

Bourgogne-Franche-Comté delegation visits Hong Kong



*Back row (left to right): Mr Johnny Wan, Mr Ronnie Ho JP, Mr Joe Wong, Mrs Paule Ignatio, Mrs Rebecca Silli, Mr Stephen Phillips, Mr Gary Poon,
Front Row (left to right) Mr Patrick Ayache, Mrs Marie-Guite Dufay, Mr Paul Chan, Mr Remy Laurent*

France at its finest. That was the tagline for the Bourgogne-Franche-Comté region delegates' five day whirlwind visit to Hong Kong led by its President Marie-Guite Dufay. To help promote the region to Hong Kong's public and private sectors, the French Chamber in Hong Kong was engaged to organise official meetings, visits, a luncheon with government representatives including Financial Secretary Paul Chan Mo-po and an exclusive press conference. We set up meetings with our trusted local partners including the Hong Kong Trade and Development Council, the Hong Kong Tourism Board, the French Consulate in Hong Kong, as well as a guided tour of Veolia's sustainable sludge treatment facility T-Park with Deputy Operation Manager Laurent Chainard from Veolia.

The press conference we arranged with targeted media outlets provided extra coverage of the region's expertise and plans to attract an increasing number of tourists from Asia. The region's already long-standing partnership with Hong Kong is set to be further enhanced across the economy, technology, wine, tourism, and much more following the merging of the two neighbouring regions of Bourgogne and Franche-Comté in 2016.

For more information on the Chamber's services organising business missions such as this, contact [Jing Lei](mailto:jing.lei@fccihk.com) (jing.lei@fccihk.com)