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## PRESS RELEASE

La Baule, Thursday, 03 June 2004

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**THURSDAY 27TH AND FRIDAY 28TH MAY 2004 – LA BAULE, FRANCE**

[www.world-investment-conference.com](http://www.world-investment-conference.com)

### **LA BAULE 2004 - WORLD INVESTMENT CONFERENCE**

**AWARDS for the BEST FOREIGN DIRECT INVESTMENTS IN EUROPE for  
2003/2004**

**for Whirlpool, Texas Instruments, Timberjack/Deere &  
Company**

**Toyota received a special Award.**

European Commissioners, Jacques Barrot and Peter Balazs, Pat Cox, President of the European Parliament, and Geoffrey S. Connor, Secretary of State Texas gave the Awards to :

- Jeff Fettig, Chairman and CEO of **WHIRLPOOL CORPORATION** for its global investment strategy in Europe and particularly in Central Europe as well as for its exceptional innovation strategy.,
- Gilles Delfassy, Senior Vice President, Worldwide Wireless Terminal, Business Unit Semiconductor Group **TEXAS INSTRUMENTS** for its recent investments in Europe (acquisition of Condat, extension of Villeneuve-Loubet and Aalborg sites, creation of TI Rennes), ,
- and Eric Hansotia, Director, Forestry Operations, de **DEERE & COMPANY** for its investment in Finland (through Timberjack.), especially for sustainability

The French Prime Minister, Jean-Pierre RAFFARIN, gave a special award to Fujio Cho, President of **TOYOTA**, for its wonderful expansion in Europe: in the Czech Republic with PSA, in Belgium, but also in France, especially in Sophia Antipolis with a design center and in Valenciennes, a production site continuously creating jobs and economic development.

LA BAULE 2004 – World Investment Conference is organised on the initiative of Ouest Atlantique, the France Atlantique Development Agency, with the partnership of the Invest in France Agency, with the support of the European Commission and the participation of Ernst & Young. LA BAULE 2004 – World Investment Conference took place under the patronage of. Romano Prodi, President of the European Commission, and. Jean-Pierre Raffarin, French Prime Minister, and other ministers and European heads of state.