

Beat: Travel

## **FRENCH MINISTER OF FOREIGN AFFAIRS FABIUS CHAIRED TODAY 1ST TOURISM CONFERENCE**

**WITH M FEKL SECRETARY OF FOREIGN TRADE**

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**USPA NEWS** - French Minister of Foreign Affairs, Laurent Fabius chaired today the first edition of the annual conference of tourism. This conference is a new exercise, which will now be annual. It will be opened by Mr. Matthias Fekl, Secretary of State responsible for foreign trade, promoting tourism.

It brings together more than 250 people: professionals and tourism businesses, elected officials and public authorities. After the foundation of tourism in 2014 and the Tourism Promotion Board in 2015, aims to bring together all the stakeholders to take stock of the measures taken and yards remaining open to strengthen the sector, both for strategic the French economy and the influence of the country. This exercise will also mobilise all energies to continue the development of French tourism. Two panel discussions will follow each other. The first will focus on investment (what tools for what needs?), The second on the dial (which opportunities for tourism?).-----

In closing the conference, Laurent Fabius listed and summarised the measures implemented in the sector since 2014, in the wake of the foundations of tourism. He then proceeded to specific ads and, for some, encrypted, on four priority areas of action that have been announced in June, fence, of Tourism Promotion Board. There are as follows:

- Hospitality (visas, media campaigns around the theme of the welcome/reception)
- Training (creation of a conference of training excellence in tourism)
- Digital (national Internet portal for French tourism)
- Investment (device group Deposit for investment in tourism in France). Official announcement diplomacy

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