

## 进入欧洲的门户/Your gateway to Europe

# Invest in Normandy

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### 诺曼底发展局/NORMANDY DEVELOPMENT

众所周知,各个公司始终不断的在寻找合适的地区投资。而诺曼底发展局正是法国政府吸引外资并能帮助您提供投资咨询服务的机构之一。

在法国政府和地方当局的支持下,多年来,诺曼底发展局已经和许多中国地方政府和公司建立了亲密的合作关系。

诺曼底地区地理位置优越,位于英吉利海峡,大西洋和塞纳河的交界处。该地区各个主要港口(勒阿弗尔,鲁昂,卡昂,瑟堡)距离巴黎均不到2小时,另有高速通道连接布鲁塞尔,伦敦等国际大都市。从诺曼底出发,您能在2天内抵达欧洲任何城市。

位于欧洲消费中心腹地,诺曼底地区及其港口为您建立欧洲物流中心,配送中心,发展工业和服务业提供最佳选择。

如有需要,请随时与我们联系。我们真诚的希望您能为您在欧洲的项目发展提供一臂之力。

Bernard Niel, 执行总监, 诺曼底发展局  
(Normandy Development)

2005年11月, 我局 Bernard NIEL 先生与福建省政府官员会面



2005, november - Meeting with Fujian's authorities

It is an acknowledged fact that companies are always looking for the right spot to set up their facilities and to invest. Normandy Development is the official development agency for promoting and welcoming foreign investors to Normandy, France.

Underpinned by French government and regional authorities, we have been developing close relationships with Chinese companies and authorities for several years.

Ideally located along the English Channel, the Atlantic Ocean and the Seine River, the norman port complex is less than two hours from Paris and allow to link Brussels, London quite rapidly. From Normandy, any European destination can be reached within two days.

Right in the heart of the largest European consumer region, Normandy and its ports offer a unique and cost-effective location in Europe for logistics, distribution centres, industry and services.

So, do not hesitate to contact us! We will be pleased to assist you in any potential international project you may have in Europe.

**恭贺新禧!**

**Happy Chinese New Year 2006!**



## Invest in Normandy

### 使命/MISSIONS

#### 诺曼底发展局乘风破浪

中国有13亿人口，是世界上最大的国家，蕴涵着很多商机。而对外投资是中国经济发展的原动力之一。2004年，12家中国最大的公司对外直接投资超过40亿美元。

2003年以来，诺曼底发展局已经与中国物流业巨头，重要出口商及政府机构多次接触并建立了良好的合作关系。

2005年，诺曼底发展局国际业务总监让-福瓦聂先生（Jean-Jacques FOIGNET）再次来到中国，旨在进一步推广欧洲第一门户 - 诺曼底。

诺曼底发展局的主要战略之一是吸引中国企业来诺曼底投资。为此，该局已三次组团赴华考察，主要是在深圳，广州，上海等城市。考察期间，国际业务总监让-福瓦聂先生先后与65家中国公司的高层管理者会面，并组织了五次物流研讨会。得益于此，截止目前，有9个中国企业代表团先后对诺曼底进行了商务考察，并有一家中国公司决定在此设立其物流中心。

点击下载“投资诺曼底，节省您的时间和成本”（中文版）。

[http://www.normandydev.com/informer\\_bd\\_eng.asp](http://www.normandydev.com/informer_bd_eng.asp)



#### Normandy Development is riding the wave

*With 1.3 billion people, China is the most populated country in the world. Its emergence into the modern world has opened many business opportunities. The willingness to invest has been one of the great drivers of the Chinese economy. In 2004, the 12 first Chinese companies invested abroad more than 40 billion dollars.*

Since 2003, Normandy Development has prospected the major logistic companies and the Chinese exporting enterprises while meeting Chinese governmental structures. In 2005, Jean-Jacques FOIGNET, the International Operations Director of Normandy Development, was back in China in order to reinforce the idea that Normandy is accurately the first continental gateway to Europe.

Resulting from Normandy Development's strategy aiming to attract Chinese foreign investments to Normandy, 3 missions were scheduled at Shenzhen, Guangzhou and Shanghai. So Jean-Jacques FOIGNET met 65 top managers working for the Chinese principal companies and set up 5 logistic seminars. Thanks to these missions, 9 Chinese delegations were welcomed in our region and 1 project of a Chinese logistic centre was decided in Normandy.

Download our Chinese publication entitled **Invest in Normandy, save time and money**

[http://www.normandydev.com/informer\\_bd\\_eng.asp](http://www.normandydev.com/informer_bd_eng.asp)



## Invest in Normandy

### 焦点/FOCUS

#### 法国政府财政支持

法国各级政府采取多种资助方式为各种投资项目提供财政支持。支持力度依据投资项目的特点决定(如生产能力的大小,就业机会的多少,技术创新,培训等),投资地区(优先发展区域等),公司类型等(大型企业或中小企业等)。

政府采取多种财政补贴方式鼓励企业投资,创造就业机会及培训员工。

政府财政补贴分别由中央政府和地方政府(大区,大省,自治区及其他行政区)颁发,具体方式包括津贴,低息贷款,税收信贷,税收减免等。

根据欧洲有关法律规定,针对投资项目和创造就业机会的财政奖励,只要其投资在优先发展地区(PAT地区)有效促进当地工业发展,财政奖励政策始终合法有效。而且在优先发展地区,通常政府鼓励投资的财政激励政策更有吸引力,财政补贴比例更高。

欲了解更多情况,请与诺曼底发展局国际业务总监联系:

Jean-Jacques FOIGNET

[jjfoignet@normandydev.com](mailto:jjfoignet@normandydev.com)

#### French financial assistance

*A wide range of assistance is available to companies in France for many types of projects. The type of assistance on offer varies according to the project characteristics (production capacity, job creation, innovation, training, etc.), locations (priority development areas, etc.) and type of company involved (large corporations, small and medium sized enterprises, etc.).*

Several forms of financial support are available to encourage companies to invest, create jobs and train their employees.

Support is available in the form of subsidies, soft loans, tax credits, discounts, etc. granted by the central government and local communities (regions, departments, municipalities and other).

In accordance with European law, investment and job creation assistance for large corporations is legal as long as it promotes the location and development of companies in priority development areas (so-called PAT areas), where more assistance schemes are offered and allowable assistance rates are more attractive.

For more information, please contact Jean-Jacques FOIGNET, Director International Operations, [jjfoignet@normandydev.com](mailto:jjfoignet@normandydev.com)



## Invest in Normandy

### 商机/BUSINESS OPPORTUNITIES

#### Moduligne: 法国家具制造商寻求企业接收

面对日益增长的发展中国家家具制造商的有力竞争, 根据法院裁定, Moduligne从2005年11月4日起4个月内寻求海外公司接管托收。

Moduligne的主要目的是为欲在法国及周边国家开拓市场的中国沙发制造商提供一个坚实的平台。

这个平台将包括为中国企业提供市场调查, 后期物流运营(货物接收及配送), 售后服务等。

如果中国公司有意全部接收Moduligne, 该公司将提供其客户资料, 注册商标, 市场知识及35年的行业管理经验等无形资产。

欲了解更多信息, 请与诺曼底发展局 Qiu Zhu MO 联系 ([gmo@normandydev.com](mailto:gmo@normandydev.com))。



#### Moduligne: furniture manufacturer seeking business take-over

*Due to a greater competition of emerging countries, with regard to lower production costs, the company is at present in period of observation for 4 months according to a judgment pronounced on November 4th, 2005.*

Today, the objective of the company is to propose an advanced base to a Chinese manufacturer of seats / lounges, wishing to set up in business on the French territory or wishing to sell its production in France and in the bordering countries.

This base will be able, on behalf of the Chinese industrialist to carry out market research and the operations of logistics (reception and distribution of the products), to ensure the after-sales housekeeping operations (SAV) of the products.

If the transfer is total (building + machines taken as a whole), Moduligne will also place at the disposal its customers file, its introductions within the large national trademark (Goal, Monsieur Meubles, Mobilier of France, Atlas, Tousalon...) and its knowledge of the market, knowledge which is reinforced by the 35-year experience of the Director, leader in this industry.

For more information, please contact Qiu Zhu MO, Manager assistant, [gmo@normandydev.com](mailto:gmo@normandydev.com)



## Invest in Normandy

参观考察/VISIT

### 勒阿弗尔港热烈欢迎中海集团总裁来访

2005年6月28日,勒阿弗尔港务局有关官员接待了由中国中海集团总裁李克麟(音译)先生率领的中国代表团一行。李克麟先生是中海集团的创始人兼总裁。陪同他此次访问勒阿弗尔港的是集团的高层领导,包括中海控股公司(欧洲)总裁,中海集装箱运输公司欧洲部经理及中海集团法国货代公司的总裁等。

在访期间,李克麟先生宣布中海集团将与法国CMA-CGM联合经营总载重量达8500个标箱的巨型货轮。目前,首批2艘巨型货轮已经由中国AEX-1公司完成了其首航。这标志着自此中国巨型货轮将停靠勒阿弗尔港。

同时,中海集团总裁李克麟先生还特别强调了勒阿弗尔港在中海集团北欧地区发展战略中的重要地位。而中海集团在此建立其欧洲总部及对当地港口基础设施使用的日益增加则是最好的佐证。



### The port of Le Havre welcomes the president of China Shipping

*On Tuesday June 28, 2005, Port of Le Havre officials welcomed an important foreign delegation led by Mr. Li Kelin, Founder and President of the Chinese group China Shipping. Mr. Li Kelin was accompanied by high-ranking group managers: the President of China Shipping Holding Europe, the Vice-President and European Division Manager of China Shipping Container Lines (CSCL) as well as the President of China Shipping Agency France.*

Upon this special occasion, Mr. Li Kelin announced the launching of a new joint service with French shipping owner CMA-CGM using the biggest container carriers in service with a capacity of 8,500 containers (TEU). Two of these supertankers have recently made inaugural calls to the Port of Le Havre as the Chinese shipping owner's « AEX-1 » service now includes a stop at the Port of Le Havre.

The President of China Shipping also stressed the importance of the Port of Le Havre for his group's activities in Northern Europe – a fact confirmed by the ever increasing use of the port's infrastructures and the setting-up of its French headquarters in Le Havre.



## Invest in Normandy

### 生活在诺曼底/LIV'IN NORMANDY

#### Christian Dior, 来自诺曼底的时尚大师

2005年, 位于诺曼底的Granville举行展览纪念最富盛名的时尚大师 Christian Dior 诞辰100周年。该展览在位于 the Villa aux Rhumbs 的DIOR家族别墅举行, 总共持续4个月(5月15日 - 9月15日)。1997年为纪念这位时尚大师, DIOR家宅 专门改建成DIOR博物馆。现任馆长是一位声名显赫的贵族后裔。此次展览由纽约大都艺术博物馆, 京都化妆协会及巴思化妆博物馆联合承办。

在DIOR家族别墅里, 参观者可以同时参观艺术品, 时尚设计图, 以及Christian Dior 各时期照片等。而在别墅内的花园, 参观者可以感受带给大师设计灵感和孤独神秘色彩的特殊氛围。

为表彰这位出生于诺曼底的时尚大师, Manche省正积极致力于发展奢侈品行业。现在路易威登 LVMH Vuitton 已经在诺曼底建立相关基地。

#### Christian Dior, man of fashion and son of Normandy

*Last year, Granville, located in Normandy, celebrated the centenary of the birth of its most famous son: Christian Dior.*

The exhibition, which ran from May 15<sup>th</sup> to September 15<sup>th</sup>, was being held in the Dior family home, the Villa aux Rhumbs, which was turned into a museum in 1997 (the curator is a descendant of the great man). For this event, exhibits had been loaned by New York's Metropolitan Museum of Art, the Kyoto Costume Institute and Bath's Museum of costume.

Inside the villa, visitors could also discover works of art, fashion drawings and period photos, while outside the garden was both a major source of inspiration and a refuge for this ultimately solitary and mysterious man.

By honouring his son, this part of the Manche department hopes to become increasingly synonymous of luxury goods. As a proof, LVMH Vuitton recently set up home in Normandy!

