

I N F O

THE MAGAZINE FOR ANGLO-FRENCH BUSINESS

FRENCH CHAMBER OF COMMERCE IN GREAT BRITAIN
www.frenchchamber.co.uk

SEPTEMBER / OCTOBER 2014



'I have been particularly inspired by the French ability to think big and create real transformational change' **SIR PETER HENDY CBE**,
Commissioner of Transport for London
Interview on p.36

A TALE OF TWO CITIES: STRASBOURG AND MANCHESTER
The Mayor of Strasbourg and CE of Transport for Greater Manchester on how their cities move

'My smartphone is my preferred mode of transport'
PATRICK MCLOUGHLIN MP, Secretary of State for Transport
Interview on p.32

5 minutes with...
Eurostar boss NICOLAS PETROVIC

FREDERIC MION
President of **Sciences Po**, on its 8-year strategy

Solocal's Horyzon Media to sell ad space for Deezer

||| Horyzon Media, the display advertising arm of Solocal Group, has secured the exclusive contract to sell display advertising space across Deezer's desktop, mobile and tablet apps in Europe (excluding France). Adrien Lepage, Global Sales Director at Horyzon Media commented: 'We're delighted to have been chosen by Deezer to support its digital advertising strategies across Europe. This popular and widely used platform, combined with our over 10 years' experience with display, mobile, native, and programmatic advertising, will ensure that brands and agencies maximise their ad spend and reach local audiences which are most relevant to them.' ■
www.solocalgroup.com / www.deezer.com

Credit Limits International new partnership

Credit Limits International, which last year won the Outstanding Debt Collection of the Year Award – the first ever given to a small business – has joined forces with Credit Control Solutions, an international and domestic credit control service. Together, the two companies are now able to deliver integrated solutions to maximise cash flow for fast-growing SMEs. ■

www.creditlimitsinternational.com

Ligne Roset works with Marc-Antoine Goulard and Moving Design



Marc-Antoine Goulard at work on the new Togo textile

||| Ligne Roset recently called on Marc-Antoine Goulard, a French born visual artist, to 'relook' its famous 'folded toothpaste' sofa, the Togo, as a way to mark the design's 40th anniversary. Created in 1973 by Michel Ducarou, the all-foam Togo instantly became a cult hit, synonymous with sharp design and youthful irreverence.

For the revamp of the Togo, the idea was to create a unique look which integrated Goulard's vision without changing the classic design of the sofa. To do this, the artist decided to focus on colour. Each sofa is hand painted with special textile inks and paints which create different moods and tones. To celebrate the launch of this new Togo design, Ligne Roset will be hosting an event at the Harrods Store in London on 18 September. For more information visit www.marcantoinegoulard.com

Ligne Roset has also been working with visual design company, MovingDesign to create the brand's latest advertisement. 'The Ligne Roset Togo Movie' stars the derrières of several members of the public who contributed to the group's advertising campaign via Facebook. The playful film comprises a series of mashed-up shots of bottoms of all shapes and sizes, owned by everyone from statues to rock stars. ■
www.ligne-roset.com

Club Gascon's Chef Pascal Aussignac rides for charity

||| This autumn, Pascal Aussignac will join some of Britain's most celebrated chefs and food personalities to cycle over 400 kilometres in just five days across the rough terrain of India. Their aim is to raise £100,000 for Action Against Hunger's humanitarian programmes.

The challenge forms part of Action Against Hunger's flagship Love Food Give Food campaign, which, every autumn, encourages food lovers across the UK to take action against child hunger in a bid to raise crucial funds to improve the nutritional well-being of children and their families in the long-term.

Commenting on the challenge ahead, Pascal Aussignac said it 'provides a fantastic opportunity to come together and make a real difference. I haven't sat on a bike since I was a child and so this challenge really excites me, even more so to do it with so many wonderful people.' For more information visit www.clubgascon.com/pascal.php ■



Chef Pascal Aussignac