

## **PRES. MACRON UNVEILS 6 STRONG MEASURES FOR ACCELERATING REINDUSTRIALISATION**

### **EU COMMISSIONNER T. BRETON AT ELYSEE**

Paris, Washington DC, 11.05.2023, 21:43 Time

**USPA NEWS** - French President Macron brought together today Thursday, May 11, 2023 at the Elysée Palace the actors of French industry, business leaders, elected officials and representatives of communities and associations on the occasion of the "accelerating our reindustrialization" event. On this occasion, President Macron unveiled the future measures to accelerate the advent of an innovative and low-carbon industry around major issues, such as strengthening our attractiveness to support green industries, accelerate industrial establishments, support and anticipate changes in the territory. He said in straightforward way "We cannot have a strong model by deindustrializing". Above all, he noted the last two decades of deindustrialization "in the post-financial crisis, we lose about 600 factories. So there is a phase of deindustrialization, if I may say progressive" he acknowledged before explaining the reasons by an economic logic "we must produce more wealth and we have created a huge differential. If I take the GDP per capita, we have a differential of 10 points compared to our German neighbors, 12 points compared to our German neighbors," explains President Macron.

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### **INDUSTRY IS AN ESSENTIAL PILLAR OF THE FRENCH ECONOMY**

According to the French Head of State, industry is an essential pillar of our economy to ensure the independence and sovereignty of France. Since 2017, the President of the Republic has pursued a proactive policy to reindustrialise the country, develop the European framework and invest in the sectors of the future with France Relance and France 2030. With more than 1.7 million jobs created including 90,000 industrial jobs and nearly 300 new factories established throughout the territory, this policy is beginning to bear fruit after more than 30 years of deindustrialisation. This industrial reconquest must continue and accelerate to prepare the France of tomorrow, meet the climate challenge, preserve the social model and achieve full employment. Among the prestigious guests, Thierry Breton, the European Commissioner for Internal Market. Many ministers were present alongside the hundred industrialists in the party room of the Elysee Palace, Bruno Le Maire, Minister of Economy, Finance and Industrial and Digital Sovereignty, Marc Fesneau, Minister for Agriculture and Food Sovereignty, Christophe Bechu, Minister for Ecological Transition and Territorial Cohesion, Agnes Pannier-Runacher, Minister for Energy Transition, Carole Grandjean, Minister Delegate for Education and Professional Training and Mrs. Dominique Faure, Secretary of State in charge of Rurality will also be present. It was Roland Lescure, the Minister Delegate in charge of Industry, who orchestrated the panel of exchanges between the speakers, before President Macron went on stage and delivered his long keynote. "When you appointed me Minister, Mr President, you gave us a watchword: Accelerate. And that's what we retained, and so we accelerated. declared Minister Lescure, addressing President Macron

Source: Elysee

#### EU COMMISSIONER OF INTERNAL TRADE THIERRY BRETON SAID EU DID ACTED AHEAD OF THE AMERICAN IRA

The Commissioner for Internal Trade of the European Union, Thierry Breton, answered the question of the Minister Delegate in charge of Industry, Roland Lescure: What should be done at European level to lighten legislation vis-à-vis industries, and allow a acceleration of industries in France? " In Brussels it is the Member States and the parliamentarians and I thank the President of the Republic, for this meeting taking place today it is because Joe Biden was preparing the mid-term elections, that he launched the IRA. On our side, we have been committed for five (5) years long before the IRA (Inflation Reduction Act). It was not in reaction to the IRA that the President of the Republic acted in Brussels but well before, with a triple tradition of green transition by 2030. You are leaders and employees of these industrial sectors, and in the next few years we are expected to accept this green transition and reduce our dependence and ensure in the industrial environment that we apply this resilience as the President of the French Republic said."

Thierry Breton continues "Clean Tech is essential to ensure these value chains. He adds: "We have therefore put in place a European strategy for semiconductors. We were the first in France to sign this Joint Venture even before the pack fell below these bells so that the EU could maintain its position of leader. It is essential to better control the value chains, because we saw it during the COVID-19 crisis, and this intra and extra European interdependence will be one of the challenges of the coming years so that our industry is also in France. where an incredible thing is happening I have just made a tour of Europe. During my visits to each armament factory, I noticed an essential element that highlights it, particularly in chemistry. We will have to regulate our interdependence and agree to properly enforce our chemistry constraints on our territories. The course is given and therefore we know where to go. Thank you for wearing the colors of Europe and Industry in Europe and around the world." Commissioner Thierry Breton, stated, as he was addressing the French Industrial leaders invited by the French President Emmanuel Macron at Elysee Palace, for the sake of Accelerating the French Industry.

#### PRESIDENT MACRON ANNOUNCED SIX STRONG MEASURES TO ACCELERATE THE REINDUSTRIALIZATION OF FRANCE

French President Macron said "Our industrial policy is based on Europe and its internal market. We will respond to this with a local, green offer, produced on European soil". He unveiled the six important and strong future measures to accelerate the reindustrialisation of France.

French President Macron declared and proud of his program Choose France, who happened t be successful, for a couple of years "Choosing France must be simple, competitive and go quickly."

##### 1- To facilitate and accelerate industrial establishments.

- Halving of plant set-up times from 18 to 9 months.

Current procedures now work in series. They will be parallelized,

in particular with regard to the examination of the environmental authorization and the consultation public, which will be lengthened.

- €1bn dedicated to industrial land to clean up industrial wasteland and pre-develop more of "France 2030 sites" by 2027
- A national land strategy involving all stakeholders.

##### 2-To compete with the IRA.

- Creation of the "green industries" investment tax credit. For technology identified in European texts (batteries, heat pumps, wind turbines, panels solar systems, etc.) and generating more than €20 billion in investment by 2030 with tens of thousands of jobs at stake.
- Resources (loans, guarantees) to support the 20,000 SMEs and ETIs that are decarbonizing.
- Mobilization of private savings through the development of private equity in life insurance and PER. "These are very simple mechanisms, very visible for the industrialist and immediate" French President Macron announced.

##### 3- To promote carbon-free European purchasing.

- By the end of 2023, condition the allocation of the automobile bonus to the carbon footprint of the vehicle. In order to better take into account the greenhouse gas emissions related to the manufacture of the vehicle and the use of recycled or biosourced materials. The builders will have to justify that their models reach the environmental thresholds required to benefit from the bonus.
- Certify the carbon-free approach of a production site and reward the companies with the most virtuous with a Triple E label.

4-To provide more training for jobs of the future in industry.

- €700 million committed in the coming months to accelerate training for jobs of the future and develop the training map. From the start of the 2023 academic year, opening of 15,000 new training places in the sectors of the future of green industry and new technologies, in accordance with the skills needs of employment areas. "From vocational high school to masters and doctorates, from technician to engineer, we will build the responses to the skills needs of each employment area". French President Macron said.

5-To restart the dynamic in our territories.

- Relaunch the Industrial Territories initiative.

New map to be built, reinforcement of animation, identification of low-carbon areas and €100 million in resources committed from 2023 to support projects and trigger industrial change in our territories.

"The industry is not waiting: all territories and funding will be in working order as soon as the back to school". French President Macron stated

6- To innovate in technologies essential to the decarbonization of industry.

- Opening of 13 "first factories" for start-ups in our regions, established in each of our regions in the fields of robotics, chemistry, construction, new mobility, textiles and even agri-food.

"Because the success of France 2030 lies in particular in the projects carried out by start-ups" French President Macron as he concluded. Source: Elysee, French Presidency.

**Article online:**

<https://www.uspa24.com/bericht-22761/pres-macron-unveils-6-strong-measures-for-accelerating-reindustrialisation.html>

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