Louisiana companies will travel to 4th business exchange in France

By VALERIUS

LAPORTE - After three previous business exchanges with France, the Louisiana Department of Economic Development is heading to France for its fourth international business exchange, in the hopes of fostering further business opportunities.

"It's about growing the economy, increasing the number of jobs, and creating opportunities, not just for Louisiana, but for the whole country," said Valerius Laporte, the department's director. "This is a crucial step in our efforts to diversify the state's economy and attract new businesses to Louisiana." 

The exchange is scheduled to take place in the second half of the year, and will include visits to major cities in France such as Paris, Lyon, and Marseille, where representatives from Louisiana will meet with potential partners and discuss opportunities for collaboration.

"We're looking forward to this opportunity to showcase Louisiana's unique business climate and to establish new connections with companies and organizations from France," said Laporte. "Our goal is to foster strong relationships that will lead to increased business activity and economic growth." 

The exchange is expected to attract companies from a variety of industries, including technology, energy, and manufacturing. Louisiana's strong track record in these sectors will be a key selling point during the exchange.

"Our state has a proven track record of attracting and retaining innovative businesses, and we're excited to show France what we have to offer," said Laporte. "We believe this exchange will be a significant step forward in our efforts to grow Louisiana's economy and create opportunities for all our citizens."