

BONJOUR FRANCE

ボンジュールフランス

Depuis 2015



シャン・ド・マルス



What is BONJOUR FRANCE? ボンジュール・フランスとは？

Present and Share the French “ART DE VIVRE”
フランスの“アールドヴィーヴル”をお伝えします

BONJOUR FRANCE is an initiative created by the French Chamber of Commerce and Industry in Japan (**CCI France Japan**) in 2015. Its goal is to promote France through a series of events aimed at the general public, **sponsored by the French Embassy**.

BONJOUR FRANCE's mission is to showcase French brands and products in Japan by organizing exceptional events centered around gastronomy and the art of living (Art de vivre).

We organize unique and innovative events, through various experiences:

> Shopping > Gastronomy
> Culture > Lifestyle

OUR OBJECTIVE

- To present French brands to the Japanese public in a modern, accessible, diverse, and chic way.
- To provide a platform for our partners to communicate their "Frenchness."

OUR ROLE

- To bring together French companies around the **BONJOUR FRANCE** concept by offering them useful promotional tools.
- To organize and coordinate French promotional events in Japan under the "**BONJOUR FRANCE**" label in cooperation with our partners.
- To develop a **BONJOUR FRANCE** communication strategy that will benefit partner brands.
- To offer partner companies opportunities to communicate their "Frenchness" from different angles.
- To present products and expertise to a wider audience in Japan by organizing trade events.

OUR TARGET

- **Lovers of France**, strongly interested in French culture and lifestyle, with a high level of cultural exploration and purchasing power.



10TH ANNIVERSARY BONJOUR FRANCE IN 2025!



THEME OF 10TH Anniversary : La Fête! (The Festival!)



10th anniversary of BONJOUR FRANCE

Theme : La Fête! (The Festival!)

Visuals

LA BOITE

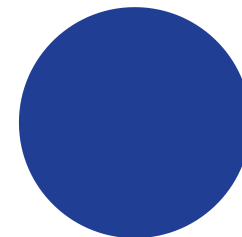
Concept :

Let's Celebrate the 10th anniversary of BONJOUR FRANCE together!

Festival atmosphere throughout the year.

KANPAI on the history of the culture and friendship between France and Japan!







VARIETY OF OUR EVENTS



Opening Ceremony

- Event unique to reservation or invitation
- **2024 : Opening Ceremony** at the French Ambassador's Residence in Japan : over 630 participants, 22 sponsors, 12 partners, 22 stands



CULTURE

- **Special Concert** by French artists in visit to Japan, 300 participants
- **Performances and exhibitions by French artists**
ex : collaborated event with KYOTOGRAPHIE, 100 participants



LIFE STYLE

- **Lunch on the grass : French Picnic and egg hunts** at the French Ambassador's Residence in Japan, 300 participants
- **Treasure hunt to discover France**, 315 participants
- **Guinguette**, 100 participants



FASHION

- **ISETAN French Week Night Event** 300 participants
Etc...



GASTRONOMY

- **"Dîner Gourmand"**
Discovery of a French menu, 220 participants
- **"Soirée Gourmande"**
Food and Wine Mariage, 210 participants
- **"Soirée Bistro (Kyoto)"**
With French wines and Food, 30 participants
- **Nuit du champagne (Osaka)**
Taittinger & bar, 150 sets sold out



SHOPPING

- **2024 : AEON FRANCE FAIR**
- **French Week at Isetan Shinjuku**
- **JR Kyoto Isetan Exposition of France**
- **COREDO Muromachi**



LE MARCHÉ BONJOUR FRANCE

- **2024 : Le Village BONJOUR FRANCE**
(Fuji Speedway – WEC)
- **2024 : Le Marché BONJOUR FRANCE** (French Month at Yokohama, Zou no Hana Terrace)
- **Nihonbashi**
- **PSG Handball**





OPENING CEREMONY



Ex : Opening Ceremony BONJOUR FRANCE 2024 Season Launch

Location :

French Ambassador's Residence in Japan

Participants :

2024 : over 630 participants

Concept :

Elegant and refined evening with the sign of « Frenchness ».

Collaboration with artists, Lucky draw...

Key Guests :

Press, influencers, partners, officials, VIP & personalities, etc.



- ❑ Brand presence at high-end French events
- ❑ Development of brand awareness among influencers
- ❑ Invitation of partners and clients
- ❑ Demonstrations, sampling, etc.





CULTURAL EVENTS



Ex: Press Conference & Reception « Notre-Dame de Paris : The Augmented Exhibition »



Location :

French Ambassador's Residence in Japan

Participants :

2024 : 100 participants

Concept :

Collaboration with the exhibition of Notre-Dame de Paris and the luxury brand "L'ORÉAL"

Key Guests :

Press, influencers, partners, officials, VIP & personalities, etc.



L'ORÉAL



LIFESTYLE EVENTS



**Example : « Lunch on the grass »,
French picnic and egg hunt**

Location :

Garden of French Ambassador's Residence in Japan

Participants :

over 300 participants

Concept :

A chic and elegant French picnic in a private garden

Activities and Easter egg hunt

Target :

Family, couples, lovers of French lifestyle.

(Data based on the participants of the lottery, 2019 : 1 600 registrations)



- ❑ Tasting (stand/picnic basket included)
- ❑ Activities and lucky draw
- ❑ VIP and influencer invitations (exclusive to sponsors)





FASHION EVENTS



Ex : ISETAN French Week Night Event

Location :

Isetan Shinjuku

Participants :

300 VIP guests

Concept :

A mode spectacle with the champagne, based on the theme of the French art de vivre

Targets :

Family, couples, French mode lovers

Women between 20 to 40 years old

Isetan French night

Friday, May 22^d – 8PM

Privatized 2F of Isetan store

300 VIP guests including top Isetan customers

An exclusive evening showcasing style « à la française »
with 3 brands which embody French excellence:

- ✦ **Lancôme**: beauty
- ✦ **Longchamp**: fashion and accessories
- ✦ **Veuve Clicquot**: champagne and lifestyle



A fashion show styled with Isetan brands starts.



Veuve Clicquot dance performance starts.



- Visibility through sponsorship
- Organization of activities and contests
- Invitation of VIPs and influencers (exclusive to sponsors)



GASTRONOMIC EVENTS



● Dîner Gourmand

Location :

The Place of Tokyo, French Restaurants (ex : L'Oiseau de France), etc.

Participants :

210 participants

Concept :

The event offers a convivial and enjoyable gastronomic evening around gastronomic delights that have evolved from French family cooking to French gastronomy, accompanied by a selection of compatible cheeses and wines suggested by the sommelier.

Targets :

French gourmets, team building, guests from clients and partners.

● Soirée champagne

Location :

Restaurants, bars, etc.

Concept :

Parings of champagnes and caviars, etc.

Targets :

French gourmets, team building, guests from clients and partners.

● Bal • Guinguette

Location :

French Institute
Bars, hotels, etc.

Concept :

Fun events for multigenerational gatherings. Discover new French artists and gastronomy through private concerts.

Targets :

Family, couples, French lovers

- Inviting professional clients via table reservations
- Sponsorship to increase visibility, product exposure, and food and wine pairings
- Sampling and video promotion, providing prizes for lucky draws
- Unique food product stands, demonstrations, tastings, and introductions





SHOPPING EVENTS



CCI France Japan introduced seven brands at the AEON Group's "France Fair"

- ❑ Selling to department store customers (Isetan: 400,000 visitors in 2018)
- ❑ Developing product sales and brand promotion in Japan's most aesthetically pleasing department stores.
 - ❑ Promoting the brand by organizing seminars, workshops, and demonstrations.
 - ❑ Online tools: Communication via websites, newsletters, Facebook, Instagram, etc.

AEON FRANCE FAIR – BONJOUR FRANCE 2024

The largest French fair of the AEON group ; more than 7 300 AEON Malls and supermarkets participants

Sale of a variety of French products: gastronomy (fresh produce, groceries, frozen foods...), wines, stationery, tableware, fashion, beauty...

Special events centered around France (concerts, talk shows, demonstrations, workshops...)

Events Center at AEON Lake Town Mori: opening ceremony, business meetings (French Embassy, CCI France Japan, AEON Group)...



Isetan Shinjuku France Week Marketing of stands, tastings, seminars

Main building, event hall
Category: gastronomy, wine, salon, women's items (jewelry, scarves, etc.), DIY
5th co-organization.

Isetan JR Kyoto, France Exhibition Marketing of stands, tastings, seminars

6-day event venues.
4 categories: gastronomy, wine, salon, women's items (jewelry, scarves, etc.), beauty
Organized seminars, food corner, presentation and tasting of food products.
3rd joint event.



CCI France Japan introduced 40 brands to the Mitsukoshi Isetan Group's "France Fair", and 20 brands were selected as exhibitors



LE MARCHÉ BONJOUR FRANCE



Occasions :

Special Locations (ex : Nihonbashi...)

Special Events (ex : Fuji Speedway – WEC, PSG Handball, French Month at Yokohama...)

Participants :

400 participants (Nihonbashi) ; 20,000 spectators (PSG)

50,000 visitors – (WEC) ; over 1 470 visitors (Yokohama)

Concepts :

Market in the theme of French gastronomy; aperitifs; products

Format :

Market, terrace, performances, games...

Partners/sponsors :

Wine, cheese, delicatessen, fine spices, pasteries, confectionery, lifestyle...



World Buzz Channel

@world_buzz_channel · チャンネル登録者数 1.75万人 · 191 本の動画

「World Buzz Channel」は、フジテレビ国際局×各国駐日大使館がコラボレート！

lit.link/worldbuzzchannel

チャンネル登録





Communication - PR

Communication Plan



Online Communication – BONJOUR FRANCE

Social Media

Subscribes

Facebook : 4 254

Instagram : 4 947

LinkedIn (CCIFJ) : 10 851



Websites

Official site [BONJOUR FRANCE](#)

Official site [CCI France Japon](#)



Newsletters

Newsletter BONJOUR FRANCE

Subscribes : over 8 800

Target : B2C, grand public

Newsletter of CCI France Japon

Subscribes : over 4 500

Target : B2B, members of CCI France Japon

Cross-communication

Posts and Reels Instagram

Bebechan (206k subscribes)

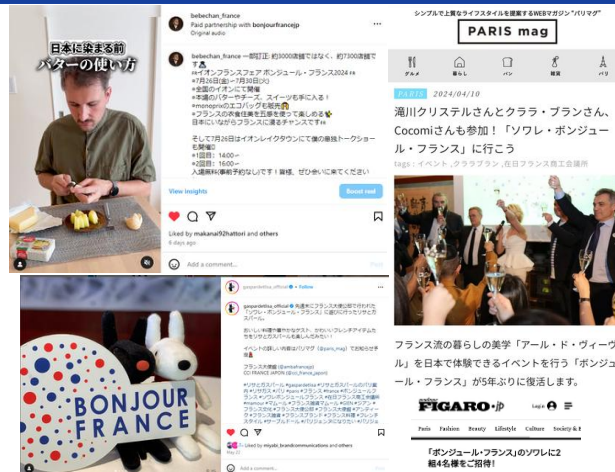
Gaspard et Lisa (28,2k)

Articles

Paris mag
Madame Figaro
Lettuce Club
Tricolor Paris
Etc.

Institutions related to France

Embassy of France
French Institute
Official Tourism Board



YouTube

[CCI France Japon](#)
Event Reports (videos)



Increase of the number of subscribes in social media (since January 2024)

Facebook: 3 873 \Rightarrow 4 254 **(+9.8%)**

Instagram: 3 628 \Rightarrow 4 947 **(+36%)**

LinkedIn (CCIFJ): 8 986 \Rightarrow 10 851 **(+21%)**



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MERCI