



Nicolas Sarkozy, President of France

**Commercial Bank of Ceylon
felicitates
Republic of France
on their National Day**



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AMBASSADOR 'S MESSAGE

ON the occasion of the French National Day, it gives me great pleasure to convey my warmest regards to the French community in this country and best wishes to the people of Bangladesh.

Over the last year, the bonds between France and Bangladesh have continued to further strengthen from a bilateral and multilateral standpoint.

For the very first time, a French Parliamentary delegation, led by the President of the Friendship Group France-Bangladesh M. Paul Giacobbi, came to Bangladesh and had very fruitful exchanges in particular with the Hon'ble Prime Minister H.E. Sheikh Hasina and with the Hon'ble Foreign Minister H.E. Dipu Moni. We hope that this visit will soon be completed by the trip of the Bangladeshi-French Parliamentary Friendship Group to France.

In March 2011, as Bangladesh was celebrating the 40th anniversary of its independence, France, one of the first countries to recognise the new State, decided to commemorate this event in its own way. The Alliances Françaises de Dhaka and Chittagong along with Fondation Alliance française jointly organized a month long cultural festival, "Le Bangladesh à Paris", from 31st March till 30th April. This exhibition, which was inaugurated by the Hon'ble Finance Minister, H.E.Mr AMA Muhith, and his colleague H.E.Mr Abul Kalam Azad, Hon'ble Minister for Information and Cultural Affairs, displayed contemporary artistic talents from this country in the fields of painting, photography and music. On this occasion, the Parisians had the opportunity to discover the work of no less than 30 artists from Bangladesh. France also joined the celebrations of the 150th anniversary of the birth of the versatile Bengali genius Rabindranath Tagore, who is so dear to this country, by displaying on this occasion, a hundred of rare and never published photographs of the poet.

During his stay in France, the Hon'ble Finance Minister, who led an important business delegation, met with Mrs Christine Lagarde, the French Minister for Economic Affairs, and Mr. Pierre Lellouche, Minister of State for Foreign Trade, for exploring new issues. Last year, our bilateral trade had increased by 18% compared to 2009, reaching 1,210 billion , and our imports from Bangladesh raised by nearly 20% and France is still the 4th export market for Bangladesh. Being listed among the beneficiary States of "General System of Preference +", thank to which its products can be exported to the EU Member States without quotas nor taxes, Bangladesh will further develop its trade relationship with France.

For France, 2011 is being marked by its year-long double presidency of the G8 and the G20. In many respects, the objectives pursued by the French Government in these two fora coincide with those of the Least Developed Countries, in particular of Bangladesh, as shown by the following examples.

Last May at the G8 Summit in Deauville, the Heads of State and Government of the Group of Eight, acting on a proposal by France, decided to focus on two priority sectors: health and food security as key to human development for people in the developing countries. They also agreed to continue to support the latter to work towards achieving and sustaining the Millenium Development Goals by 2015 and encourage all stakeholders to do the same. In order to meet the MDG, they recognized that additional, more stable and predictable financing needs to be found. In this area, France campaigned for a tax on financial transactions as one measure in a range of options. With regard to climate change, it expressed its solidarity with the developing countries, particularly the poorest and the most vulnerable. France reminded the necessity to limit global warming to 2°C above pre-industrial levels and to implement the Cancun Agreements, especially as regards transparency, mitigation, financing (in particular the creation of the Green Climate Fund, for which the French authorities committed to disburse \$ 1.6 billion from 2010 to 2012), adaptation, the spread of technologies and curbing deforestation.

As for the G20, the French presidency proposed that the Group of Twenty begin working on several priority issues which quite obviously affect Bangladesh: reform of international monetary system; action against excessive volatility of commodity prices in the agricultural and energy sectors; reform of global governance;

improved awareness of the social aspect of globalization; implementation of innovative financing. After showing itself to be efficient in dealing with the world economic crisis, the G20, in the French view, must tackle the structural problems at the root of this crisis and build the foundations for strong, sustainable and balance growth. France is looking ahead realistically and realizes that long-term effort is required. Those proposals are made in a spirit of openness and dialogue.

So on many global issues, France, which shares the same views as Bangladesh, is listening to this great country's concerns.

Let me assure you that the French Embassy in Bangladesh will firmly contribute to this undertaking and actively promote the exchanges with this friendly country. I wish every success and happiness to Bangladesh, France, and their respective people.



Charley Causeret
Ambassador of France to Bangladesh

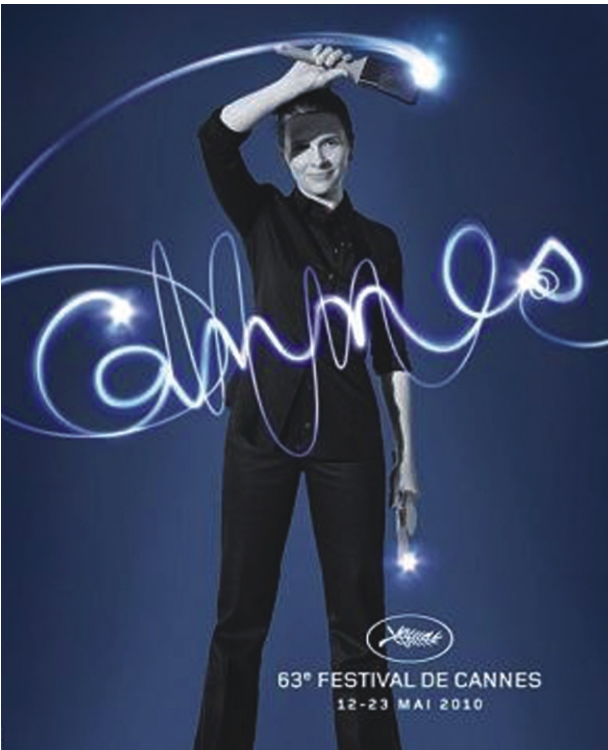
Festivals - a French speciality

Cannes, with its red carpet and its film-stars dressed by top fashion houses... Avignon, with its courtyard in the Palais des Papes... Saint-Malo with its "Astonishing Traveller" writers... Marciac and Juan-les-Pins with their American jazz musicians... Many a French town has made its name with its festival.

A nation with many centuries of culture behind it, France has managed with its festivals to invent the art of bringing that culture to the world, but also of democratising it and spreading it wide, literally, by taking it to all different kinds of audience. This characteristically French approach allows events on an international scale such as Cannes and Avignon to exist alongside more locally

focused events, in which contemporary culture vies with folk traditions before giving way to tourism.

The most prestigious film festival, with its famous red carpet and its 24 "steps of glory", is of course the Cannes Film Festival on the Côte-d'Azur. It takes place every year in the second fortnight of May. Established in 1946, and renowned for its eclecticism and its openness to international film, its



influence keeps on growing. For professional filmmakers only, it has very frequently given awards to works that have gone on to become cult films, such as La Dolce Vita, Les Parapluies de Cherbourg and Apocalypse Now. In 1994 Pulp Fiction, made by American director Quentin Tarantino, won the Palme d'Or. Thanks to being awarded the top prize, this cinematic production of a new genre soon became an international success. It was the birth of a legend. People often recall too the emotional outburst of Italian director Roberto Benigni when he won the Grand Jury Prize at Cannes in 1998 for Life is Beautiful and managed to achieve the feat of winning the Oscar for

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Le Quatorze Juillet

The Bastille Day initiated the reveille for the French Revolution. It led to reshaping of the global landscape in science, art, literature, religion, and politics which still remains inspirational to the rest of the world.

Happy Bastille Day!

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The French agri-food industry: A sector of excellence

A solid industrial base
France's expertise in the agri-food sector is renowned and sought after by manufacturers worldwide; those already established in France enjoy a significant competitive advantage from

their location, drawing notably on a qualified, flexible and highly productive workforce. The agri-food industry is the biggest business sector in France, with a turnover of 180 billion in 2010 and annual

growth of 5 to 7%. Ranked 2nd in Europe and 3rd in the world, it employs 400,000 people in over 10,200 companies. The French agri-food sector exports 35 billion worth of processed products, helping it to gen-

erate a surplus trade balance.

Market leaders

The sector comprises a large number of SMEs (97% of the sector) located throughout the country, alongside several major French groups which are international leaders in their respective markets: Danone (ranked 1st in the world for fresh dairy products and 2nd for bottled water and children's food), Lactalis (1st in the world for dairy products), Bongrain (1st in the world for cheese-based specialties), LVMH (wines and spirits), Bel (1st in Europe for processed cheese) and Pernod Ricard (2nd in the world for wines and spirits). Thanks to this well-established industry, France accounts for around 8% of all international food products sales.

A firm focus on R&D

The French agri-food indus-

try operates in an environment which fosters innovation transfer and benefits from the savoir-faire of 10,000 highly-skilled engineers, researchers and technicians, with an R&D budget of around 1.5 billion.

Agri-food research is conducted in partnership with several organizations, and draws upon public-sector research of a very high standard. In addition to the French National Institute for Agricultural Research (INRA), several other organizations work on food-related topics: the French National Center for Scientific Research (CNRS), the French Food Safety Agency (AFSSA), the Agricultural and Environmental Engineering Research Institute (CEMAGREF), the French Marine Research Institute (IFREMER), the Agricultural Research Center for

International Development (CIRAD), the Research Institute for Development (IRD) and several universities and schools.

The main interface between public-sector research and industry is provided by a network of technical centers led by the

French Association for Technical Coordination in the Agri-Food Industry (ACTIA), and by nine specialist innovation clusters.



Packaging of Roquefort cheese

Festivals - a French speciality

CONTINUED FROM PAGE 21
best actor and best foreign film too. It set the seal on his international reputation.

Another annual get-together is the Avignon Festival in July. This event has been the undisputed high-point of international French-language theatre for 65 years. The official Festival puts on 35 to 40 performances in some 20 venues, usually historic buildings and outdoors, and 3,000 live theatre professionals are performed as part of its fringe, the Festival "Off". Large numbers of people from all walks of life throng the town, filling theatre venues, but also schoolyards and stages improvised in the streets or in the back rooms of cafés.

Ever since the first "Chorégies d'Orange" (1869),

an opera festival that historically sparked off the festival phenomenon, the types of event and their content have changed considerably and today these festivals are so many and various that they are beyond count! Not only is cinema celebrated, but specifically detective films and thrillers (in Cognac), American films (in Deauville), African films (in Amiens) or the festival of "pocket" films taken on miniature cameras or mobile phones (Pocket Films, Paris).

When it comes to music, every style is represented, from classical music to jazz, from song ("Francofolies" at La Rochelle) to opera (Aix-en-Provence). Dance is celebrated in Montpellier, photography is all over the town in Arles while a literary outing

can lead you from the "Paris en Toutes Lettres" festival to the "Quais du polar" festival of crime thrillers in Lyon. In recent years, even civic concerns have come to the fore: for instance, the "Festival de l'Oh!", all about water, in the département of Seine-et-Marne and the ecology film festival in the city of Bourges.

As the vast majority of these festivals rely on the energy and enthusiasm of groups of people wanting to share sincere passions, they defy these difficult economic times. A few days of festivity can breathe a youthful air of conviviality into things and sometimes revive forgotten corners of France... bringing true meaning to France's "exception culturelle" the protection of cultural diversity.

France at a glance

Area	633,000 sq. km (544,000 in metropolitan France and 89,000 in the overseas départements)
Population	65 million
Secularism	The Constitution of 4 October 1958 guarantees freedom of conscience and worship.
Political system	Semi-presidential regime: the President of the Republic, elected for a five-year term, appoints the Prime Minister, who is the head of government. Nicolas Sarkozy was elected on 6 May 2007. Bicameral parliamentary system: Senate (331 senators) and National Assembly (577 deputies).
Administrative divisions	27 regions (22 in metropolitan France and 5 overseas), 100 départements (96 in metropolitan France and 4 overseas) and 36,778 communes .
GDP	€ 1,946 billion (5 th largest economy in the world in terms of GDP)
International trade	5 th rank for exports; 5 th rank for imports. 2/3 of French foreign trade is done with EU countries.
Energy production	575 billion kWh, of which: <ul style="list-style-type: none">- 77% nuclear-generated,- 13% renewable energies (hydraulic, wind and photovoltaic),- 10% classical heat-generated.
Tourism	Top tourist destination (80 million foreign visitors per year).

Felicitations

to the Government and the friendly people of France

on the occasion of

French National Day



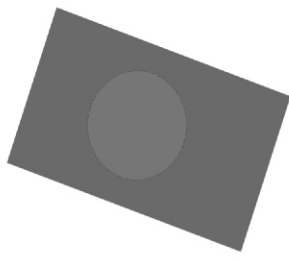
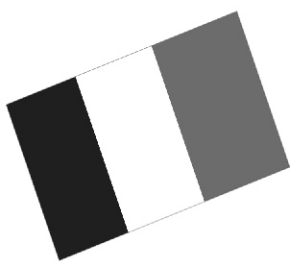
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Our best wishes and Heartiest Felicitations to the Friendly People and the Government of The Republic of France on the occasion of their National Day on 14th July 2011

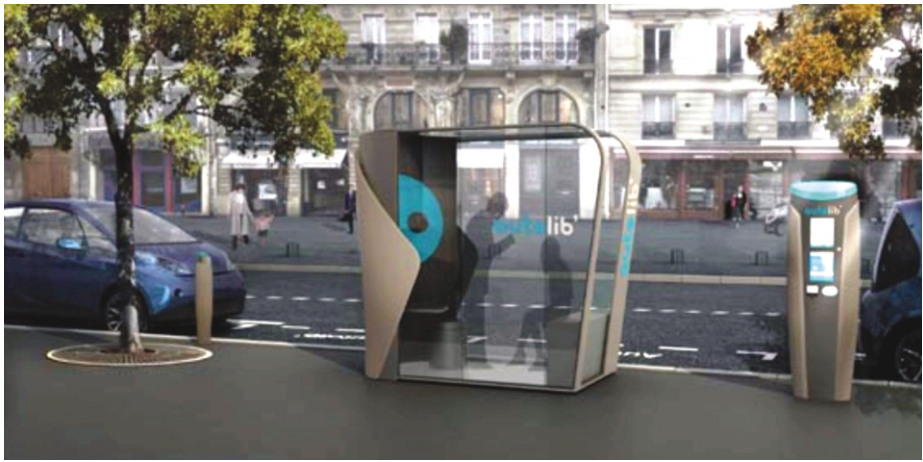
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Self-service electric cars in Paris

FOLLOWING on from the success of self-service bicycles, Autolib' is a new service offering very short-term car hire. The first self-service electric cars will be on the streets of the French capital from next October. A scheme that has already proved worthwhile in several major cities in France and abroad.

It's the car version of the Vélib' self-service cycle hire scheme. From this autumn, visitors to Paris and local residents will be able to hire a self-service electric car for short periods to travel around the city and its suburbs. As with the Vélib' scheme, users will be able to



An Autolib' stop with an interactive terminal and charging points

pick up a car at one point and leave it at another.

The city of Paris is a keen supporter of the project, the contract for which was

awarded to the Bolloré Group, and has set its sights high: a fleet of 3,000 electric cars in over 1,000 locations in Paris and around 40

neighbouring towns. An experiment on an unparalleled scale designed to encourage Parisians to give up their vehicles, by offering

them the use of a car as and when they need it, which costs less and is better for the environment.

A subscription will cost 12 a month, with a 5 euro charge for the first hour of use. Paris's city runabouts will be fitted with lithium polymer batteries produced in Brittany in the west of France. Shared cars are nothing new for Parisians. Caisse Commune, Okigo, Mobizen and Carbox already offer car hire by the hour or half-hour in the capital. Users simply reserve a car online and pick it up at one of the city's car parks.

But what is new this time is that the whole scheme is based on self-service: the

ability to pick up a car in one location and drop it off at another. A benefit that should appeal to large numbers of users, since 58% of Parisians do not own a car and two-thirds of them have expressed an interest in the project.

Around 20 French cities have already set up similar projects, but they are not really self-service schemes, allowing you to pick up and drop off the vehicle in different locations, they are more like car-sharing.

With these schemes, you borrow the car for a quick spin and take it back to the same place a few hours later. That is how it works in Lille, Rennes, Bordeaux, Toulouse, Lyon and La Rochelle, a pioneering town in terms of ecological transport, which has been running the scheme for ten years. Besançon, Strasbourg, Montpellier, Chambéry and Marseille have also set up car-sharing schemes, called Carliberté, Autotrement and Autocité.

The scale of these experi-

ments is still modest: the network in La Rochelle consists of 50 electric cars kept at seven different locations. The economic advantage of these schemes is however unquestionable: if you drive less than 10,000 km a year, as many city dwellers do, it makes much better sense to use a car-sharing scheme than to own your own vehicle. More to the point, residents no longer have to worry about maintaining their car or finding a parking space!

Corsica: An island between sea and mountain



LOCATED in the Mediterranean Sea at 170 km of the Azur Coast, Corsica occupies a very unique place in France. Combining both sea and mountain landscapes, the "Emerald Isle" is one of the

main French tourist destinations.

As one of the 27 administrative regions of France, Corsica enjoys greater powers than other French local governments due to its unique geographical location and strong regional identity. Yet it remains fully part of the French national community. Its ruling body, the Corsican Regional Council, is run by President Paul Giacobbi, MP, who visited Bangladesh last January as Chairman of the Parliamentary Friendship Group France-Bangladesh.

A turbulent history
Corsica has been successively dominated by two of



The cliffs of Bonifacio (South end of Corsica).

the most powerful civilisations of the Mediterranean: Ancient Greeks and Romans. Well preserved archaeological sites can still be seen along the East Coast of the island, in particular in Aléria, which was a sea port of major importance in Antiquity.

The High Middle Ages consisted of successive waves of invasions and confrontations between Byzantines, Saracens and others. The arrival of great naval powers like the Republics of Pisa and Genoa offered Corsica relative stability. From the XVth century, the entire coast was fortified with 120 towers, so as to prevent any attack from the sea. In 1768, Corsica became part of the Kingdom of France.

Some Corsicans marked the history. One of them in particular, Napoléon Bonaparte, changed the face of France and all Europe by establishing an empire at the beginning of the XIXth century.

A strong cultural identity

As a reflection of its composite history, the richness of Corsica's heritage appears in diverse monuments, such as the anthropomorphic menhirs of Filitosa, the Genoese citadels on the coast or the churches of Castagniccia with their rich Baroque design.

Corsica's living culture finds its full expression in music (polyphonic choirs), gastronomy (cheese, wine) and craftwork (leather, pottery). The countless cultural events and rural fairs are the showcase for the Corsican way of life and

traditional crafts. In the wake of an assertion of identity, the Corsicans champion the traditions of their region and, above all, their language, Corsican.

A preserved nature

With a "Regional Natural Park" that covers two thirds of its surface, Corsica is a well-preserved island divided between nature reserves and listed sites. The island offers a rich fauna and a diverse flora, including numbers of endemic species.


A unique diversity of coastal landscapes

With more than 1 000 km of coastline, Corsica presents a variety of marine landscapes, from the vast fine sandy beaches to the small deserted creeks and granite cliffs inhabited by sea birds. With water temperatures reaching 24°C in July and August, Corsica is the dream setting for practising all kinds of water sports: sea kayaking, funboarding, sailing, water skiing, diving, surfing and jet skiing.

The mountain island
With 120 summits above 2 000 m, snow-capped in winter, Corsica is called "a mountain in the sea".

The mountain represents Corsica's heart, the guardian of its traditions and identity, and the natural setting for villages of stone cottages. The mountain of Corsica is therefore one of the favourite destinations for enthusiasts of trekking, horse-riding, mountain-biking and climbing. In winter, even skiing is possible, since the island offers a number of sites for the practice of snow sports... with views of the sea!


Our best wishes and Heartiest Felicitations to the Friendly People and the Government of The Republic of France on the occasion of their National Day on 14th July 2011




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Happy National Day

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