



PRESS RELEASE

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**A successful second year for the
LA BAULE 2004 - WORLD INVESTMENT CONFERENCE
held on May 27th and 28th, 2004 in La Baule (France)
Over 550 participants addressed the topic of the
Attractiveness and Competitiveness of Europe**

www.world-investment-conference.com

■ For its second edition, LA BAULE 2004 – WORLD INVESTMENT CONFERENCE confirmed the event as a **MUST** in the schedules of decision-makers from multinational companies, European-wide development agencies and the regional, national and European political world. ■ LA BAULE 2004 – WORLD INVESTMENT CONFERENCE has indeed now become a platform for meetings and discussions on European Attractiveness and Competitiveness, as was the aim of its initiator, the Economic Promotion Agency for France Atlantique, Ouest Atlantique, with the support of the AFIL, the French Agency for International Investments.

An important meeting place for investors from the world over.

Top managers from international companies, particularly *Andrew Witty, President, Pharmaceuticals Europe, GLAXOSMITHKLINE*, Anne Mulcahy, Chairman and CEO, *XEROX*, Bernd Pischetsrieder, Chairman of the Board, *VOLKSWAGEN AG*, Edward G. Krubasik, Executive Vice President, *SIEMENS AG*, Ferdinando Beccalli, President and CEO EMEA, *GENERAL ELECTRIC*, Francis Mackay, Chairman, *COMPASS GROUP PLC*, Fujio Cho, President, de *TOYOTA*, Gilles Delfassy, Senior Vice President Worldwide Wireless Terminal Business Unit Semiconductor Group, *TEXAS INSTRUMENTS*, Grégoire Olivier, CEO, *SAGEM*, Jean Dominique Percevault, Chariman and Managing Director, *SCHLUMBERGER S.A. SERVICES PETROLIERS SCHLUMBERGER AND AXALTO S.A.*, Jean-Philippe Courtois, CEO EMEA, Microsoft and Senior Vice President, *MICROSOFT CORPORATION*, Jeff Fettig, Chairman et CEO de *WHIRPOOL CORPORATION*, Koichi Takanami, Senior Managing Director, *DAI NIPPON PRINTING CO., LTD*, Pascal Cagni, Vice President and General Manager EMEA, *APPLE*, Serge Foucher, Executive Vice President, *SONY EUROPE*, and directors of development and investment promotion agencies from across Europe came in large numbers again this year, to attend the LA BAULE 2004 – WORLD INVESTMENT CONFERENCE.



Numerous political figures were also present, specifically the President of the European Parliament, Pat COX and the European Commissioners, Jacques BARROT and Peter BALASZ, as well as European ministers including the French Prime Minister, Jean-Pierre RAFFARIN. At the conference over 550 participants and speakers exchanged their experiences, ideas and proposals on how to increase the competitiveness of businesses in Europe and influence the legislation, taxation and statutory requirements instituted by the Public Authorities.

Represented at European institution and national or regional governmental level, the political world came to hear and talk to international company managers. The French Prime Minister, Jean-Pierre RAFFARIN, came to speak about the measures that are currently implemented to increase the attractiveness of working in France. A reference barometer on the attractiveness of Europe and France was also presented at LA BAULE 2004 – WORLD INVESTMENT CONFERENCE; it was the barometer created by Ernst & Young, the audit firm partnering the event.

The La Baule conference “**LA BAULE 2004**” has naturally chosen innovation and research as the theme for this second European event devoted to the competitiveness and attractiveness of Europe: “Making Europe more attractive”. It is thus completely in step with the targets set by the European Commission in Lisbon of reinforcing the technological potential of the old continent, specifically by taking to 3% the percentage of GDP devoted to R&D. That is no doubt why Romano Prodi agreed to sponsor this event. Under this generic term of research and innovation, numerous subjects will be addressed : Innovation, a means to growth and jobs in industry ? Outsourcing, externalisation and partnership: what impact on the localisation of international investments? Human capital. How to develop, attract and retain top level engineers and researchers ? What are the challenges in terms of sustainable development ? Clusters: models to follow ?

Complete conference documents will be available at the end of June. From June 3rd a summary report on workshops and round table discussions will be available on line on the LA BAULE 2004 – WORLD INVESTMENT CONFERENCE web site, (www.world-investment-conference.com)

La Baule 2004 – World Investment Conference is organised **on the initiative of Ouest Atlantique, the France Atlantique Development Agency**, jointly with **the Invest in France Agency**, with the support of the European Commission and the participation of Ernst & Young.. La Baule 2004 – World Investment Conference will take place under the patronage and in the presence of Mr. Romano Prodi, President of the European Commission, and Mr. Jean-Pierre Raffarin, French Prime Minister, and other ministers and European heads of state.

■ **Ouest Atlantique**, France Atlantique Development Agency (regions of Brittany, Pays de la Loire, Poitou-Charentes). For more than 30 years its has been improving the area, mobilising players in the three regions, attracting new investment, and advising on how to facilitate new development. Over and above the businesses created by local entrepreneurs such as Yves Rocher, Doux, Beneteau, JAS Hennessy, Bollere and Pinault, the area of France Atlantique has also been attracting businesses from all over the world: Texas Instruments, Visteon, Canon, Scania, Siemens... In France Atlantique there are companies from 29 different countries. Foreign investments in Atlantique France have generated 106,000 jobs distributed across 625 sites and dependent on more than 460 foreign investors.

■ **Invest in France Agency (IFA)** is a national body charged with promotion, prospecting and on-site facilitation of international investment in France. It also coordinates initiatives promoting the appeal and image of France. The IFA network operates worldwide, with offices in France at both national and local level. It draws on the expertise of specialists in a range of disciplines based at its head office in Paris, as well as offices in North America, Europe and Asia. In France, IFA works in partnership with regional development agencies to offer international investors outstanding business opportunities and personalized service. Infos on www.investinfrance.org

■ **Ernst & Young**, a French leader in professional services specializing in audit, tax, law, and finance, whose primary ambition is to assist companies with risk anticipation and management, certifies the financial statements of more than half of the CAC 40, SBF 120 and SBF 250 companies. To do this, Ernst & Young utilizes its international network based in 134 countries. In France, Ernst & Young is able to deploy its expertise from 17 offices and offers its clients top-flight know-how, proven techniques and sector-based experience in its three core service lines.

LA BAULE 2004 - WORLD INVESTMENT CONFERENCE will take place with the support of : the three regions of France Atlantique (Western France) :Brittany, Pays de la Loire and Poitou-Charentes, Conseil Général of Loire Atlantique, La Baule, Cap Atlantique, DATAR, CIC Banque CIO, Caisse des dépôts et consignations, EDF.