Beat: Technology

MEDIATRANSPORTS UNVEILS THE FRENCH PAVILLION IN TRAIN STATIONS & THE PARIS METRO

AT 2020 WORLD EXPO IN DUBAI

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USPA NEWS - Now one year away from the beginning of the World Expo, set in Dubai from October 20, 2020 to April 10, 2021 on the theme of “Connecting Minds, Creating the Future“, COFREX, organization in charge of implementing the French Pavilion, is advertising in the Paris metro and French train stations, in partnership with the MEDIATRANSPORTS network.
From the 15th to the 21st of October, this campaign, aimed at increasing France´s renown and encouraging innovative French players to act, will be broadcast on nearly 600 screens in the Paris metro and Paris, Lyon, Lille, Toulouse, Nice and Strasbourg train stations.
Valerie DECAMP, CEO of MEDIATRANSPORTS: “A fully French company, MEDIATRANSPORTS has made innovation the driving force behind its development, specifically by rolling out a series of digital advertising screens, which offer more and more interactive, useful services. That is why we are proud to be one of COFREX´s partners in organizing the French Pavilion and working to increase its visibility to innovators and the greater public alike.“

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Erik LINQUIER, Commissioner General of the French Pavilion and President of the French Exhibition Company (COFREX), adds: “Inspired by light as a symbol of mobility, the French Pavilion will present France´s vision for the entire world to see and will be a unique showcase to make our country even more appealing at the Dubai 2020 World Expo. Now one year away from the French Pavilion´s opening, we are delighted to entrust its promotion to MEDIATRANSPORTS. This partnership puts France in the spotlight and contributes to its regional and international prestige. This focus will be the reflection of experiences offered by the French Pavilion, from the time the first stone is laid through the six months Dubai 2020 World Expo.“ The French Pavilion will highlight France´s innovative companies and players to promote France and its assets, especially in the global context of the digital revolution.
ABOUT MEDIATRANSPORTS----------
MEDIATRANSPORTS, the leading French advertising network for public transportation communication, includes METROBUS, which operates the RATP´s advertising spaces and over fifty public transportation networks in France, and MEDIAGARES, which markets advertising spaces in SNCF train stations and on SNCF RESEAU platforms.

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