

Business France Organizes French Pavilion At INTERSEC 2020 To Showcase Fire Safety Products

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Business France, the national agency supporting the international development of the French economy will be organizing the French pavilion at INTERSEC 2020, the world's largest international trade fair for safety, security and firefighting that gives privileged access to MENA markets.

The French industry has gained an international reputation in different fields such as fire prevention and firefighting, personal protective equipment (PPE), infrastructure protection

and safety, those sectors will be represented by companies offering solutions at the cutting edge of innovation.

Securing Power Plants And Oil Complexes



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Frederic Szabo, Managing Director, Business France Middle East stated: *"The Middle East region represents a particularly attractive market for the safety and security sector, being expected to grow by about 10% per year by 2022. Increasing the capabilities of infrastructures, securing power plants and oil complexes, protecting sites and people for major events to come in the region, are all excellent reasons for French experts to extend their presence in the region and attend INTERSEC trade show".*

France offers in particular strong leadership in skills such as mathematics, algorithms, imaging software, identification and cybersecurity. Another French asset is the research and innovation capabilities through its extensive network of state-of-the-art laboratories.

Making Industrial Professions Attractive

Outstanding engineering and industrial processes skills also stem from the French defense and digital technology industries (biometrics, smart cards, etc.). The exhibiting companies on the French pavilion are part of a movement called 'the French Fab': initiated in 2017 by the Alliance Industrie du Futur, Bpifrance, Business France, the Direction Générale des

Entreprises (DGE) and the French regions, French Fab is the new face of the industry in France.

French Fab players, committed to an ecological approach, are working to revive the industrial fabric, revitalize the territories, make industrial professions attractive, and promote French industrial excellence, in France and throughout the world.

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