

The Franco-British Chamber launches a New Strategic Initiative and Think Tank with PwC with the objective of reinforcing future Franco-British business relations in the context of Brexit

5th February 2019 – Paris, France – The Franco-British Chamber of Commerce and Industry - the oldest international chamber of commerce in Europe - launches a strategic transformation to help all businesses and the creation of a Think Tank, “The Cross-Channel Institute” in partnership with PwC France & Francophone Africa. Objective is to reinforce future Franco-British business relations in the context of Brexit.

On the occasion of the New Year’s Reception 2019 which took place on the 31st of January at the residence of the British Ambassador to France, Thierry Drilhon, President of the Franco-British Chamber, presented the plan for the strategic transformation which will take place between now and 2021. “Faced with the challenges that Brexit raises for the business community, we want to use this period as a trigger and an opportunity to accelerate the development of economic activity on both sides of the Channel.”

As part of this strategic transformation, the Chamber of Commerce is adopting a new communication strategy - including a new logo - to make the Chamber’s image clearer and stronger to all its stakeholders.

As part of the new offer to big businesses, the Chamber of Commerce announces the creation of a Think Tank, the “Cross-Channel Institute: for the promotion of Franco-British sustainable prosperity” as part of the partnership with PwC and the economic arm of the British Embassy (DIT). This initiative is in response to the request expressed by large companies to reinforce economic and commercial ties after Brexit. In addition to premium events, the Think Tank will be well placed to engage in and influence the writing of this new chapter in the economic history of our two countries.

Thierry Drilhon declared that: “The creation of this Think Tank, in partnership with PwC, is a formidable opportunity to reinvent our economic relationship with the UK for the coming decades around a powerful and historic connection.”

Jimmy Zou, Senior Partner at PwC France and Francophone Africa said: “In this moment where there is great uncertainty over the relationship between the UK and Europe, we are pleased but also proud to engage alongside the Franco-British Chamber of Commerce in establishing an ambitious vision of the “special relationship” between the people and businesses of our two nations - with or without, before or after Brexit.”

With regard to small and medium enterprises, we will make access to our services more efficient and user-friendly thanks to a new website (May 2019) connected to the “Business Connect” platform which extends business opportunities to British Chambers of Commerce in Europe.

For all of its members, the Chamber is organising many events, meetings and breakfasts in Paris and in the French regions to help companies to prepare for Brexit. The coming events will focus on: The commercial and legal impact; transport and logistics; intellectual property and “impatriation & new immigrations”.



For more information on the services of the Franco-British Chamber:

www.franco britishchamber.com

A new website - in French and in English - will be launched in May 2019.

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Franco-British Chamber of Commerce & Industry

The Franco-British Chamber of Commerce and Industry, founded in 1873, is the oldest international Chamber of Commerce in Europe. The Chamber is offering its members - French and British companies of all sizes and from all sectors of activity - a vast range of services to help them to develop their cross-channel activity. Located in Paris, for more than 145 years, the Franco-British Chamber is a powerful business network which helps and links companies. The Business Connect service, from member to member, allows a privileged and efficient relationship.

End.



Thierry Drilhon and Jimmy Zou