

## PRESS RELEASE

### **Bpifrance accompanies 16 French companies from the Cultural and Creative Industries sector in Riyadh and AIUla, to discover the Saudi culture and entertainment market.**

Paris, June 19<sup>th</sup>, 2023 – Yesterday, Bpifrance launched the international mission “French Touch Saudi Arabia” dedicated to the Cultural and Creative Industries (CCI) sector, operated in partnership with Business France and the French Agency for the Development of AIUla (AFALULA). For five days, the sixteen selected companies will prospect the Saudi market to confirm their strategy of setting up in the Middle East. This mission aims to highlight the community of the French Touch, the movement of French creation, supported by Bpifrance, and to promote French culture as well as the art of living.

With an ambition to diversifying its economy and getting out of dependence on hydrocarbons, Saudi Arabia launched the Saudi Vision 2030 reform plan in 2016. This program aims to transform the Kingdom economically and socially, and includes a wide range of initiatives in the fields of archaeology, tourism, culture, education and the arts. Since the signing of a bilateral agreement between Saudi Arabia and France in 2018, AIUla, an emblematic project of Vision 2030, is one of the symbols of Franco-Saudi cooperation. This oasis in the province of Medina is one of the reflections of the national strategy for economic diversification, empowerment of local communities and preservation of heritage. Thanks to these initiatives, the country hopes to become a leading tourist destination, attractive internationally and for the local population.

As part of this international mission, sixteen French companies benefit from a rich program, combining collective and individual time. First, the delegation meets, in Riyadh, some of the biggest contractors in the entertainment and culture sector: Saudi Ministry of Culture, JAX Museum, Qiddiya, etc. The companies will benefit from personalized business meetings, networking moments and privileged discussion times with the institutions in charge of Saudi megaprojects.

The delegation will then travel to AIUla to meet the Royal Commission for AIUla (RCU) and visit the pre-Nabataean site. Individual meetings with the RCU, in charge of the megaproject, will allow them to propose innovative solutions for culture and entertainment, with the aim of building long-term relationships and contributing to the Saudi Vision 2030

**Olivier Vincent, Executive Director in charge of Export at Bpifrance declares:** *“Symbol of Franco-Saudi cooperation, AIUla reflects the objectives of the Kingdom's national strategy in terms of economic diversification, empowerment of local communities and preservation of the heritage. French companies must take advantage of this dynamism and the excellent relations that we have with Saudi Arabia to promote their expertise and their excellence in the CCI sector, this is the whole point of this international mission.”*





**Gérard Mestrallet, Executive Chairman of AFALULA, says:** *“The mission of the French Agency for AIUla Development (AFALULA) is twofold: to co-construct the development of AIUla with its Saudi partner, the Royal Commission for AIUla (RCU), and to mobilize the full breadth of French expertise in all fields covered by the project. In 5 years, we can congratulate ourselves on nearly 250 contracts signed between leading French companies and institutions and our Saudi partners. Organized with the help of AFALULA, this Bpifrance delegation is continuing the work undertaken so far. It will allow the meeting, in AIUla, of 16 French companies specialized in the cultural &*





creative industries with one of the most important development projects of the Kingdom: the transformation of a historical jewel into a world cultural and tourist destination.”

**Rachid Boulaouine, Saudi Arabia Director at Business France, adds:** *“Interested in the renewal linked to Vision 2030, our French companies are present in all sectors of activity. This Riyadh – AI ULa mission aims to amplify our presence on these new trends and opportunities offered by this new Saudi Arabia. The Saudis are looking for experienced partners who bring innovative technologies and who have chosen to invest in human capital to share their expertise and contribute to this transformation of the kingdom's economy. Saudi Arabia is in a competition with offensive investment strategies and will only retain the best racehorses. Alongside our privileged partner BpiFrance, Business France will intervene in Riyadh on the organization of a major symposium 'Saudi French strategic partnership shaping the creativity of the future' where our solutions will be honored in front of the largest donors, local orders and ICC project leaders. A superb Team France Export action to help our companies in Saudi Arabia win.”*








**The 16 of participating companies:**

	<p><b>ATOMIC DIGITAL DESIGN</b> is a production company based in Paris and founded 10 years ago specializing in the creation of augmented reality experiences for international brands and institutions.</p> <p>Augmented reality adds another layer of storytelling to the real world, it has revolutionized the way people and brands connect with their audience. With their camera,</p> <p>Users can have a variety of experiences, ranging from entertainment and discovery to practical applications, internet use, entertainment and discovery to practical applications, such as shopping, solving problems, navigation and education.</p>
	<p><b>AV EXTENDED</b> is an agency specializing in monumental architectural video-mapping, multimedia content creation, lighting design and integration of digital devices. From large-scale events to permanent installations, the company designs and produces shows and experiences to connect audiences through wonder.</p>
	<p><b>BK INTERNATIONAL</b> is a holding company specializing in the design and creation of monumental and immersive audiovisual content, made up of image professionals in illustration, animation and communication based in Paris, Lyon, Xi'An (China), Dubai (UAE).</p> <p>BK International brings together all the professions of digital creation: art directors, motion designers, animators, 3D modelers, interactive developers, illustrators, video editors and real-time designers.</p> <p><a href="https://www.studio-bk.com">https://www.studio-bk.com</a></p>
	<p><b>GROUPE F</b> is a production company that designs and produces fireworks and artistic productions for major global outdoor events.</p> <p>For thirty years, they have been developing new forms of artistic language and original artistic tools. By projecting their lights around the world, they reach a wide audience always eager for enchantment.</p> <p>At the top of the industry for thirty years, GROUPE F has designed and produced spectacular shows for world-class events.</p>



	<p><b>HISTOVERY</b> invents the Augmented Visit and revolutionizes cultural mediation with the HistoPad, a touchscreen tablet allowing, thanks to augmented reality, to travel in time and to offer immersive experiences in museums, monuments and exhibitions. The start-up produces content validated by scientific committees, carries out IT development, installation and ongoing maintenance of equipment and provides statistical data. Created in 2013, the HistoPad helps develop attendance by attracting new audiences and building their loyalty. Awarded numerous prizes, this unique solution is now deployed in 15 museums and monuments in France, such as the Château de Chambord or the Palais des Papes in Avignon, and in two sites in Germany. The HistoPad is used by more than 2 million visitors per year. <a href="https://histoverly.com">https://histoverly.com</a></p>
	<p><b>LA COLLECTION</b> is the first web3 platform dedicated to art. to the world's best museums, major cultural institutions and leading digital artists. The company supports them in the definition and implementation of its web strategy: launch of its first NFT collection, design of memorable web3 experiences for its visitors...</p>
	<p><b>MED EVASAN</b> offers:</p> <ul style="list-style-type: none"><li>- Outpatient medical services, teleconsultations and all services covering the needs of hospitalized patients.</li><li>- Medical repatriation and medical evacuations by all means of transport, including ambulance services and air ambulance services.</li><li>- Medicalization of remote sites, sporting events and sporting and cultural events.</li></ul>
	<p><b>MOJOW DESIGN</b> is a collection of high-end furniture with a strong personality. MW models are available with two types of walls, PMMA walls, for outdoor installation, and custom-made glass walls, for indoor installation. The pieces with glass walls are all numbered and signed, making them real collector's items. Each model can be personalized in terms of walls, seats and fabrics. It is possible to engrave, sandblast or print the pattern of your choice on each of the glass walls. Many collaborations with artists take place to transform MW armchairs or sofas into real works of art. The collection is intended for high-end furniture sellers, collectors and professional markets, such as the hotel industry.</p>
	<p><b>NOVELTY</b> provides audio, video, lighting, rigging and electricity for all types of events, with particular expertise in fashion and luxury. Leader on the European market, NOVELTY has been deploying its know-how for four years in the Kingdom of Saudi Arabia. The dedicated team operates throughout the Kingdom from its warehouse in Dammam. The company invests a lot to offer modern and well-maintained equipment that meets the needs of their customers.</p>



	<p><b>SALISBURY ARCHEOLOGIE</b> was created to provide visible answers on the means of improving knowledge of the past and enhancing the historical heritage. SALISBURY ARCHEOLOGY is the alliance of archaeological disciplines, mastered new technologies and agile management. After 20 years and hundreds of projects that have led it to travel throughout Europe, the company retains this dynamic of innovation combined with scientific rigor, strong markers of its identity - and this desire to always go further far in the understanding, protection and enhancement of the past.</p>
	<p><b>SHORTCUT EVENTS</b> is a reference agency for the event business founded in 1997. Dedicated to the celebration of brands, companies and institutions, it is recognized for its creativity and its quality of execution in the service of the worlds of luxury, perfumes and cosmetics, premium corporate and institutional.</p>
	<p><b>TACTILE STUDIO</b> is at the forefront of inclusive design and cultural interpretation. Its solutions considers the layout of your institution, museum or gallery and the expectations of your visitors. The design and production teams study all aspects of your project - public, education, aesthetics, ergonomics and durability - in order to have a perfect understanding and to offer you a solution perfectly adapted to your needs. The adventure began 10 years ago with the meeting of a cultural mediator, a graphic designer and two digital artisans. This multidisciplinary is the strength of the group. TACTILE STUDIO today includes a design agency in Paris, offices in Berlin, London and Montreal, and a sister company, WAM - We Are Makers - dedicated to manufacturing.</p>
	<p><b>THE FRENCH CREATORS</b> is an event management company promoting innovation in the field of immersive content creation. Specialized in digital scenography, architectural projection and video mapping. The company relies on its strong mastery of Media technologies to deliver visually stunning experiences. The team's unique DNA, made up of digital artists from all walks of life, gives it a unique position in the world of culture and entertainment. Projects are carried out in France and abroad for major brands, major public institutions, hotel complexes, entertainment complexes, digital museums, cultural and historical sites.</p>
	<p><b>VEGACY</b> organizes various events around e-sport and video games, conferences on e-sport and the integration of people with disabilities. They use sport in different social and cultural aspects and develop solutions to facilitate the organization of e-sport events.</p>
	<p><b>VLS</b> Since 1983, VLS has been a technical service provider based in Paris and Riyadh. VLS rents and sells audiovisual equipment and provides an in-house team with a high level of expertise and skills for tailor-made projects around the world.</p>
	<p><b>VRROOM</b> is a studio specializing in the production of high quality immersive shows, cultural events and festivals. VRROOM artists produce high-quality immersive shows, cultural events and festivals, host them on its XR social platform and distribute them live and offline.</p>



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### **About Bpifrance**

Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extra financial services (training, consultancy) to help entrepreneurs grow their businesses and overcome the challenges they face (innovation, export...). Website: <http://www.bpifrance.fr> and [presse.bpifrance.fr](http://presse.bpifrance.fr) Twitter: @Bpifrance - @BpifrancePresse

### **About Business France**

Business France is the national agency serving the internationalization of the French economy. It is responsible for the international development of companies and their exports, as well as prospecting and welcoming international investments in France. It promotes the attractiveness and economic image of France, its companies and its territories. It manages and develops the V.I.E (International Volunteering in Business). Business France has 1,500 employees located in France and in 55 countries. It relies on a network of partners.

For more information: [www.businessfrance.fr](http://www.businessfrance.fr) @businessfrance #BusinessFrance

### **About AFALULA**

Born of an intergovernmental agreement signed by France and Saudi Arabia in April 2018, the French Agency for AIUla Development (AFALULA) was founded in Paris in July 2018. AFALULA aims to support, in a spirit of co-construction, its Saudi partner, the Royal Commission for AIUla (RCU), in the sustainable economic, tourist and cultural development of AIUla, a region with an exceptional natural and cultural heritage located in the North-West of Saudi Arabia. The agency's mission is to mobilize all French know-how and expertise and to bring together the best operators and companies in the fields of archaeology, museography, architecture, urban planning, tourism, hospitality, infrastructure, education, security, agriculture, botany and sustainable management of natural resources.