

HP OFFICEJET PRO
LASER LIKE COLOUR & PRINT QUALITY
Click here for more >>

Replay
hit PRINT AFFORDABLY hp

The Telegraph
Missing On Your Daily News Is Now Impossible

The Telegraph

calcutta, india

The Telegraph is mobile
www.telegraphindia.com/wap

Today's Edition

| Monday, November 16, 2009 |

Shopping

IN TODAY'S PAPER

- [Front Page](#)
- [Nation](#)
- [Calcutta](#)
- [Bengal](#)
- [Opinion](#)
- [International](#)
- [Business](#) [Stocks Live](#)
- [Sports](#) [Cricket Live](#)
- [At Leisure](#)
- [Entertainment](#)
- [Sudoku](#)
- [Crossword](#) [Enhanced!](#)
- [Jumble](#)
- [Gallery](#)
- [Horse Racing](#)
- [Travel](#)

[Front Page](#) > [Calcutta](#) > [Story](#)

 [email this page](#)  [Print this page](#)

French lured by football...

SUBHRO SAHA



French football is looking for a Calcutta connect, after Bayern Munich gave Oliver Kahn his emotional farewell in the city in front of 150,000 delirious fans and AC Milan brought its youth team under current senior manager Leonardo.

Representatives of all 20 clubs from Ligue 1, the top division in French football, could be in Calcutta next year as part of a soccer roadshow planned across a few Indian cities.

A plan is afoot to bring Zinedine Zidane to Calcutta

The aim is to study the game's structure and profile here, and scout for Indian partners to develop and grow the brand of football in these cities through programmed professional inputs.

"The whole of Europe is waking up to the huge marketing potential football presents in a vast country like India. Mediaghat, a sports promotion company based in Paris and Bangalore, is working on a programme to bring top officials of leading French football clubs to India," Jean Leviol, the minister counsellor for economic and financial affairs (head, India and South Asia) in the French embassy in India, told **Metro** on Thursday.

Leviol, a keen footballer himself in his youth, elaborated that the proposed 10-day football roadshow in 2010 was the brainchild of Stéphane Audry, the former commercial and marketing manager of Le Tour de France, who is now concentrating on football with his company Mediaghat.

"This is extremely encouraging news for Calcutta football if this trip by Ligue 1 club officials materialises, because it could throw open the door for a clutch of value-added exchange programmes across various levels," said Utpal Ganguly, the secretary of the Indian Football Association, which runs the game in the city.

Mediaghat is setting up operational and consulting projects in football and tennis infrastructure and media to "take this potential sporting giant to the next level", according to its website. Mediaghat India provides cross-border and on-the-ground support from its regional office in Bangalore and its headquarters in Paris.

"Yes, there are many French institutions, sports companies and teams looking for strategic partnerships with Indian counterparts to try and unlock the huge potential of the Indian market," agreed Jean-Louis Rysto, the consul-general of France and head of the economic mission in Calcutta.

Rysto, a lower-league goalkeeper in France during his younger days, is himself trying to steer Zinedine Zidane to Calcutta sometime soon, and has approached the former manager of the French national team, Aimé Jacquet, "a close friend", for this, besides sounding out the star's sponsors Danone.

Leviol, who along with Rysto and economic counsellor Francis Bouquin, met the heads of French enterprises in Bengal, added that the thrust of cooperation with the state would be on sustainable development and climate-change issues, agriculture and

WEEKLY FEATURES

- [Knowhow](#)
- [Jobs](#)
- [Telekids](#)
- [Careergraph](#)
- [Personal TT](#) [New!](#)
- [7days](#)
- [Graphiti](#) [New!](#)

CITY NEWSLINES

Choose Region

FEEDS

- [RSS](#)
- [My Yahoo!](#)

SEARCH

Archives Web



Search

ARCHIVES

Since 1st March, 1999

THE TELEGRAPH

- [About Us](#)
- [Advertise](#)
- [Feedback](#)
- [Contact Us](#)



food-processing.

This will be supplemented by projects in infrastructure including power (both hydel and civilian nuclear), water treatment, waste management and urban transportation.

Over 120,000 Indians are employed in French enterprises in India and Bengal accounts for around 5,000 of them, working in 30-odd French firms present in the state.



email this page



Print this page

Bangalore-Kolkata Flights

Fly Anywhere In India, Get Special Fares On Flights. Hurry, Book Now!

MakeMyTrip.com/Cheap-Flights

IndiGo™ to Kolkata

Fly India's most punctual airline for Rs 1830 onwards (all inclusive)

www.GolndiGo.in/kolkata-flights

Indian Calcutta

Millions of Photo Profiles! Register Free Now & Start Searching

Jeevansathi.com/Matrimonials

Ads by Google

Ads by Google

MBA in London : 1 Year

Multi Country study options. For Admissions Apply Now!

www.amitylondon.org

DLF Township Kolkata

2/3/4 BHK Apt Rajarhat at 3275/sqft Timely Pymnt Disc-250/sft. Book Now DLF.Kolkata.allcheckde

My Sports Baby

Sport themed baby gift baskets for both boys and girls

www.mysportsbaby.c

Kolkata Property

Flats, Apts, Condos, Shops & More. Own Your Dream Property in Kolkata. MagicBricks.com