



## Invest India and Business France Sign MoU to Promote Investment

- Invest India and Business France have signed an MoU to promote investment facilitation and cooperation between startups of India and France.
- It will facilitate direct foreign investment by providing practical investment information to enterprises and support the companies pursuing those opportunities.
- This will also result in the cross-pollination of ideas, talent and technologies between the start-up ecosystems of India and France, create new opportunities, catalyse joint collaboration, and help innovative startups to be successful.
- **Invest India** is the official Investment Promotion and Facilitation Agency of India and acts as the first point of reference for investors in India.
  - Invest India is set up as a non profit venture under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industries, Government of India.
  - It is the first stop for potential global investors in the country.
- **Business France** is an executive agency of the French government under the supervision of the Minister for Economic Affairs and Finance and the Minister of Foreign Affairs and International Development.
  - It promotes International Business Development for French companies and professionals through a worldwide network of Trade Commissions.

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