

19 April 2016

## **Guy Savoy, ambassador for French meeting industry**

**To promote the destination France to an international "business" target audience, Atout France has called on Michelin star chef Guy Savoy to enthusiastically share his deep-rooted love for the destination.**

The new promotional video for the destination initiated by the France Meeting & Convention Board aims to highlight the meeting industry offering within France with inspiring, innovative and varied subjects.

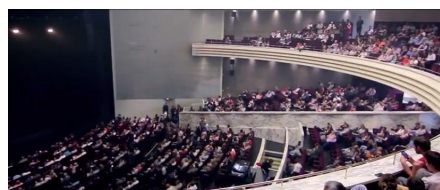
Throughout the film (2 min. 50 s), Guy Savoy recounts the history of his encounters with France: his travels in the different regions, the beauty of the countryside, scents or his encounters which "awaken all his senses" and inspire his continual need to create.

To give his words weight, a series of strong images of the offering and the experiences to be found in France are projected as a backdrop alongside visuals of professional rendezvous in locations (conferences, incentives, dinners, receptions, etc.) or infrastructure (accommodation, restaurants, convention centres, stadiums, public transport) highlighting the MICE sector.

Through this video, Guy Savoy succeeds in communicating his love of France; his infectious enthusiasm is bound to encourage international events organisers to choose France for their upcoming events!

It will be shown on the occasion of big industry events and will be presented for the first time at the IMEX trade show in Frankfurt, Germany, on 19 April at 11.30 am in the France Pavilion during the inauguration by the French Ambassador to Germany, Mr Philippe Étienne.

Atout France was assisted by the agency Auditoire for this production.



To see the video: [YouTube link](#)