

# A French Evening Le Tour IMEX '17



Bordeaux & Biarritz  
Brittany  
Loire Valley  
Lyon  
Martinique  
Metz & Nancy  
Nantes  
Normandy  
Northern France  
Paris  
Provence - Côte d'Azur  
Strasbourg  
Toulouse & Montpellier

May 16, 2017 - 7:30 pm  
Kunstverein Familie Montez  
Frankfurt am Main

## Invitation to the French Evening!



*Get on your bike and meet us in the heart of Frankfurt!*

We would like to invite you to our **traditional French Evening** on **May 16 during the IMEX in Frankfurt am Main.**

On 1<sup>st</sup> July, racing cyclist's fans from all over the world will attend the *Grand Départ* of the 104<sup>th</sup> **Tour de France** edition starting from Düsseldorf.

In honor to this special event, we would like to invite you to our personal teasing party in Frankfurt on 16<sup>th</sup> May.

Experience a very special Tour de France with all your senses: enjoy lovely French gastronomy; listen to the newest French music and above all get to know our surprising and beautiful French destinations! Our special show case guests are **I am Stramgram from Bordeaux.**

**Free Transfer** by our exclusive VIP Transfer Service INTERLINE from your hotel to the location in the center of Frankfurt. Pick up at about 7 pm – further information will follow soon.

Location: **Art Gallery Kunstverein Familie Montez** in the trendy eastern district of Frankfurt, Honsellstraße 7, 60314 Frankfurt am Main

**Please sign in until May 8** by sending us an email to [mice.de@atout-france.fr](mailto:mice.de@atout-france.fr). Places are limited. You will be individually informed if your registration has been taken into account.

We are looking forward to see you there!

A handwritten signature in blue ink that reads 'Jérôme Poulalier'.

Jérôme Poulalier

The France Meetings and Convention Board & its partners

20<sup>th</sup> November 1902 is the birthday of Le Tour de France when the French sport newspaper L'Auto announced the first edition of the Tour for July 1903. Since then, the Tour de France has become a major sport event in



France and a worldwide known competition for the best racing cyclists of the world. In 1965, it started for the first time from Germany (Cologne) and, in 1980, Frankfurt had the honor to host the Grand Départ as the 2<sup>nd</sup> German city.

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After being voted “European Best Destination 2015” and then number two in the New York Times’ cities to visit in 2016, Bordeaux is the Lonely Planet guide’s top pick for 2017. Acclaimed for its classical architecture classified at Unesco World Heritage since 2007, its superb cuisine; three Michelin-starred chefs as Pierre Gagnaire, Gordon Ramsay & Philippe Etchebest have opened restaurant recently; Bordeaux is a powerful magnet! Besides being the World Capital of Wine Bordeaux has become an international brand for tourism with almost 6 million visitors each year. An attractive city for lifestyle as well as for business. With its 6 congress centres, 12 000 rooms, an international Airport, Bordeaux is a top French cities to host international congresses and conventions, **come to taste Bordeaux!**

