

# About B4 Mutations

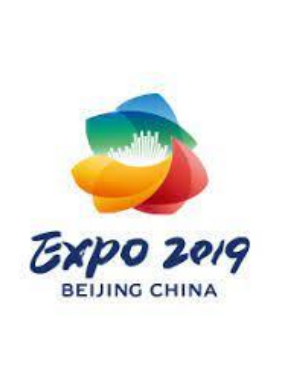
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After successfully organizing the France pavilions at Expo 2019 Beijing and Expo 2022 Floriade, Qatar, the host country of Expo 2023 Doha, asked Bridge for Mutations (B4 Mutations) and the Floralties France-Internationale to coordinate France's participation in this major ecological exhibition.

B4 Mutations' mission is to boost inter-territorial relations through eco-responsible projects bringing together communities of innovation, interest and business.

B4 Mutations is supported by the Enterprise Europe Network (EEN) of the European Commission.



# France Pavilion Expo 2019 Beijing



## PUBLIC-PRIVATE PARTENERSHIP

A project carried out in close collaboration with the French Embassy in China. The Ministry of Europe and Foreign Affairs and the Ministry of Agriculture and Food have helped set up the public-private partnership.

## NOTORIETY

- > Alain BERGER, Commissioner General of France at Expo 2019 Beijing / and Expo universal Milano 2015
- > Over 1.4 million visitors
- > Special Jury Prize France Pavilion

## BUSINESS

- > 20 Business meetings for partners
- > Bakery and restaurant
- > 200 tons of beef exported in 2 months
- > Many collaboration proposals (investment funds, shopping center, leisure center, etc.)

## CULTURAL & DIPLOMATIC EVENTS

- > 6 internationales meetings
- > More than 25 receptions et events
- > Celebration of the 55th anniversary of diplomatic relations between France & China
- > Evening organized for the German delegation in the presence of Hans JOACHIM FUCHTEL, Secretary of State for Agriculture
- > Numerous educational workshops about food and health



# Testimonials Beijing 2019

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« The dynamism and relevance of the choices made by the team responsible for the French Pavilion made it successful at this Expo 2019 Beijing ».

**François BLANC, Agricultural advisor the French Embassy in China**



« The two evenings organized around July 14 and August 15 at Beijing Expo by the France pavilion team highlighted the quality of SVA meats in an enchanting setting. The success of this operation can be seen in the figures: 8 containers sold for around 200 tonnes in two months! ».

**Marc FEUNTEUN, Export Manager SVA Jean Rozé**



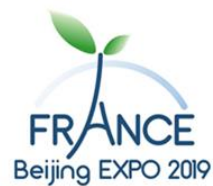
« What you have succeeded in doing thanks to your commitment to the service of the influence of France and your energy to offer this beautiful program is exceptional. You have been able to create a presence and high-quality content ! »

**Alain RENAUDIN, Founder Biomim'Expo**



« Expo 2019 Beijing is a great experience for our group ... at the heart of a market in full environmental change ! ».

**Nicolas JAUZION, Director Grand Export D2 of d'aucy**









# France Pavilion Expo 2022 Floriade

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## PUBLIC-PRIVATE PARTNERSHIP

As part of a partnership with the Hauts-de-Seine department, the garden of the French delegation highlighted an exhibition on bioterritories presented for the first time in the Sceaux area.

## NOTORIETY

- > The renowned Carlos MORENO, Ambassador of the flag of the France pavilion.
- > Organization of events many BtoC events (birthdays, press cocktails, arts show, etc.)
- > International Cooperation

## BUSINESS

- > Bakery and snack area in the pavilion
- > Signature of contracts for many partners ( ex Urban Canopee with Maastricht city)
- > International Businesses opportunities for several partners

## EVENTS

- > More than 15 btob receptions and events.
- > Visit of Audrey PULVAR and Christophe NAJDOVSKI, Deputy Mayor of Paris.
- > Many educational workshops about the green city and food.

# Testimonials Floriade 2022

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It was with great pleasure that I collaborated with Sonia in 2022. Sonia set up and led the project for the France Pavilion of the Floriade 2022. She hosted the Franco-Dutch Urban Design Meetings in her France Pavilion. Sonia works professionally, proactively and creatively, she thinks with her partners and gives the impression that anything is possible.

**Florian CARQUILLAT, Deputy Director Chamber of Commerce France Netherlands**



I met Sonia in Paris in 2020 with a delegation from the organization for Floriade Expo 2022. This marked the start of the project for France's participation at Floriade Expo. From the first moment, she took the lead and knew how to use her network to make the plan for the French participation possible. The whole process from concept development to fundraising, construction of the pavilion and operation could be realized because of Sonia's persistence and motivation. What is special about this project is that the funding came without funding from the public sector. This made the project extra challenging, and I 'm convinced that it would not have been possible without Sonia's commitment.

**Simon BOS, Commercial director ID Verde**



Sonia was particularly effective in managing the Floriade project, and always in a good mood and kindness. In addition, her actions allowed us to resell our facilities to the city of Maastricht, congratulations and thank you Sonia!

**Hubert MICHAUDET, Co-founder and President Urban Canopee**





**Keep in touch**

**Sonia BOURDAUD EYAAN**

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