



# *European Identity and Intercultural Communication*

*FIU, May 12th, 2015*



*Liberté • Égalité • Fraternité*

**RÉPUBLIQUE FRANÇAISE**

Consulate General of France in Miami

# History of the creation of the EU



*At the beginning of the 20th century, countries of Europe were divided into two groups Allies and Central powers by treaties.*

## **1914 - 1918: WWI**

- Never before in our history, a war engulfed a so large part of the world, or demanded the service of so many.
- No other war had changed the map of Europe so dramatically.
- Four empires disappeared: the German, Austro-Hungarian, Ottoman, and Russian.
- France and Germany were badly damaged and a whole generation disappeared.



## **1939 - 1945: WWII**

- Most destructive and devastating conflict in the history of war
- European continent destroyed

# The European Union



- The European Union is a **unique economic and political partnership between 28 democratic European countries**, with the goal of **peace, prosperity and freedom**.
- The EU has developed a system of laws which apply in all member states, ensuring the free movement of people, goods, services, and capital

## THE EU TODAY

28  
countries

503 million  
inhabitants

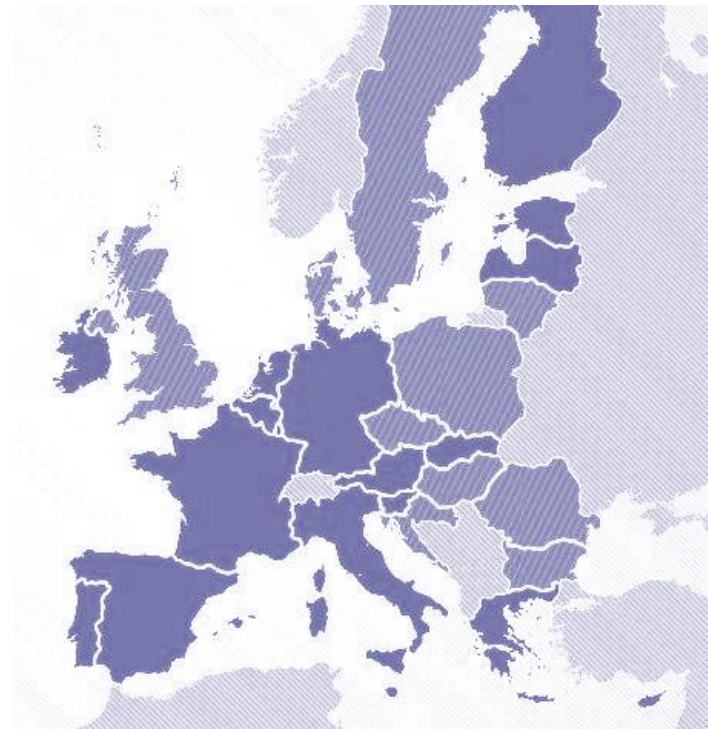
24  
languages

- Nineteen member states have adopted a common currency, the euro
- France and the EU works to spread **prosperity, democratic progress, the rule of law and human rights.**
- The European Union is the world's **biggest trading power.**

*The EU*



*Euro Zone*



# Erasmus program

- Celebrating its 25th anniversary in 2012, ERASMUS is the most successful student exchange programme in the world.
- Each year, more than 230 000 students study abroad thanks to the Erasmus programme.
- More than 2.5 million students have experienced what it means to do an ERASMUS term in one of more than 4 000 higher education institutions in 33 participating countries. These include all the EU Member States as well as Croatia, Iceland, Liechtenstein, Norway, Switzerland and Turkey.
- It also offers the opportunity for student placements in enterprises, university staff teaching and training, and it funds co-operation projects between higher education institutions across Europe.
- Periods abroad should contribute to qualifications at home and help students get to know different cultures and languages as well as gain vital experience.



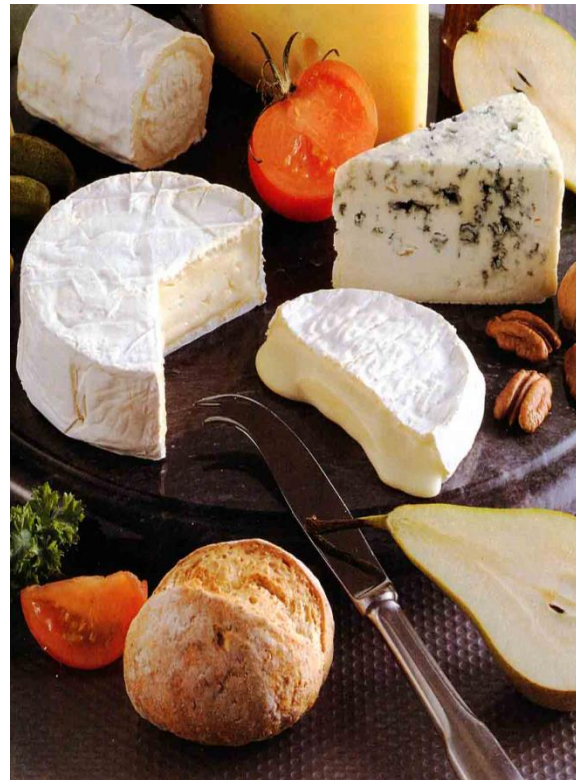
# Franco-German relations

- **In 2015, France and Germany are celebrating more than 50 years of friendship!**
- The Franco-German friendship is essential to give an impetus to the European project.
- The government has a daily and ongoing dialogue with the German government to establish the necessary convergence for the deepening of the European project. The goal should be to reach an agreement to move forward Europe.
- This last years, we have seen the strength of the Franco-German friendship: in 2013, it enabled the realization of the tax on financial transactions, in which 11 countries are now engaged.

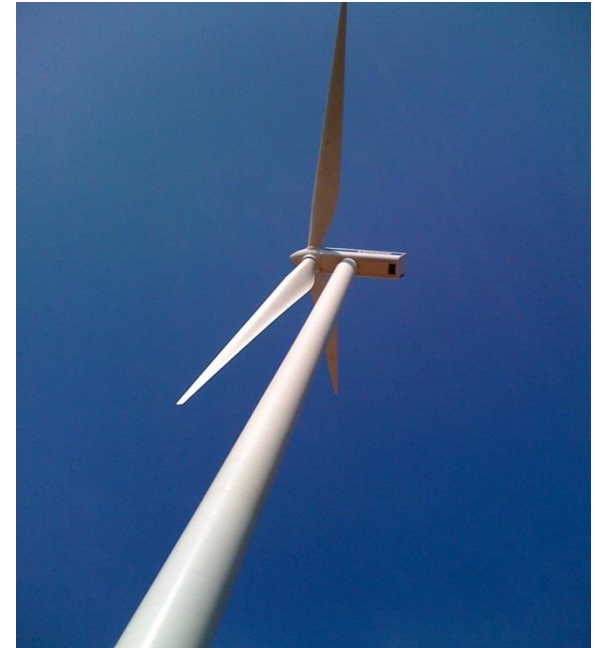




# France = wine, cheese and fashion?



France is also a modern and innovative country!





# Geography

- **550,000 km<sup>2</sup>: largest country in Western Europe**

Located at the heart of the European Union, crossroads of Europe, France borders Belgium, Spain, Italy, Germany, Switzerland and Luxembourg

- **A temperate climate**

Oceanic, in the West

Mediterranean, in the South

Continental, in the Centre and the East

- **Exceptional diversity of landscape:**

5,500 km of coastal shores: North Sea and the Channel, Atlantic Ocean, Mediterranean

Extensive mountain ranges: the Alps, Pyrenees, Jura, Massif Central, Vosges

Large plains: Beauce, Picardy, Berry, and vast areas of forest

- **A country that protects its natural heritage**

7 national parks

136 natural reserves

37 regional nature parks



# Demographics

- 65 million in habitants
- The French Republic is made up of:
  - The metropolis (the main land)
    - 22 regions (reform engaged), 96 departments
    - 57 urban areas with over 100,000 inhabitants
  - Overseas departments (DOM)
    - Guadeloupe, Martinique, French Guiana, Reunion, Mayotte
  - Overseas collectivities (COM)
    - French Polynesia, New Caledonia, Wallis and Futuna, the French Southern and Antarctic Territories, St Pierre and Miquelon, Saint Martin and Saint Barthélemy



# France's Economy

- France is the **world's fifth largest economic power** and **second at European level** in terms of GDP. The country's assets are varied and include:
  - Transport
  - The TGV (SNCF – Alstom)
  - Automobile companies like Renault (Nissan), Peugeot, Citroën,
  - Telecommunications
  - Aerospace : Airbus, Ariane
  - Agrifood
  - Pharmaceutical industries (Sanofi Aventis)
  - Banking and insurance
  - Tourism
  - Traditional luxury products (leather goods, fashion, perfumes, fine wines, etc.)
  - Designers and companies like Hermès, Louis Vuitton, Jean-Paul Gaultier, Yves Saint Laurent, Lacoste...

# France: A Thriving Market at the Heart of Europe



EU GDP composition

**65 million inhabitants**

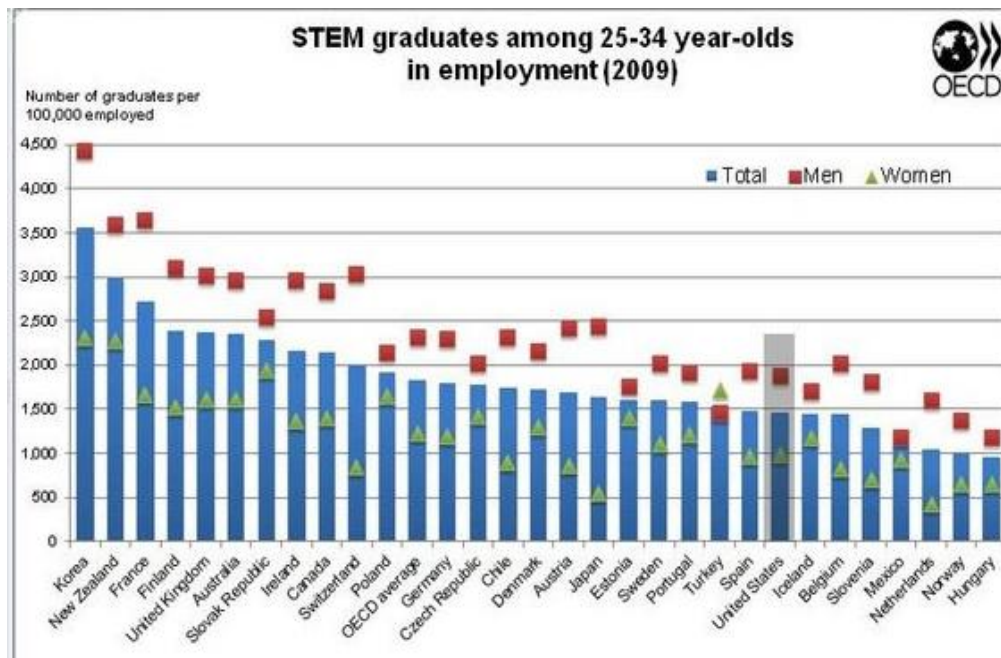
**3 million companies**

**40 French companies among  
the world's leading 500  
(Germany: 39; United Kingdom: 26)**

**Second only to Tokyo, and ahead of  
Beijing and New York,  
Paris is home to more head offices  
of Fortune Global 500 companies  
than any other city in the world.**

**80 million tourists (2014)  
annually**

# A Highly Qualified Workforce - Driving the Knowledge Economy



- France ranks among the **top 5** for the number of employees with higher education degrees in OECD countries.
- France is ranked **#1** for young employees with science degrees in Europe, and **#2** in the world.
- France ranks **5th** worldwide, before the U.S. (6th), Germany (26th) and the U.K. (32nd) for availability of scientists and engineers.



# France is investing in the Future

**€ 460 bn** invested by 2020 as part of France's "Green New Deal"

**23%** of France's energy consumption replaced with renewable energy by 2020 (vs. 10% in 2009)

Target: 75% of renewable energy by 2020

- **Ongoing reforms, and an investment-led recovery:**  
**1,000 stimulus plan projects** worth **€28 billion** launched since late 2008
- **A sustainable capital:** the "Grand Paris" project
- **Going Green:** France's "Green New Deal", which opens the way to developing eco-buildings, renewable energies, green technologies and sustainable transportation:
  - €200 billion for household energy improvement and energy-positive buildings
  - Nuclear progress: a 2<sup>nd</sup> EPR; the ITER nuclear fusion energy project, involving 34 countries and €10bn of investment
  - Creating a dozen new innovation clusters in 2010 specializing in green technologies
  - Transportation: CAREX-Cargo Rail Express project at Paris Charles de Gaulle airport