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France Médias Monde at the « Expo 2020 Dubai »



Marie-Christine Saragosse and Erik Languier

Marie-Christine Saragosse, Chairwoman and Chief Executive Officer of France Médias Monde (Radio France Internationale, France 24 and Monte Carlo Doualiya) and **Erik Languier**, Chief Executive Officer of COFREX (Compagnie Française des Expositions) and Commissioner general for the French Pavilion at Expo 2020 Dubai, have partnered for the 2020 World Exposition. The event will be held in Dubai between October 20th, 2020 and April 10th, 2021 around the theme “Connecting Minds, Creating the Future”.

Titled “Light, Enlightenment”, the French Pavilion’s theme explores light as an enabler of progress, a vehicle for connections and a source of heat and creativity. It seeks to embody the Age of Enlightenment, the 18th century movement spearheaded by French intellectuals that emphasized concepts such as knowledge exchange and tolerance. The two Ambassadors of the Pavilion, Jessica Préalpato, a pastry chef, and Thomas Pesquet, a French astronaut with the European Space Agency, have been chosen to fully embody the Pavilion’s values of boldness and French *art de vivre*.

France 24, Monte Carlo Doualiya and Radio France Internationale will report live from the World Exposition and the French Pavilion with shows and reports in English, French and Arabic. The French Pavilion will also be honoured on television and on the group’s digital platforms through media campaigns, which will increase its notoriety worldwide.

France Médias Monde’s media outlets are well known in the Middle East, particularly France 24 and Monte Carlo Doualiya, the group’s Arabic radio station.

About France Médias Monde

Watch and listen to the world





France Médias Monde, the group in charge of French international broadcasting, comprises the news channels France 24 (in French, English, Arabic and Spanish), the international radio station RFI (in French and 16 other languages) and the Arabic-language radio station Monte Carlo Doualiya. From Paris, France Médias Monde broadcasts to the world in 18 languages. Its journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. 66 nationalities are represented among the group's employees. Every week, RFI, France 24 and Monte Carlo Doualiya attract 176 million contacts (50% in foreign languages) including 129,8 million viewers and listeners (measured in one third of the countries where France Médias Monde broadcasts), and 46,3 million users on digital environments (2018 average). Those outlets have a combined 76 million followers on Facebook and Twitter and Instagram. France Médias Monde is the parent company of CFI, the French media cooperation agency and also a shareholder of the French-language general interest TV channel TV5MONDE.

About COFREX

Created in January 2018, COFREX (Compagnie Française des Expositions) is a publicly-funded SAS (simplified joint-stock) company. It is the first time an organization has been established to provide expertise for France's participation in international public events. Its aim is to prepare, organize and promote France when it takes part in international and world exhibitions. COFREX was created as part of a long-term project that would draw on the lessons learned from previous World Expos to ensure that France's future participation in international exhibitions and World Expos is organized optimally and provides the best value. It is designed to take the form of a partnership between public and private players promoting the image and attractiveness of France.

Learn more: www.cofrex.fr

Learn more: www.francedubai2020.com/en

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