas keeps local hospitals and clinics running on medicinal oxygen, and supplies the pharmaceutical manufacturing industry with GMP nitrogen and other speciality gases.

Multigas is also a leading importer and distributor of various brands of welding equipment, professional hand tools and DIY. The wide range of products include Helvi welding machines, oxy-fuel welding equipment, accessories, consumables, tools and safety equipment.

Building on experience and a strong reputation, the Multigas team of dedicated employees strives to prove the highest level of commitment to their customers.

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Every three seconds a woman puts her faith in Avène Thermal Spring Water Spray to take care of her sensitive skin.

Active and generous, Avène Thermal Spring Water uses its double mineral and biological signature to soothe even the most sensitive skin. It improves cell exchange by strengthening membranes while skin balance is restored. It also slows down cells that cause skin hypersensitivity, boosts the efficacy of key cells in the immune system and guarantees an anti-irritant effect so that comfort is restored. Moreover, it improves skin surface qualities: softness is guaranteed.

Packaged in a sterile environment at the spring, the water is protected, with purity and properties intact, which means it has no expiry date. Its

sleeved bottle, covered with a hermetic film, makes it tamper-proof.

Avène Thermal Spring Water Spray is ideal for dermatological skin care such as post-procedure, atopic dermatitis, psoriasis, to soothe redness on the face and the sensation of overheating, calm irritation and feeling of discomfort, and enhance the repair of damaged skin.

Avène Thermal Spring Water Spray can also be used for daily skin care, such as removing make-up - it neutralises the hardness of water on the skin and offsets the irritant effect of friction from cotton while removing every last trace of make-up or impurities. It also relieves overheated skin, sets make-up and calms razor burn.

Since its creation, over 100 million sprays have been sold worldwide.



Unique expertise

A pioneer since the 1970s, Bioderma is a leading French skincare brand which has acquired unique expertise by placing biology at the service of dermatology. This original scientific approach relies first and foremost on knowledge of the skin and its biological mechanisms to formulate products directly inspired by them.

Based on total respect for the skin, Bioderma products imitate its natural biological mechanisms through their components and their modes of action. To formulate them, Bioderma selects the purest active ingredients, using molecules naturally found in the skin for better tolerance. Depending on the nature of the issue, Bioderma products preserve, activate or restore the skin's natural processes.

Bioderma's key product ranges are: Sensibio, Hydra-bio, Atoderm, Sébium, Nodé, ABCDerm, Photoderm, White Objective and Cicabio.

Bioderma has always sought to reconcile perfect effectiveness and better tolerance for each skin type and condition. In order to guarantee the greatest dermatological safety, Bioderma products contain a very limited number of ingredients and optimally dosed active ingredients. Pre-empting the recommendations of the health authorities, Bioderma tends to exclude all dermatologically questionable products.

This approach explains why Bioderma products improve the skin's tolerance and help it be less reactive. That is why they all benefit from the DAF (Dermatological Advanced Formulation) patented natural complex.

Bioderma has announced the launch of Eau de Soins SPF 30, a new generation of skincare that combines four functions in one: intense hydration, high sun protection, prevention of premature ageing and setting make-up. The winner of numerous awards such as the Elle International Beauty Award 2016, Santé Magazine Beauté Santé 2016 Award and Excellence de la Beauté Marie Claire 2016 Award, the Eau de Soins SPF 30 was developed to perfectly complement Bioderma's versatile range of innovative products.

The Eau de Soins SPF 30 mist is enriched with hydrating molecules. It benefits from the Aquagenium patent that combines apple seed extract to stimulate water circulation, with vitamin PP, whose lipid replenishing action enables water to be conserved, slowing down its evaporation within the skin. It also contains glycerine to increase the hydrating power of the formula. The product is available in all leading pharmacies in Malta.

Bioderma is distributed and marketed locally by Vivian Corporation.

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news

New depot in France

"We have been experiencing an increase in trade between Malta and France and this increased demand for our service has led us to add a new depot in Lille to be able to service our customers doing business with the region," David Fleri Soler, head of sales and business development at Express Trailers, said.

Express Trailers has in fact consolidated its business collaboration with French transport and logistics company Dimotrans, which services Express Trailers across France with operations through Paris, Lyon and now Lille. With over 30 years' experience the Dimotrans Group has been developing effective, flexible and responsive offers in multimodal road, air and maritime transport, in customs and in business to business and business to consumer logistics, to manage entire supply chains.

France is one of the main trading partners of Malta. From the statistics of the French customs and the Ministry of Economy, French exports to Malta increased 16 per cent between 2014 and 2015 (€358.7m) and French imports from Malta increased by two per cent (€172.8m). The most dynamic sectors in both countries' bilateral trade are boats, ICT and electronic goods as well as optical instruments, pharmaceutical products, and food and beverage.

Express Trailers recently supported a social networking event organised by the Maltese-French Chamber of Commerce which was presided by HE Mme Beatrice Le Fraper du Hellen, French Ambassador to Malta.

Mme Le Fraper du Hellen explained the active role being taken by the French Embassy



in Malta to promote initiatives leading to investment and further businesses between the two republics. She made reference to the various French businesses which have started working in and with Malta such as Avene France cosmetics, Angenieux precision cameras, Click and Boat Rentals, and Meludia, a music learning web application that will be offered for free to Maltese citizens. She also noted that this highlighted both the diversity of French companies and the excellent business environment that exists in Malta.

"Express Trailers has always worked closely with local and international companies doing business to and from France and we have always been very close to their requirements and responsive to their demands. We are set up in a way that we can

offer a total logistics solution and therefore, we can easily adapt to how the client's requirements evolve. A case in point is this growing need for better connections through Lille and this is what spurred Express Trailers to establish a new depot in this region," Mr Fleri Soler added.

Express Trailers has been operating to and from France since 1978 with a scheduled weekly service and departures and arrivals from Paris and Lyon offering groupage services and part loads, both for import and export as well as transport of dry, chilled or frozen food products and specialised cargo such as motor vehicles, pharmaceuticals and works of art.

Recently, Express Trailers also included France in its online shipping por-

tal www.ShipLowCost.com running weekly from Paris to Malta for the benefit of all online shoppers buying from France and even holiday makers in France having overweight or oversized packages to ship home. Online shopping and in-store purchasing work in the same way. The customer just directs her packages to our regional depot and books the shipping to Malta through her mobile device by logging in www.ShipLowCost.com.

"This 40-year experience working with France has earned us a lot of know-how about the French market and this has enabled Express Trailers to be able to apply a low-risk, efficient and complete service to our customers," Mr Fleri Soler said.

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food



Haricot beans are a staple of the Hautes-Pyrenees.



Auvergne produces one fourth of the entire French production of AOP cheeses.

cludes Livarot, Neufchatel and Camembert. And for dessert, try a serving of *teurgoule*, which is a milky rice pudding, or *sucres de pommes* from Rouen.

To wash it all down, Normandy's abundance of apples means you have a wide choice of cider, *calvados*, *pommeau* and apple liqueurs.

Hautes-Pyrenees

Part of the Languedoc-Roussillon-Midi-Pyrenees region, Hautes-Pyrenees combines simplicity of execution with quality ingredients. Haricot beans are one of the staples of the region - delicate and pale, haricot beans are essential for some of the region's specialties, including mutton stew and cassoulet.

The region is also renowned for the unique Baresges Gavarnie lamb, duck and goose confits, rillettes and *gâteau à la broche*, a layered wonder of flour, eggs and butter.



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news

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Mazars Malta, one of Malta's leading multi-disciplinary audit and advisory firms, forms part of Mazars, a multinational group with French roots specialising in audit, accountancy, tax, legal and advisory services.

Mazars' origins in Malta go back to 1998 and over the years, Mazars Malta has established itself as a business advisory-driven firm with a strong reputation for providing personal services and quality ad-

vice. Today, the firm operates as a one-stop-shop with a niche focus on specialist knowledge in advisory, auditing, accounting, tax and corporate services.

As an integrated member firm of Mazars, Mazars Malta is also in a position to draw upon the experience and resources of the multinational group.

Mazars Malta managing partner Anthony Attard explains that the firm's strength lies in the holistic approach it adopts towards understanding its clients' business.

"The one-stop-shop model we have adopted is run by a dedicated group of professionals who are responsible for maintaining an ongoing relationship with the client. We act as trusted advisors and are the primary point of contact for the client, putting all of Mazars' experience and expertise at their disposal in terms of support, insights and solutions.

"We also ensure that all of the firm's specialist services are delivered in a manner consistent with the client's needs, and in as seamless and integrated a fashion as possible."

For more information about Mazars Malta, visit www.mazars.com.mt.



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From prevention to treatment, Sanofi transforms scientific innovation into healthcare solutions in human vaccines, rare diseases, multiple sclerosis, oncology, immunology, infectious diseases, diabetes and cardiovascular solutions, and consumer healthcare.

More than 110,000 people at Sanofi are dedicated to make a difference in patients' daily life, wherever they live, and enable them to enjoy a healthier life.

Sanofi has a clear and resolute line for action: to contribute to the continuous advancement of health. As a company, and as individuals, Sanofi and its talented employees have always striven to advance the cause of health by developing treatments that prevent and treat diseases, while enhancing access to healthcare for the people around the world. The expertise Sanofi has developed along the way has had a profound effect, particularly in the developing world.

Sanofi acts with its partners to protect health, enhance life, provide hope and respond to the potential healthcare needs of seven billion people around the world.

As a healthcare company, Sanofi places quality, safety, ethics, as well as respect for the planet at the heart of its business.

Mind your French language

It's the language of culture, business and travel. Here are 10 good reasons for learning French.

1. A world language

More than 220 million people speak French on the five continents. The OIF, an international organisation of French-speaking countries, comprises 77 member States and governments. French is the second most widely learned foreign language after English, and the sixth most widely spoken language in the world.

French is also the only language, alongside English, that is taught in every country in the world. France operates the biggest international network of cultural institutes, which run French-language courses for close on a million learners.

2. A language for the job market

The ability to speak French and English is an advantage on the international job market. A knowledge of French opens the doors of French companies in France and other French-speaking parts of the world such as Canada, Switzerland, Belgium and Africa. As the world's fifth biggest economy and third-ranking destination for foreign investment, France is a key economic partner.

3. The language of culture

French is the international language of cooking, fashion, theatre, the visual arts, dance and architecture. A knowledge of French offers access to great works of literature in the original French, as well as films and songs.

4. A language for travel

France is the world's top tourist destination and attracts more than 79.5 million visitors a year. The ability to speak even a little French makes it so much more enjoyable to visit Paris and all the regions of France and offers insights into French culture, mentality and way of life.

French also comes in handy when travelling to Africa, Switzerland, Canada, Monaco, the Seychelles and other places.

5. A language for higher education

Speaking French opens up study opportunities at renowned French universities and business schools, ranked among the top higher education institutions in Europe and the world. Students with a good level of French are eligible for French government grants to enrol in postgraduate



courses in France in the discipline of their choice and qualify for internationally recognised degrees.

6. The other language of international relations

French is both a working language and an official language of the United Nations, the European Union, UNESCO, NATO, the International Olympic Committee, the International Red Cross and international courts. French is the language of the three cities where the EU institutions are headquartered: Strasbourg, Brussels and Luxembourg.

7. A language that opens up the world

After English and German, French is the third most widely used language on the internet, ahead of Spanish. An ability to understand French offers an alternative view of the world through communication with French speakers from all over the world and news from the leading French-language international media.

8. A language that is fun to learn

French is an easy language to learn. There are many methods on the market that make learning French enjoyable for children and adults alike. It does not take long to reach a level where you can communicate in French.

9. A language for learning other languages

French is a good base for learning other languages, especially Romance languages such as Spanish, Italian, Portuguese and Romanian as well as English, since 50 per cent of current English vocabulary is derived from French.

10. Expressing love and reason

First and foremost, learning French is the pleasure of learning a beautiful, rich, melodious language, often called the language of love. French is also an analytical language that structures thought and develops critical thinking, which is a valuable skill for discussions and negotiations.

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events

This summer is mag

From firework spectacles to exhibitions, science parks and jazz festivals, France sets the stage for summer.

La Fête de la Musique

Where: Throughout France
When: June 21

La Fête de la Musique is a street musical festival held every year on June 21, the day of the summer solstice, throughout the whole country. Thousands of musicians gather in the streets, bars, and cafes giving free performances of all kinds of music, from jazz and rock to hip-hop and electronic music.

This year, La Fête de la Musique celebrates its 35th birthday. The theme for this year is that music is stronger than all which could divide us.

La Fête de la Musique will also be celebrated in Strait Street, Valletta.

Jazz à Vienne

Where: Vienne
When: June 28 - July 13

Since 1981, the Jazz à Vienne festival has been held annually. Various concerts are organised throughout the fortnight of the festival, at various locations including the Theatre Antique in Vienne, a prestigious stage with a capacity for over 7,000 people, the Club de Minuit and the Cybele stage. The festival also includes a jazz parade and a Caravan Jazz, which travels around the communes near Vienne.

Festival de Carcassonne

Where: Carcassonne
When: July 4 - August 1

In just 10 years, the Festival de Carcassonne has established itself as one of the 10 biggest French festivals and has become the landmark cultural event for the South of France. The festival is constantly changing, growing every year both in terms of its ambitious programme, stages and reputation, which now extends beyond France.

Every summer, the Festival de Carcassonne welcomes crowds of more than 200,000 people. The festival offers an exceptional location and setting: a Unesco World Heritage Site and its ancient theatre where 3,000 people share moments of intense emotion every night.

The Festival de Carcassonne proposes 120 shows throughout the month of July, including 80 totally free of charge, on 12 stages and in domains ranging from opera and theatre to dance and classical music.



Royal Fireworks

Where: Versailles
When: July 7, 8, 14, 15

Louis XIV, The Fire King is a fireworks show held in the gardens of the Orangerie of Chateau de Versailles. The name of the show is no coincidence as, when he assumed power, Louis XIV decided to build the most sumptuous gardens and palace. During the 30 years of construction, to stage the splendour of his domain, Louis XIV invented extraordinary festivals for the gardens - fireworks played a central role in these festivals, and they still do today.

In *Louis XIV, The Fire King*, fire, flames, fireworks, video, fire bearers and luminous figures come together in a fitting celebration for the Sun King.

Nice Jazz Festival

Where: Nice
When: July 7-18

In 1948, the first jazz festival in the world was born: the Nice Jazz Festival. In 2011, the mayor of Nice brought the festival back into the heart of the city on



Fireworks n

the Promenade du Paillon - the result was a great response from the public and the transformation of Nice into a pioneer bringing jazz to the people.

This year's edition of the festival showcases a spectacular line-up, including Melody Gardot, Tiggs Da Author, Becca Stevens Band and the Abdullah Ibrahim Quartet.

Bastille Day in Paris

Where: Paris
When: July 14

Bastille Day, commemorating the storming of the Bastille on July 14, 1789, is celebrated in spectacular style in the French capital. One of the more romantic ways to celebrate France's national day is a dinner cruise on the Seine. While enjoying dinner, you can view the most beautiful monuments in Paris, ending at the Eiffel Tower for the spectacular Bastille Day fireworks.

The Normandy Impressionist Festival

Where: Normandy
When: Until September 26

The Normandy Impressionist Festival is a multidisciplinary event that aims to showcase the Impressionist movement and its links with Normandy. The

region is frequently described as Impressionism, as it is here that Impressionist masters - including J.M.W. Turner and Edgar Degas - were born and developed.

The festival, celebrated throughout the region, but especially in Caen, showcases Impressionism from painting and photography to music and films.

Rock en Seine

Where: Paris
When: August 26-28

First organised in 2003, Rock en Seine is the last weekend of August. It is a big rock event of the summer concert, over 100,000 festivalgoers on the edge of Paris to listen to rock music. This year's edition features Dap-Kings, Iggy Pop and more.

Science, Technology

Where: Chasseneuil-du-Poitou
When: Open every day

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Normandy Impressionist Festival. PHOTO: ROUEN TOURISME



gic and

near the Eiffel Tower during Bastille Day celebrations.



described as the birthplace of Impressionism, the greatest Impressionist painter, Claude Monet, Boudin and others developed their style. The festival features more than 450 events, including music, especially in Rouen and Caen, and visual arts in all its forms, from graphic design to theatre, dance,

Rock en Seine takes place in Normandy each year, and is the last major festival in France. For this festival, goers gather at the festival grounds to enjoy rock, pop and electro bands. Past acts include Sharon Jones and the Dap-Kings and Massive Attack.

Rock and Fun

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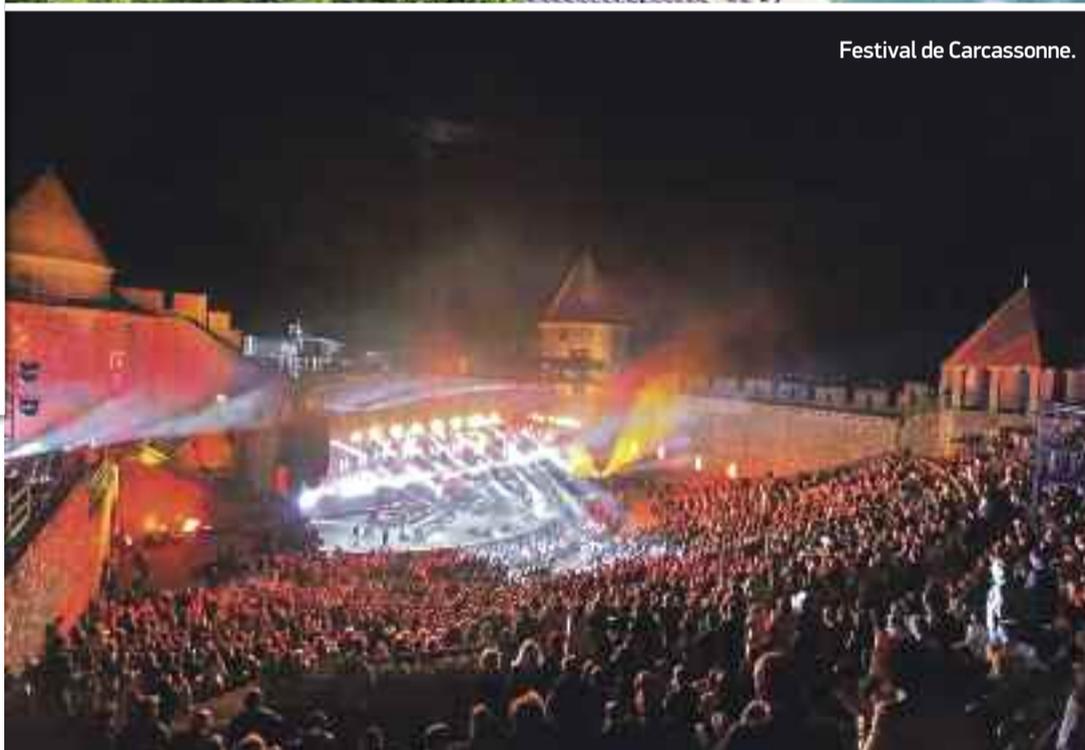


science and fun thanks to many workshops, attractions and shows. You will find, among many other activities, a 4D adventure featuring characters from Ice Age and The Kube Mysteries, a show gathering technological excellence and artistic performance.

All of these activities are designed to initiate children to the world of science and technology, to answer their questions but also to stimulate their curiosity and awareness. French museums have come up with a variety of inventive ways to make a visit fun for children. If you needed another reason to visit France, this is it.

Many educative and interactive activities for kids can be found in other museums in Paris like the Palais de la Découverte, the Cité des Sciences et de l'Industrie or the Musée des Arts et Métiers, with special departments for children and teenagers.

The biggest hemispherical screen in Europe is also located here: 3D documentaries and films for children can be enjoyed at the Géode.



Festival de Carcassonne.



Royal fireworks in Versailles.
PHOTO: THIERRY NAVA GROUPE

Driving in the right direction

Our aim is to address a growing need for green products, Fabien Courtellemont, managing director and founder of Greenr Limited, says.



What attracted you to Malta and why did you decide to set up business here?

I came to Malta almost five years ago, when the company I was working for opened a Maltese subsidiary. My family and I were immediately attracted to the local quality of life, so when my employer left, we decided to stay on and enjoy the island. Moreover, I had been thinking of starting my own business. I wanted to work in my field, that is transport, but also to start a business that makes sense and that I could be proud of. Hence the idea of Greenr, the first zero-emission cab company in Malta.

What are the advantages of setting up business in Malta?

Malta is a relatively small market which is divided into various communities. Therefore, building a new brand, which is usually very time consuming, is much faster and easier here. Also, financial

incentives were in place to start a business with electric vehicles as well as the appropriate infrastructure to charge them.

What niche in the market do you seek to address with Greenr?

We are mainly targeting businesses involved directly or indirectly in sustainable development, and individuals who want to make a difference.

We believe that there is a growing need for green products and that consumers want to buy responsibly. Using a green cab is an easy way to start reducing local pollution. We also offer added value to customers willing to make the best use of their time.

What added value does Greenr offer?

First of all, Greenr offers carbon free transport solutions to companies wanting to reduce their carbon footprint. Many companies are already involved in such projects, which are very

well accepted internally and externally. We help them achieve their objectives.

Secondly, we probably have the quietest cabs on the market. Also, with Wi-Fi on-board and the possibility to charge your phone, your travel time is always useful time. Some customers actually wait to be seated in our cabs to make their important phone calls, because of the comfort and silence we can offer.

For corporations, we also have great multi-user corporate accounts, which give flexibility and live control of your expenses.

Our ergonomic web app is available from any type of smartphone through www.greenr.cab. This allows you to order a cab for now or later, and pay online if you wish. Your order will go directly to the driver that will pick you up at the agreed time.

Finally, we are working on becoming a cash-free company, with incentives for customers paying online.

How important is it to make transport more environmentally-friendly?

One of Malta's great assets is its attractive quality of life and we need to work together to keep it this way. Because of the traffic and the resultant pollution, transport has a direct and visible impact on Malta's attractiveness. Environmentally-friendly transport will drastically reduce air and noise pollution, especially in busy streets where pollution reaches a peak.

Also, from healthcare to renovation of buildings affected by pollution, transport pollution has an economical cost. Although incentives are in place, they are not yet sufficient to give

a strong economic advantage to environmental-friendly transport. But we strongly believe that customers are ready to pay a few more euros for a green cab. That is our business model and our first customers are our greatest ambassadors.

What are your plans for the mid- to long-term?

We want to become the leader in green transport in Malta. We plan to grow our fleet by a few cars a year and increase our purchase of green energy - currently we use approximately one third of solar powered energy. In the longer term, we want to start similar entities on other Mediterranean islands.



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Mazars is a young organisation, born way after its main competitors. We are a smart alternative to the conventional offer. We are a multipolar, integrated organisation in a world of networks. This is our unconventional history.

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Peugeot design

Two centuries of industrial creation and 125 years of car design, are demonstrated by the latest concept-car, Fractal, a real Peugeot statement for the urban vehicle of the future.

Peugeot design has a strong focus, sleek and balanced, with a clear distinctive identity thanks to elegant, honed shapes, sculpted sides, a keen, technological feline look and Peugeot's own signature lights. The Peugeot style is immediately identifiable and contributes to the brand's distinctiveness.



A renewed 8 range

With a totally renewed range, Peugeot has the youngest product portfolio in its history. This regeneration is the fruit of successful launches and the consecration of the Peugeot 308, elected Car of the Year in 2014.

In 2015, the Peugeot 308 became the brand's worldwide best-seller and secured a place on the European C-segment podium. Today, the Peugeot 308 GTI by Peugeot Sport is a strong marker of Peugeot's strategy and know-how in terms of CO2 performance, sportiness and driving pleasure.



Motor sport

Peugeot's intense sport activities contribute to the brand's reputation with, in particular, customer competition models, the creation of "by Peugeot Sport" signature for range vehicles, and of course the Dakar.

In 2016, Peugeot won the Dakar for the fifth time in its history. The Peugeot 2008 DKR, two-wheel drive, triumphed with its most-capped team.

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Walk this way

The Midi-Pyrénées comes alive with history as you make your pilgrim's way to Santiago de Compostela.

For anyone keen to enjoy the beautiful and inspiring experience of walking one of the pilgrimage routes to Santiago de Compostela, Midi-Pyrénées is a blessing. Wide-open spaces, silence, light and serenity: in Midi-Pyrénées you'll find the authenticity, atmosphere and splendour of the pilgrim's journey to Santiago de Compostela.

The region is traversed by long stretches of France's main St James's Way pilgrimage routes, paths alive with centuries of history that you can discover and share, an unforgettable experience in which the journey counts more than the destination.

The Le Puy route, Arles route and Pyrenean Foothills route, three of France's main walking routes to Santiago de Compostela, converge in Midi-Pyrénées, from where they go on to cross the Pyrenees into Spain.



Pont Valentre in Cahors.

For pilgrims from all over Western Europe and the Mediterranean basin, Midi-Pyrénées was and still is the natural and inevitable way through to Spain.

Some are keen walkers and others are on a spiritual quest, finding their faith or looking for a different kind of holiday. But whatever their reason, tourists and pilgrims alike walk through Midi-Pyrénées to face their own personal challenge, go the distance and surpass themselves

along the route. It's a walk alive with the energy, triumphs and tribulations of the millions of men and women who have trod the way over the course of the last 12 centuries.

Midi-Pyrénées is undeniably home to the finest religious architectural treasures along St James's Way, including the abbeys at Conques and Moissac, the Basilica of Saint Sernin in Toulouse, and the

cathedrals in Auch and Saint Bertrand de Comminges.

At the height of the pilgrimage era, between the 12th and 14th centuries, shrines, churches, hospitals, bridges and sometimes even entire suburbs were built specifically for the pilgrims. These places of prayer, lodging and care became the main staging posts along the pilgrimage route, and with the influence of religion on art these places were embellished

and glorified. All the more so since the region is a melting pot of artistic and architectural influences from the four corners of Europe.

So it was that all the splendour of European Romanesque art came to accompany the pilgrims through their long journey across Midi-Pyrénées to the tomb of St James in Galicia.

The Abbey Church of Sainte Foy in Conques and the Abbey Church of Saint Pierre in Moissac

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Abbey Saint Foy in Conques.

became the key monuments to the faith, along with the Hospital of Saint Jacques in Figeac, the Pont Valentré in Cahors, the Basilica of Saint Sernin and the Hôtel-Dieu in Toulouse, and the Collegiate Church of Saint Pierre in La Romieu.

The exceptional St James's Way heritage in Midi-Pyrénées is now recognised by Unesco, making Midi-Pyrénées the French region with the most World Heritage Site monuments along the St James's Way pilgrimage routes.

“It's a walk alive with the energy, triumphs and tribulations of the millions of men and women who have trod the way over the course of the last 12 centuries”



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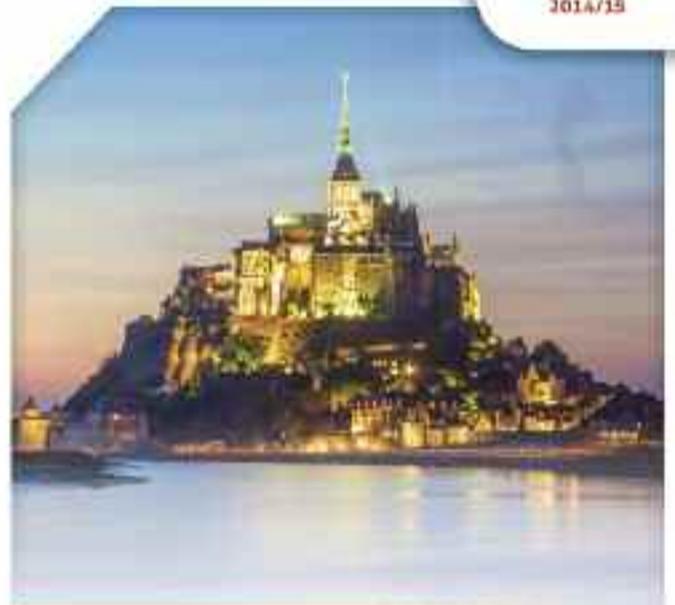
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france

Sites and sounds evoke Parisian patrimony

An evocative experience of Paris is just a few clicks away, Dr Charles Xuereb says.

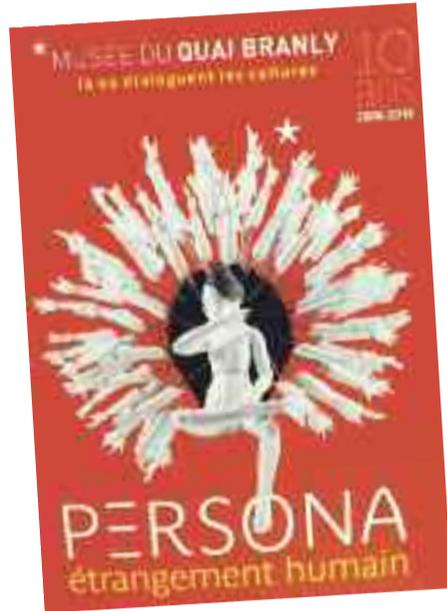
In the wake of several well-known writers who saw out their last years in the French capital, it was once effortless to agree with TS Eliot that visiting Paris can create a danger – it is such a strong stimulant. With the advent of the internet, sights and sounds of Paris have been regaled by electronic revelations, complemented by a myriad of sites exhibiting a kaleidoscope of colours, sounds and, who knows, one day in the not so distant future, smells of freshly baked baguettes, flowers and an infinite bouquet of fragrances.

Few if any travel today without first accessing numerous sites to view what is going on at their selected destination. Various interests explore different attractions – in Paris these range from milestone global exhibitions to local appetising classic bistros. Exploiting cyber simulations, virtual travel has made its impact with stunning success, offering a tour de force that astounds choice itself.

Nostalgic Grand Châtelet

In spite of modern day magnetic attractions – football's Euro 2016 starting in France this week is an example – nostalgic Paris remains a romantic voyage to its quaint streets and stairs inviting visitors to sit and sip French wine in vintage brasseries, to relax in glistening gardens and absorb history through monumental architecture and memorials.

However strong such tangible environment is, the virtual is competing with offers of evocative trips comprising authentic sounds, beautifully manufactured to stir our longing for periods warped in times of yore. An excellent example is a feature online produced by the French National Centre for Sci-



entific Research (CNRS) wherein one can experience *le quartier du Grand Châtelet*, soaking up societal crowds, market quibbles, water dripping and the odd rusty carriage wheel competing with the hurried cobbled steps of an ephemeral rogue chasing pigeons.

Visually the visitor can live the thick black pollution, fuming from old chimneys of scenic houses, built on 18th century ducts, decorated by the occasional epochal pedestrian. All the sounds are real, points out Mylène Pardoën. For this itinerary machine, sounds were captured from genuine engines. Only the pump of Notre Dame, which used to



draw the water of the Seine for consumption by contemporary Parisians, had to be reconstructed. Certainly this wistful site (<https://lejournal.cnrs.fr/articles/ecoutez-le-paris-du-xviiiie-siecle>) must have eyed Chateaubriand, when writing about ancient events while modern history was knocking on his door.

The human and non-human

There are over 100 museums in Paris, including the biggest and most visited (recent esti-

mates put the number of visitors at 10 million annually) the Louvre, firmly established by its first director, Dominique Vivant Denon – who visited Malta with Napoleon Bonaparte on the way to Egypt in 1798 – and the ethnic Branly, set up in our times to accommodate a walk-through virtual research on the spot.

Currently, Branly (<http://www.quaibrantly.fr/en/exhibitions-and-events/at-the-museum/exhibitions/>) is hosting two remarkable exhibitions: *Persona*, open till November 13 and *Matahoata, Arts and Society in the Marquesas Islands* till July 24. *Matahoata* ('mata' in the Island's

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france



Grand Chatelet

native language means 'human figure') pays tribute to 19th century writers, painters and musicians like Gauguin, Brel, Stevenson and Melville who were attracted to these Polynesian islands. They infused an alien artistic incursion which paradoxically facilitated the local traditional culture to survive and evolve at its own pace. Some 300 works and pieces reflect the strength of this culture marked by the force of the human figure, often accentuating the large eyes that decorate ritual statues and tattoos.

Persona is another kettle of fish as it brings together the human and non-human, highlighting the transfer or confusion of their inter-relationships. A group of anthropologists present a foray into robotics, through the pioneering work of Masahiro Mori, providing an insight into anthropomorphism

in diverse artefacts; they challenge human reaction in the face of intimidating realism.

Safe haven

Nearly 10 million fans are expected during Euro 2016. They will be travelling across France to 10 host cities to cheer on their football teams. Airports, train stations, stadiums, team training grounds and hotels, as well as fan zones, will have a heavy police presence, including 42,000 officers and 30,000 gendarmes, plus 10,000 agents from private security companies.

Living as we are in a world where no place on earth is enjoying zero risk from terrorism, Paris cannot pause in its captivating spree to attract. So many sites keep emphasising its allure.



Supporters are in for a treat during Euro 2016.



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Methode Electronics Malta Ltd. is a wholly owned subsidiary of Methode Electronics Inc., with global headquarters in Chicago, North America. The company can be described as a world-class custom-engineering hub specialised in the design of technological electronic devices and components servicing a wide range of industry areas including the Automotive, Railway and Transportation, Military and Aerospace, Medical, Communications, Consumer and Commercial white goods, Alternative and Renewable Energy and the Heavy industry.

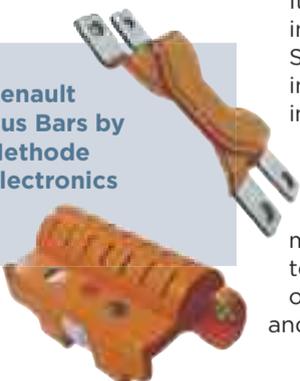
Its diversified multinational team of in-house expert engineers focus their efforts in four market areas, namely, in User Interface-HMI solutions, Sensors and Switches, Power, and Data Products; serving globally renowned clients with an innovative product portfolio under several international quality certifications including the ISO 9001, Ford Q1, ISO 14001, and ISO - TS 16949.

Methode Electronics Malta Ltd. alone employs over 1,200 employees, sharing their expertise with over 5,000 Methode employees world-wide. In Malta, the advanced high-end manufacturing and distribution industry employs circa 15% of the total labour force, with Methode Electronics Malta Ltd. being one of the main local companies that highly contributes to Malta's GDP and its economy, and one of the top local exporters.



Renault Interior Controls - Electronic Park Brake Switch by Methode Electronics

Renault Bus Bars by Methode Electronics



Business meetings



Charles Guillermin

Malta offers various benefits to French entrepreneurs, Charles Guillermin from the French Entrepreneurs group says.

When was the French Entrepreneurs group set up and what with aims?

The French Entrepreneurs group was founded in January 2016 with the aim of bringing together French entrepreneurs working in Malta.

I have been residing in Malta since 2008 but did not have a lot of contact with most French business owners. Then I decided to approach them on social networks and through word of mouth. I also discussed this networking concept with HE Mme Beatrice Le Fraper du Hellen, French Ambassador to Malta, and she liked the idea. In fact, she offered to host the first meeting at her residence.

What does membership in this group entail?

The group is by private invitation only and this allows members to build a connection. Networking is made at quarterly aperitif meetings, during which we discuss various issues in a friendly atmosphere. For these meetings, everyone can bring their knowledge and expertise for the benefit of others. Apart from these meetings, we maintain contact online and through other meetings.

What business opportunities does Malta present to French entrepreneurs?

From a business point of view, Malta offers various advantages to French entrepreneurs, including a comfortable working environment, reduced administrative burden, qualified and affordable human resources, and low corporate tax. Moreover, Malta is very close and connected to Paris, London and other major European cities.

What kind of business is Malta attracting from France?

Most of the businesses that Malta is attracting are from the financial, online gaming and online publishing sectors. However, there are also French



entrepreneurs involved in more traditional sectors such as real estate, private aviation, yachting and oil.

What are the main advantages for French entrepreneurs to set up business in Malta?

Malta offers us the possibility to work in a pleasant environment, in the heart of the European Union. Moreover, Malta has a very welcoming local population and an affordable cost of living. Also, it's one of the few places in Europe that combines climate, safety and tax incentives.

How would you describe the business relationship between Malta and France?

Malta and France enjoy a very good business relationship.

That said, I believe that there are a lot of French entrepreneurs who are not aware of the various benefits that Malta offers - we should do more to promote these benefits.

Is there room for potential growth in business relationships between Malta and France?

The business relationship between the two countries has potential for further growth. However, to do this, Malta needs to increase its communication efforts in order to attract more French entrepreneurs. This effort can be made through specialised press, television and partnerships with French law firms and banks. Maltese banks should also improve their services as they are not always very flexible with expatriates.

What are the short- to mid-term goals for the French Entrepreneurs group?

In the short-term, our aim is to bring together all French entrepreneurs in Malta and build a strong community. Then we will dedicate our efforts to strengthen relationships and attract other French entrepreneurs to Malta.

“Malta is very close and connected to Paris, London and other major European cities”

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At the Bordeaux Wine Festival, the glass is always full.

With its history, port and identity forever wrapped up with its most famous export, the city of Bordeaux has helped to spread the culture of wine throughout the world.

Enjoying an exceptional international reputation thanks to the precious nectar which bears its name, Bordeaux is a city in transformation which, over the past decade, has risen to become one of Europe's leading tourist destinations.

A listed Unesco World Heritage Site since 2007, and recently voted Best European Tourist Destination 2015, the capital of the Aquitaine region welcomed over five million visitors in 2014, and continues to attract new investors, tourists and residents.

Bordeaux's blossoming development as a destination for tourism, recreation and business continues apace: the new high-speed train line currently under construction will put Bordeaux just a two-hour train journey from Paris in 2017, new routes are opening up all the time at Bordeaux-Mérignac airport, and more river and ocean-going cruise liners are weighing anchor in the city's iconic Port de la Lune.

La Cité du Vin, which this year celebrates its 10th anniversary, will open its doors in June 2016 in the city's Bassins à Flot district. This immense new cultural landmark, with a surface area of nearly 14,000m², is destined to




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be the jewel in the crown of Bordeaux's tourist attractions. Almost half a million visitors are expected to pass through La Cité du Vin's doors each year.

The regional identity and location of La Cité du Vin are precious assets which will prove essential to realising the centre's ambition: to become the flagship tourist attraction and cultural hub of Bordeaux.

Drawing inspiration from theme parks and museums, while adopting the traditional forms

“The goal of La Cité du Vin is to introduce the widest possible audience to the universal, living cultural heritage of wine”

of neither, the aim of La Cité du Vin is to create something truly unique, a celebration of the spirit of wine in all its many guises. The goal of La Cité du Vin is to introduce the widest possible audience to the universal, living cultural heritage of wine.

In this respect La Cité du Vin is unique. There is currently no other museum in the world dedicated to wine civilisation as a universal, cultural, symbolic phenomenon.

Visitors to the festival are invited to engage physically and emotionally with the themed spaces and activities which structure the experience, travelling through time and space as they explore the civilisations of wine.

In addition to an exploration of the ancient, ancestral techniques of winemaking, the myriad facets of wine culture will take pride of place at La Cité du Vin: science, history, geography, art, religion, anthropology, and philosophy.

Visitors of all ages will be invited to discover the rich symbolic and cultural capital of wine, and the ways in which it has shaped the world's civilisations and landscapes throughout history.

International expansion

A €75 million trade fund launched by HSBC Bank Malta 11 months ago to help Maltese businesses expand internationally has crossed the 80 per cent utilisation mark, becoming another attestation to the potential of Malta's rapidly expanding economy.

This was announced by HSBC Bank Malta CEO Andrew Beane during a speech delivered during *The Economist* Mediterranean Leadership Summit.

The €75 million Malta Trade for Growth Fund was launched in June 2015 for businesses seeking capital to strengthen export. The €75 million fund came on the heels of the first €50 million fund, in 2013, which was completely exhausted in under a year.

“Business tends to find a way to grow and can serve as a good force to catalyse economies. Despite challenges around Malta, businesses in Malta have registered confidence in the domestic economy by absorbing the fund,” HSBC Malta head of commercial banking Michel Cordina, said.

“The success of the fund is a clear message being sent by business: we are ready to be a stimulant to economic growth and job creation.”

HSBC Malta established the Malta Trade for Growth Fund as a vehicle to internationalise businesses and support the long-standing entrepreneurship that has been a hallmark of Maltese businesses for many years. The fund grants businesses with a sound expansion plan access to HSBC's trade and lending resources, as well as its worldwide network of local trade experts. The MTFG Fund offers customers a number of incentives such as the waiver of the fee related to the first documentary letter of credit for those new to HSBC Malta's Trade Finance.



HSBC CEO Andrew Beane announced the promising utilisation of the €75m fund at *The Economist* event

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