

*The institutional mission*

The institutional mission not only provides a means to promote Brest and its region, but also to create or further already existing cooperation with the host country.

The delegation is led by the Mayor of Brest. In this context, the elected officials of Brest métropole océane - Brest Urban Council, Finistère County Council and of the Brest Chamber of Commerce and Industry have met:

- well-known figures in call cities, including the French Ambassador,
- local political and business leaders,
- representatives and partners of major French companies abroad: EDF, France-Télécom, Veolia water...

as well as representatives of French institutions:

- French Chambers of Commerce and Industry Abroad,
- Alliance Française institutes,
- Breton Associations, etc.



Mrs. Valentian Matvienko, Governor of Saint Petersburg, welcoming Mr. François Cuillandre, Mayor of Brest Saint Petersburg 2004



Mr. XIA Geng, Mayor of Qingdao, welcoming Mr. François Cuillandre, Mayor of Brest and Mr. Marc Labbey, Vice-President of Brest métropole océane - Urban Council Qingdao 2003

Visiting the Jamhour power station with Mr. Adel Khoury, Director of the Lebanese electricity board EDL, partner of the French electricity board EDF. Beirut 2000



Mr. François Cuillandre, Mayor of Brest meeting with Rear Admiral Oyarzun, Commander of Valparaiso naval zone I. Valparaiso 2002



Mr. Yves Rolland, representing the President of the Chamber of Commerce and Industry of Brest and Mr. Michel Gourtay its General Director, presenting companies from Brittany to representatives of the Franco-Chilean Chamber of Commerce. Valparaiso 2002



- Tokyo (Japan) - 1992
- New Orleans (USA) - 1993
- Muscat (Sultanate of Oman) - 1994
- Boston (USA) - 1995
- Lisbon (Portugal) - 1996
- Durban (South Africa) - 1998
- Tokyo (Japan) - 1999
- Beirut (Lebanon) - 2000
- Shanghai (China) - 2001
- Valparaiso (Chile) - 2002
- Qingdao (China) - 2003
- Saint Petersburg (Russia) - 2004
- Singapore (Republic of Singapore) - 1997-2005
- Alger (Algeria) - 2006
- Haiphong (Vietnam) - 2007
- Casablanca (Morocco) - 2008



Jeanne d'Arc, the French Navy's Training Ship (French Navy Photo)

Brest & the Jeanne d'Arc

*An economic and scientific partnership*

Each time the helicopter carrier Jeanne d'Arc, the French Navy's training ship based in Brest, does her world tour, Brest métropole océane - Urban Council, working in collaboration with the Brest Chamber of Commerce and Industry and supported by the Finistère County council, organizes an economic and scientific mission to one of the countries where she will call.

These missions have been based on the partnership between Brest métropole océane - Urban Council and the French Navy. ■



Speech by Mr. Alain Le Gourrière, French Ambassador to Chile, aboard the Jeanne d'Arc, Valparaiso 2002



Reception aboard the Jeanne d'Arc Saint Petersburg 2004  
From left to right: Mr. François Cuillandre, Mayor of Brest, Mr. Jean Cadet, French Ambassador in Saint Petersburg, Mr. Michel Guyot, Vice-President of the Chamber of Commerce and Industry of Brest, Mr. Gilbert Monfort, Vice-President of the Finistère County Council, Mr. Stéphane Visconti, French Consul General in Saint Petersburg



Captain Combes, her commander, receiving Mr. Pierre Maille, Mayor of Brest, Mr. Marc Labbey, Vice-President of Brest métropole océane - Urban Council aboard the Jeanne d'Arc, Beirut 2000



The economic mission aims to develop commercial exchanges between companies.

During one of the Jeanne d'Arc's calls in port (lasting 4 to 5 days), companies benefit from business meetings scheduled by the French Embassy's Economic Department and local partners, such as French Chambers of Commerce abroad, in close collaboration with Brest métropole océane - Urban Council, the Brest Chamber of Commerce and Industry and the French electricity board EDF.

Furthermore, companies can invite their prospective clients and customers aboard the Jeanne d'Arc for a presentation of Brest, followed by a reception. This prestigious public relation operation is designed for the customers of participating companies and enterprises. The Jeanne d'Arc is France's diplomatic showcase, and Brest's finest ambassador abroad.

Positive results have been obtained by enterprises taking advantage of these missions. Here are just a few examples:

- The SILL company (manufacturing dairy products, fruit juices, soups and frozen foods) opened a representative office in Singapore following the 1997 mission there.
- IXSEA (specialised in manufacturing underwater acoustic systems, oceanographic instruments and professional electronics) recruited their Japanese agent during the Tokyo mission in 1999. From the following year on, they received significant orders from the institutes visited on this trip.
- Scentessence took advantage of 12 targeted meetings in Russia to identify 4 direct customers and 2 distributors during the Saint Petersburg mission in 2004.

Some eighty companies from the Brest area, about twelve a year, have already taken part in these missions.



Mr. François Cuillandre, Mayor of Brest and Captain de Briançon, her commander, during the conference presenting Brest, aboard the Jeanne d'Arc.  
Saint Petersburg 2004 - French Navy Photo



Visit to the Krylov Institute.  
Saint Petersburg 2004

A working meeting at Nissans facilities in Yokosuka, Tokyo 1999



Signing of the agreement between the Hi-Tech Park of Qingdao and the Technopole Brest-Iroise  
Mr. Marc Labbey, President of the Brest-Iroise science park and Mr. Deng Yunfeng, Director of the Qingdao science park.  
Qingdao 2003



Meeting with the Hisense group.  
Qingdao 2003



Presenting Brest's centres of excellence, scientific meetings held at the University of Valparaiso.  
Valparaiso 2002



The delegation met with important Japanese decision-makers invited by the French Ambassador to Japan, Mr. Gourdault-Montagne.  
Tokyo 1999



A working meeting at the Ocean University of China in Qingdao.  
Shanghai 2001



The higher education and research mission aims to develop scientific and academic exchanges between Brest and the country of call through:

- Student and professor exchanges enrolment of twenty Lebanese students and thirty Chinese students following the missions to Lebanon in April 2000, to Shanghai in March 2001 and Qingdao in March 2003.
- Setting up joint research and cooperation programmes cooperation agreements with Saint Joseph University in Beirut, Shanghai Second Medical University, the University of Tongji, the Ocean University of China in Qingdao, the University of Valparaiso, Saint Petersburg State University of Telecommunications

It also provides the Technopôle Brest-Iroise science park with the opportunity to present the skills of Brest and its surrounding area and corroborate these exchanges

- New information technologies in Shanghai (2001), Qingdao (2003), Saint Petersburg (2004),
  - Marine science and techniques in Singapore (1997-2005), Shanghai (2001), Valparaiso (2002), Qingdao (2003), Alger (2006),
- Life sciences and techniques in Saint Petersburg,
- Telemedicine in Durban, South Africa (1998).