

Beat: Travel

## **NORMANDY Launches Its -SOFT POWER- Strategy To Conquer the WORLD**

### **To Promote Norman Excellence Worldwide**

PARIS - ROUEN - DEAUVILLE - BAYEUX - HONFLEUR, 25.06.2017, 08:02 Time

**USPA NEWS** - The Normandy Region (France) has unveiled officially on June 23, gathering 1,000 People, its Strategy to Promote Norman Excellence Internationally and make Normandy a Leading Destination for Investors, Tourists, Companies, Students and Talent. Thanks to the creation of a Regional Brand and the launch of a new 'Attractiveness Agency' (Normandie Attractivité - chaired by Philippe Augier and located in Le Havre), the Region is committed towards Global Appeal and intends to make Normandy a 'Global Region'.

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The New Regional Brand comprises the Name of the Region so as to capitalise on its international recognition. It is intended to be used by all Private and Public Stakeholders who wish to Promote their Activities Nationally or Internationally.

Hervé MORIN, President of the Normandy Region stated 'The aim of Normandy is to become a 'Global Region' open to the whole World. It is already well placed because of its History, open economy, and flows. It has, for a long time, been focused on the English-speaking World. Its own Horizons naturally lead it Overseas. Its Artists, Thinkers, and role in World History have also helped in this. Normandy should confirm this Position and develop its Soft Power so as to ensure International Outreach'.

More than Seventy years have now passed since D-Day, and few of the Allied Soldiers who invaded Normandy in 1944 are still with us. Visitors, however, still flock to the battlefields, cemeteries, and memorials. The best known site being the Huge American Cemetery at Colleville-sur-mer.... Many other attractions are also Must-Sees : Museums, Impressionism Historical Locations, Churches & Abbeys, Castles & Manors, Food Festivals, Nature Normandy...

Interesting Cities :

\* BAYEUX : Miraculously undamaged during the Allied Invasion, despite its proximity to the Landing Beaches, thousand-year-old Bayeux ranks among Normandy's most engaging Small Towns. Dominated by an Enormous Cathedral, recognisably Romanesque but with splendid Gothic additions.

\* HONFLEUR : After a thousand-year Career as one of France's principal Ports, poised at the mouth of the river Seine, Honfleur suffered a terrible blow during the nineteenth century. Accumulating mud finally rendered its Harbour unusable for large Ships, and its place was usurped by Le Havre on the far side of the Seine Estuary. Honfleur was also the Birthplace of the Impressionist Painter Eugène Boudin, and avant-garde Composer Erik Satie,

\* ROUEN : Founded before the Romans had even conquered Gaul, Rouen is Normandy's largest City. It remains a Major Port, the closest to Paris. Although the Riverbanks were all but obliterated by Allied bombing during World War II, the tangled streets of Rouen's medieval core remain recognizable from the days when Joan of Arc was burned at the stake in 1431.

\* MONT-SAINT-MICHEL : The extraordinary Abbey of Mont St-Michel has occupied a tiny Island near the Frontier between Brittany and Normandy for well over a Thousand Years. The Island has held Strategic Fortifications since Ancient times and since the 8th century AD has been the Seat of the Monastery from which it draws its name. One of France's most recognizable Landmarks, visited by more than 3 million people each year, Mont Saint-Michel and its Bay are on the UNESCO list of World Heritage Sites. Over 60 Buildings within the Commune are protected in France as Monuments Historiques.

\* DEAUVILLE : With its Race Course, harbour, International Film Festival, Marinas, Conference Centre, Villas, Grand Casino and Sumptuous Hotels, Deauville is regarded as the 'Queen of the Norman Beaches' and one of the most prestigious Seaside Resorts in all of France. As the closest Seaside Resort to Paris, the City and its Region of the Côte Fleurie (Flowery Coast) has long been Home to French High Society's Seaside Houses and is often referred to as the Parisian Riviera.

(...)

NORMANDY wants to be part of 'FRANCE Reinvented' : France is a country of Inventors, Pioneers, Entrepreneurs and Captains of Industry. Every time it has faced Adversity, it has found the Strength to reinvent itself. Today, France is once again undergoing a Metamorphosis. Its aim is to Regain its Place among the Major Industrial Powers, and to play its Role in both the Environmental, Energy and Digital Transitions. For example : Big Data, Cloud computing, Connected Devices, Augmented Reality, Industrial Plant Of The Futur, Innovative Products For Safe, Health And Sustainable Food, Renewable Energies...

Source : Launch of NORMANDY Brand on June 23, 2017 @ Pôle International du Cheval (Saint-Arnoult) with Hervé MORIN (President of the Normandy Region) and Philippe AUGIER (Project Coordinator and Mayor of Deauville).

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**Article online:**

<https://www.uspa24.com/bericht-11489/normandy-launches-its-soft-power-strategy-to-conquer-the-world.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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