

NATIONAL DAY OF FRANCE



Nicolas Sarkozy, President of France

**Commercial Bank of Ceylon
felicitates
Republic of France
on their National Day**



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AMBASSADOR'S MESSAGE

ON the occasion of the French National Day, it gives me great pleasure to convey my warmest regards to the French community in this country and best wishes to the people of Bangladesh.

Over the last year, the bonds between France and Bangladesh have continued to further strengthen from a bilateral and multilateral standpoint.

For the very first time, a French Parliamentary delegation, led by the President of the Friendship Group France-Bangladesh M. Paul Giacobbi, came to Bangladesh and had very fruitful exchanges in particular with the Hon'ble Prime Minister H.E. Sheikh Hasina and with the Hon'ble Foreign Minister H.E. Dipu Moni. We hope that this visit will soon be completed by the trip of the Bangladeshi-French Parliamentary Friendship Group to France.

In March 2011, as Bangladesh was celebrating the 40th anniversary of its independence, France, one of the first countries to recognise the new State, decided to commemorate this event in its own way. The Alliances Françaises de Dhaka and Chittagong along with Fondation Alliance française jointly organized a month long cultural festival, "Le Bangladesh à Paris", from 31st March till 30th April. This exhibition, which was inaugurated by the Hon'ble Finance Minister, H.E. Mr AMA Muhih, and his colleague H.E. Mr Abul Kalam Azad, Hon'ble Minister for Information and Cultural Affairs, displayed contemporary artistic

talents from this country in the fields of painting, photography and music. On this occasion, the Parisians had the opportunity to discover the work of no less than 30 artists from Bangladesh. France also joined the celebrations of the 150th anniversary of the birth of the versatile Bengali genius Rabindranath Tagore, who is so dear to this country, by displaying on this occasion, a hundred of rare and never published photographs of the poet.

During his stay in France, the Hon'ble Finance Minister, who led an important business delegation, met with Mrs Christine Lagarde, the French Minister for Economic Affairs, and Mr. Pierre Lellouche, Minister of State for Foreign Trade, for exploring new issues to collaborate on economic fields. Last year, our bilateral trade had increased by 18% compared to 2009, reaching 1,210 billion €, and our imports from Bangladesh raised by nearly 20% and France is still the 4th export market for Bangladesh. Being listed among the beneficiary States of "General System of Preference +", thank to which its products can be exported to the EU Member States without quotas nor taxes, Bangladesh will further develop its trade relationship with France.

For France, 2011 is being marked by its year-long double presidency of the G8 and the G20. In many respects, the objectives pursued by the French Government in these two fora coincide with those of the Least Developed Countries, in particular of Bangladesh, as shown by the following examples.

Last May at the G8 Summit in Deauville, the Heads of State and Government of the Group of Eight, acting on a proposal by France, decided to focus on two priority sectors: health and food security as key to human development for people in the developing countries. They also agreed to continue to support the latter to work towards achieving and sustaining the Millennium Development Goals by 2015 and encourage all stakeholders to do the same. In order to meet the MDG, they recognized that additional, more stable and predictable financing needs to be found. In this area, France campaigned for a tax on financial transactions as one measure in a range of options. With regard to climate change, it expressed its solidarity with the developing countries, particularly the poorest and the most vulnerable. France reminded the necessity to limit global warming to 2°C above pre-industrial levels and to implement the Cancun Agreements, especially as regards transparency, mitigation, financing (in particular the creation of the Green Climate Fund, for which the French authorities committed to disburse \$ 1.6 billion from 2010 to 2012), adaptation, the spread of technologies and curbing deforestation.

As for the G20, the French presidency proposed that the Group of Twenty begin working on several priority issues which quite obviously affect Bangladesh: reform of international monetary system; action against excessive volatility of commodity prices in the agricultural and energy sectors; reform of global governance;

improved awareness of the social aspect of globalization; implementation of innovative financing. After showing itself to be efficient in dealing with the world economic crisis, the G20, in the French view, must tackle the structural problems at the root of this crisis and build the foundations for strong, sustainable and balanced growth. France is looking ahead realistically and realizes that long-term effort is required. Those proposals are made in a spirit of openness and dialogue.

So on many global issues, France, which shares the same views as Bangladesh, is listening to this great country's concerns.

Let me assure you that the French Embassy in Bangladesh will firmly contribute to this undertaking and actively promote the exchanges with this friendly country. I wish every success and happiness to Bangladesh, France, and their respective people.



Charley Causeret
Ambassador of France to Bangladesh

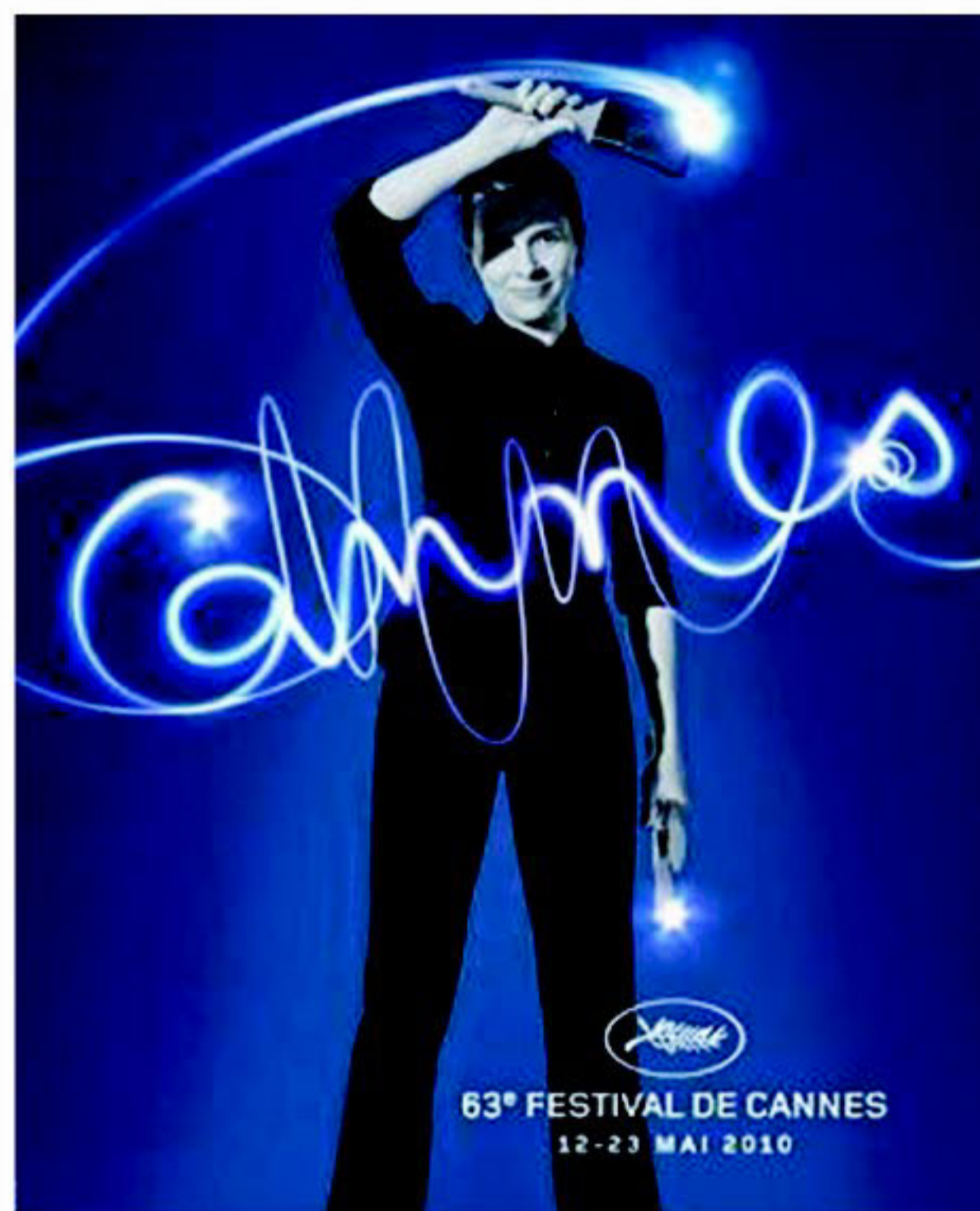
Festivals - a French speciality

Cannes, with its red carpet and its film-stars dressed by top fashion houses... Avignon, with its courtyard in the Palais des Papes... Saint-Malo with its "Astonishing Traveller" writers... Marciac and Juan-les-Pins with their American jazz musicians... Many a French town has made its name with its festival.

A nation with many centuries of culture behind it, France has managed with its festivals to bring that culture to the world, but also of democratising it and spreading it wide, literally, by taking it to all different kinds of audience. This characteristic French approach allows events on an international scale such as Cannes and Avignon to exist alongside more locally

focused events, in which contemporary culture vies with folk traditions before giving way to tourism.

The most prestigious film festival, with its famous red carpet and its 24 "steps of glory", is of course the Cannes Film Festival on the Côte-d'Azur. It takes place every year in the second fortnight of May. Established in 1946, and renowned for its eclecticism and its openness to international film, its



influence keeps on growing. For professional filmmakers only, it has very frequently given awards to works that have gone on to become cult films, such as La Dolce Vita, Les Parapluies de Cherbourg and Apocalypse Now. In 1994 Pulp Fiction, made by American director Quentin Tarantino, won the Palme d'Or. Thanks to being awarded the top prize, this cinematic production of a new genre soon became an international success. It was the birth of a legend. People often recall too the emotional outburst of Italian director Roberto Benigni when he won the Grand Jury Prize at Cannes in 1998 for Life is Beautiful and managed to achieve the feat of winning the Oscar for

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Le Quatorze Juillet

The Bastille Day initiated the reveille for the French Revolution. It led to reshaping of the global landscape in science, art, literature, religion, and politics which still remains inspirational to the rest of the world.

Happy Bastille Day!

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