



French Week



Thursday,
November 27th

**Day 3 / Trade,
Creativity & Tourism**

*Macro-economic Outlook, Bilateral
Trade, Sustainable tourism, Creative
economy*

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Time: 07.30 am - 12.15 pm Agenda

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- 07.30 | Registration and Networking Breakfast
- 08.00 | **Welcome address by Thibault Flichy**, Chairman, French Chamber of Commerce
- 08.15 | **Keynote speech by Ministry of Trade**
- 08.30 | Roundtable #1
 - **Strengthening France-Kenya Trade Relations**
- 09.30 | Roundtable #2
 - **Success Stories: Driving Trade and Job Creation**
- 10.30 | Networking Coffee Break
- 11.00 | Roundtable #3
 - **Tourism & Culture as Drivers for Growth**
- 12.15 | Networking Light Lunch

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Time: 2.00 pm - 5.00 pm Agenda

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Workshop #1

Sustainable Tourism
→ Travel for
Tomorrow

*with Serena Group,
Air France (TBC)*

Workshop #2

How can
international brands
stay relevant in local
context?

with L'Oréal

Workshop #3

Perception Power:
Decoding investors
mindset

*with Amarante &
Securex*

During the 3 days of the French Week, you will have the opportunity to organize **tailor-made BtoB meetings** in a dedicated space!