

Message from the Ambassador

THIS year has been a very challenging year for France. French people successfully went through, electing their new President, Emmanuel Macron, and granting him a large majority at the National Assembly, to support the implementation of his ambitious program for France and for Europe.

I am proud to see that French people were wise enough to confirm their determination to remain open to the world, despite the wide range of threats weakening our environment.

The election of our new President is not only a victory for France: we could feel that this election was perceived as a new breath infusing a revived dynamics to our near environment and beyond, first of all to Europe.

As a French national and a European citizen, celebrating our National Day, I am proud to belong to a country where human rights, the values of democracy, solidarity and diversity prevail, because these values are our strength and the guarantee of our victory over the many threats that we are facing today, on top of which those forces which aim at destabilizing our nation, our state and our way of life, resorting to intolerance, violence and even terror.

Our national values and convictions are also the principles funding our European Union. With the election of our new President, we the French people have reaffirmed our choice for a stronger, united Europe, determined to defend its common interests but also fully committed to work for a better, peaceful and sustainable world.

Peace is at stake all over the world, but I am confident that with and within the European Union, by joining our forces with our allies, we will manage to get rid of the threat of the Islamic State which has destabilized our neighborhood and beyond.

A better, peaceful world is also a resilient, fair, poverty-free world. This is for France a major challenge for the upcoming decades, which we can collectively handle through implementing the Sustainable Development Goals, and this is a key priority of the EU Global Strategy. France as EU Member State is fully supportive of this new Strategy, which represents a fundamental step in the construction of the European Union as a global power, fully aware of its interests, but also fully aware of its responsibilities before the world.

Another major challenging issue is the sustainability of our planet, as the earth is dangerously exposed to the consequences of the increase of the global temperature. This is the reason why my country is leading by example, with and within the European Union through setting up our new economic model relying upon the low-carbon energy strategy that France adopted in 2015, anticipating the Paris Agreement to fight climate change adopted in Paris in December 2015.

Security, fight against climate change, sustainable and resilient development, are priorities that we share with Bangladesh.

Here in Bangladesh, our current events are also more than ever European: France and Germany together have just moved to their new co-located Franco-German Embassy, which is a powerful symbol of our European identity, enshrined in our national identities. France and Germany together, the European Union is stronger, because we are the core of our European Union.

As for France, in Bangladesh, we are fully committed to anchoring our bilateral relationships in priority fields of common interests, spanning from scientific cooperation on ocean-related and maritime issues to business and cooperation on water, energy and other strategic sectors. This approach includes some iconic projects, such as the Bangabhandu satellite.

I wish this relationship keeps on flourishing in the coming years, I wish more and more people-to-people contacts, so that our two countries engage in new fields of cooperation, building new bridges between Europe and South-Asia.

Vive la France, Vive le Bangladesh!



H. E. Sophie Aubert  
Ambassador of France to Bangladesh

French Ambition  
The 2024 Olympic Games and  
the 2025 World Exhibition

PARIS is the capital of France, but Paris has a universal dimension, because in Paris, everything is made for sharing: sharing our values, sharing our vision of the world, our heritage, sharing our way of life, our emotions, ideas and passions.

That is why French people definitely support Paris' decision to be candidate for hosting two iconic events in the coming years: the Olympic and Paralympics Games in 2024, and the World Exhibition the year after. This is a great opportunity, for many reasons.

The first reason is that France has launched its ambitious energy transition reform for a renewed sustainable country. These two projects will contribute to developing green, modern and sustainable infrastructure, in and around Paris, making sure that the investments



needed for these two events to take place in the best conditions will benefit the capital, Parisians, the country as a whole and our foreign visitors.

The second reason is the push that these two events will give to the development of tourism. France is already the first destination for tourism in the world, having hosted 83M foreign visitors last year. Our country targets to host 100 M foreign visitors in 2020. But we want to do even more, as we like to promote the diversity, the dynamics and the beautifulness of our country. These two events will help a lot in achieving our goals.

The third reason is that hosting the 2024 Olympic and Paralympics Games and the 2025 World Exhibition is our way to stand up together against terrorism: terrorism cannot stop us from moving forward as we have always moved forward, defending our values, our love for sports and sharing our ambitions for the world.

These two events are our new collective incentives to make France a Greater France.



Emmanuel Macron, The President of the French Republic

Franco-Bangladesh Economic Relationship

FRANÇOIS PETI  
Economic Counsellor, Head of the Economic Department

ECONOMIC relation between Bangladesh and France is faring well. In 2016, overall trade volume between the two countries increased by more than 8.0%. It is mostly fuelled by RMG which accounted for more than 99% of Bangladeshi exports to France. The value of exports from Bangladesh to France increased by 15.3% to EUR 2.4 billion, while French exports to Bangladesh only reached EUR 189 million. France is Bangladesh's fourth largest export market.

To reduce the huge trade deficit that we are dealing with, France is eager to put its world acclaimed know-how and experiences at the service of Bangladesh and its people, especially in the fields of Aeronautics, Space Industry, Railways, Digital Security, Water treatment, etc...

Sustainable urban development is another field where our two countries should be strengthening their cooperation. Under the "VIVAPOLIS" umbrella, the French Government and representatives from the private sector promote cities' environmental performances which determine population's health and well-being, as well as city's competitiveness in terms of better

management of consumption and waste. "Low Carbon Cities in Southeast-Asia", "Development and Optimization of Mandalay's Infrastructure and Municipal Services (Water, Waste, Transport and Energy)" and Expansion of the Water Treatment and Distribution Capacity of the City of Phnom Penh" are, among others, the ongoing projects abroad.

To achieve their goals, cities must rely on progress provided by new technologies as well as on organizing new methods of governance, adapted to their particular contexts. Innovation has always been the biggest strength and priority of France. France is becoming a «Startup Nation», a home to vibrant tech hubs and talents and imbued with a strong entrepreneurial culture. This spirit gave birth to a movement entitled "La French Tech" which is, above all, an international project aiming at bringing together a thriving community of multi-national entrepreneurs.

The individual strength of both France and Bangladesh are to be amply utilized and exchanged in order to extract the mutual economic and social benefits. France and its companies are committed to maintain their actions and establish partnerships which would allow Bangladesh to reach its ambitious targets.







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HEARTIEST GREETINGS TO THE  
GOVERNMENT AND FRIENDLY  
PEOPLE  
OF  
FRANCE  
ON THEIR NATIONAL DAY

