



# THE BRIDGE



COME ON BOARD FOR THE TRANSAT OF THE CENTURY

100 YEARS OF FRIENDSHIP BETWEEN FRANCE AND THE USA

THE **QUEEN MARY 2** AND THE ULTIM TRIMARANS IN AN EXTRAORDINARY CHALLENGE

AN UNPARALLELED ENTREPRENEURIAL **ADVENTURE**

PRESS PACK

REALITES

RÉAUTÉ  
CHOCOLAT





## 1917, THE AMERICANS CAME ASHORE...

THE BRIDGE is an unprecedented challenge: the celebration of 100 years of friendship and solidarity between France and the United States, a historic transatlantic race between Queen Mary 2 and a fleet of giant trimarans, following in the footsteps of the 1917 landing. A first of its kind! Designed and imagined as a bridge of friendship, THE BRIDGE also gives pride of place to jazz and basketball, showcasing a century of friendly and cultural exchanges between the two countries.

This Franco-American event is supported by the basketball player Tony Parker, and symbolises the ties people forged over several generations between men who are separated by the ocean but united in friendship.



THE BRIDGE 2017 welcomes individuals and entrepreneurs aboard on a unique journey to a magical city: New York.

“We build too many walls and not enough bridges.”  
ISAAC NEWTON

**EDITORIAL** PATRICK BOISSIER, PRESIDENT OF THE THE BRIDGE ASSOCIATION  
FRANCIS VALLAR, VICE-PRESIDENT OF THE THE BRIDGE ASSOCIATION AND PRESIDENT OF THE SUPPORT COMMITTEE

It took a year for a crazy idea to become an irresistible dream, another year for this dream to evolve into a solid project (launched in October 2015 at the Hotel de Brienne). It took a third year to be able to proudly present the majestic fruit of the tremendous efforts of our various teams, supporters and partners, coordinated by the THE BRIDGE 2017 Association and especially the organiser "Profil Grand Large" and their skipper, Damien Grimont .

Today, we unveil the extraordinary diversity of the event in France, in the Atlantic, in America. A maritime celebration whose spirit will take competitors breath away and which we hope will provide some great times and strengthen the ties of friendship competitors' between France and the USA.

Passengers who chose to come on board will experience a memorable and emotional event that brings together culture, music, sports, military history and peace.

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## THE CENTENNIAL MISSION

Under the leadership of Joseph Zimet (Director General) and David Zivie (Deputy Director General), the Centennial Mission 14-18 aims to accompany the implementation of the First World War Centennial commemorative programme. It is within this official framework that THE BRIDGE 2017 wishes to pay tribute to the "Sammies", whose decisive support for the Triple Entente helped to put an end to a conflict involving 50 countries worldwide.

## ...2017, THE BRIDGE TAKES US ON BOARD !

FROM BRIDGE TO BRIDGE ...  
From THE BRIDGE of Saint-Nazaire to the Verrazano bridge in New York, THE BRIDGE will bring together the most fabulous ocean racing boats and the most prestigious transatlantic liner. A century after the landing of the first American soldiers who came to fight alongside the Allies to defend liberty. THE BRIDGE will provide the perfect stage

for a fantastic race , which will start on June 25th 2017.  
As part of the Centennial Mission 14-18, this significant event invites companies to join the Club 100 to come on board at the heart of the race for a unique voyage on the finest ocean liner. 2,691 passengers are expected to follow the race, live, from on board in the Atlantic.

“France and the the United States, this project speaks to me. It is also a little nod to history to say thank you for everything that happened before. It makes complete sense to me to be involved as I fully identify with THE BRIDGE. I am also passionate about the sea, I adore water and boats. A race like this between a liner and large sailing boats will be very impressive. It is a big project that is growing and I look forward to seeing the event.”  
TONY PARKER, sponsor of THE BRIDGE



"2017 will be a major commemorative year for the Atlantic seaboard. Several key harbours are already preparing for the Centenary of the participation of the United States of America in the First World War and the arrival of American troops; in particular, the cities of Boulogne-sur-Mer, Brest and Saint-Nazaire , where more than 2 million soldiers landed from 1917 onwards.

THE BRIDGE project fits directly into these ambitious plans, and will be the highlight of the 2017 commemorative season. The Queen Mary 2 cruise liner crossing from Saint-Nazaire to New York in June will be a strong symbol of the support given a hundred years ago by the American allies. It was an immense social and cultural upheaval that gave rise to the arrival of these millions of soldiers from across the Atlantic, bringing with them jazz and new sports as well as profound changes to the landscape and infrastructure.

The First World War Centennial Mission, under the patronage of Jean-Yves Le Drian, Minister of Defence, and Jean-Marc Todeschini, Secretary of State for Veterans Affairs and Remembrance, have been part of this ambitious project since it was first created in 2014. They will participate actively in setting up the rich and full cultural programme on offer to celebrate the 100 years of Franco-American friendship across the Atlantic.

This spectacular and popular event will shine a spotlight on the Centennial celebrations, highlighting the participation of the Atlantic coastal territories in the war effort and the

consolidation of a strong Franco-American alliance, a new milestone in our common history, and an extension of the support that the Marquis of La Fayette had brought to American revolutionaries.

The Centennial Mission is proud to accompany this groundbreaking and ambitious project, extending a new bridge, a hundred years later, from France to the United States of America."

**JOSEPH ZIMET**  
Director General of the Centennial Mission of the First World War



### THE SAINT-NAZAIRE "SAMMY:" SPREADS ITS WINGS

More than one passerby has been intrigued by the enormous bronze eagle that carries an American soldier brandishing a sword on its back. The monumental statue which adorns the waterfront of Saint-Nazaire is known by the locals as the "American monument" or, more affectionately, the "Sammy".

The work was solemnly inaugurated on June 27th, 1926, in the presence of the American General Pershing, who was Commander-in-Chief of the American forces in Europe during the First World War. It was made thanks to the New York society, "Saint-Nazaire Association of Base Section 1", and the statue commemorates the arrival of the American troops in Saint-Nazaire from 1917. The city is therefore one of the most important landing harbours in the world.



The statue is the work of the American artist Gertrude V. Whitney (1875 - 1942). The wingspan of the eagle, a symbol of America, is 12 metres; the statue weighs 10 tonnes and is positioned on a high plinth carved in Breton granite. On December 13th, 1941, German occupiers destroyed the monument to use the bronze. It was not until 1989, thanks to a major Franco-American campaign of support, that the "Sammy" was rebuilt exactly the same as before and was returned to its place on the Grand Traict beach. On June 25th, 2017, at the start of THE BRIDGE's great race, the Queen Mary 2 and the giant trimarans will carry out a special salute, just two days before its 91st anniversary ...





## A HISTORICAL CHARTER

THE BRIDGE comes as a result of the mad idea of chartering the Queen Mary 2 so that she can set off on a transatlantic race, in homage to the hundred years of common history shared with the USA, against the fastest sailing boats on the planet.

"They did not know it was impossible, so they did it." This quote from American writer , Mark Twain, is undoubtedly the one that best illustrates the exceptional participation of the famous "liner" in THE BRIDGE. It resulted in the signing of the exceptional charter agreement on September 1st, 2016, in Southampton, its home port: a unique contract between the British company Cunard and the THE BRIDGE 2017 Association.

The challenge, thought up by the organiser and offshore sailor Damien Grimont, launched under the high patronage of Jean-Yves Le Drian, Minister of Defence, becomes reality. A fleet of carbon maxi-multihulls, led by the greatest talents in offshore racing, is expected to give the steel giant a good run on the oceanic race that will go down in history.

INTERVIEW

## AN IDEA AND A TIDAL COEFFICIENT...

DAMIEN GRIMONT, CREATOR AND ORGANISER OF THE BRIDGE, TALKS ABOUT THE ORIGINS OF THIS EXTRAORDINARY EVENT.



How did the idea of THE BRIDGE 2017 come about?

The idea came about when thinking of the Record SNSM (an annual sailing event to support the SNSM, note to editors). I was looking for a project that would be identified with Saint-Nazaire, capable of creating a spectacular event. And it all began from the top of an apartment overlooking the harbour, with an unobstructed view of the Chantiers de l'Atlantique Shipyard. I realised that if there was indeed a 'City of Ocean Liners', it was right here. And that if there was indeed a liner that inspired us to dream, it was the Queen Mary 2, especially in this city where thousands of people had worked on its construction. So I needed to envisage a concept to bring it back to Saint-Nazaire, after its departure in 2003 and the dramatic footbridge accident which marked the end of its construction site. Initially, I thought

of creating an outstanding Record SNSM. To remain faithful to the play of letters between SN and SM, I was searching for a name beginning with M in the United States. The name I came across was Marguerite. Sainte-Marguerite is the name given by the explorer Giovanni da Verrazano to the bay in New York. The bay which shares its name with the bridge at the entrance to the bay. From bridge to bridge, and THE BRIDGE seemed the obvious name for the concept. After that, there remained the task of making sense of all this. Then, as I walked one day along the embankment of Saint-Nazaire, I contemplated the monument of the American soldier and realised the importance of this major historical fact. Commemorating the centenary of one of the greatest landings in history was the only event worthy of bringing the Queen Mary 2 back to Saint-Nazaire.

What were the main difficulties to overcome in setting up such an elaborate project?

Seen from the outside, it seems like an impossible challenge. Nobody believed the Queen Mary 2 could be brought back to Saint-Nazaire. There were technical and emotional challenges involved. With its 11-metre draught, only an exceptionally high tidal coefficient would allow it. On the day of the centenary of the landing, the coefficient is 106! So we will be able to get her through the Louis Joubert Lock. Also, the signing of the charter agreement took a long time. Financially it has been, and still is, a huge challenge. We stood at the foot of THE BRIDGE, pondering how we could market 1,310 cabins, which is the equivalent of three high-speed trains! That is when we had the brainwave: The 100 Club. It was created to meet a constraint that has ended up becoming an opportunity. The visionary entrepreneurs who are part of it are not only sponsors; they are coming on board

as skippers of the Queen Mary 2 !

The 100 Club is the result of collaboration...

Yes, and it is the perfect illustration of the spirit of THE BRIDGE 2017, a project that holds the principles of open communication and co-construction with the members of the association: Patrick Boissier and Francis Vallat, an incredible duo, Yves Gillet, my long-time partner and friend, and Jean-Marie Biette who is with us in all our adventures. They were the only ones able to take up this crazy challenge! I would also like to mention Frédéric Vroom and Frédéric Marchand, two high-level lawyers. Without this "dream team" of experts, we would never have reached this far.

What are the event's main strengths?

In the present context, it seems to me vitally important to remember the values of kinship which united the two countries and which have advanced the rights and freedoms of both. There is also a sense of wonder and magic in THE BRIDGE 2017. A battle between the most prestigious liner and the biggest multihulls really fires the imagination! With this event, we can prove that it's possible to do beautiful things and see crazy dreams come true. We bring a little lightness and optimism to a very harsh world. I would highlight the project's ability to bring together people from all walks of life: sailors, artists, basketball players, and entrepreneurs... All together, we can build on the past to build the future. We give meaning to the commemorations by turning to the future: sailing machines and clean energy, 3x3 basketball and sports accessible to all and the companies of tomorrow are all at the heart of the adventure.

## FULL STEAM AHEAD FOR THE ATLANTIC

THE BRIDGE promises to be a thrilling race and a unique event. On June 25th, 2017, at 7 pm, the waters of the Loire estuary will be buzzing with activity in front of THE BRIDGE of Saint-Nazaire, for the start of the transatlantic race, a total of 3,150 miles to New York.

Early in the morning of July 1<sup>st</sup>, after six days at sea, the Queen Mary 2 is scheduled to arrive in Manhattan and will be welcomed, according to tradition, by the lights of the Statue of Liberty. The legendary liner with 157,000 horsepower, and cruise speed of 28 knots, will aim for steady metronome tempo on the most direct course. According to the statistics, only

exceptional weather conditions, the chances of which are one in ten, would allow the Ultim trimarans, capable of sudden accelerations of up to 35 knots and more, to steal the limelight from the steel giant in the bay of New York. The regatta nevertheless promises to be packed with excitement and engagement between the crews invited to compete for the first time on this

course between THE BRIDGES of Saint-Nazaire and Verrazano.

A RECORD-BREAKING EUROPE- NORTH AMERICA ROUTE

With its unprecedented route that retraces the landing of 1917, THE BRIDGE opens a new route against the prevailing winds across the

North Atlantic. The crews gathered for this symbolic first will have to fight at the highest level with tactics and pure speed to establish the first reference time on this extraordinary race. The first trimarans are expected to finish 24 to 30 hours after the Queen Mary 2, which will cross the Atlantic on an almost straight course. And at full steam ahead.



INTERVIEW



## FRANÇOIS GABART :

Winner of the Vendée Globe and the Route du Rhum on board his Imoca monohull, François Gabart, at the helm of the latest generation of maxi-multihulls, joins the circuit of these giants with sails designed for a solo circumnavigation. As part of the preparation for the upcoming "xxlarge" ocean challenge, THE BRIDGE 2017 - and its crewed race against the Queen Mary 2 - is certainly in a league of its own and not to be missed.

## "THE BRIDGE, SOMETHING NEW THAT MIXES STYLES"

What are your expectations for this somewhat unusual race?

I see THE BRIDGE as something fun and innovative. I am particularly interested in the combination of styles including sailing, basketball, jazz, and history. I hope this will stir people's curiosity and allow us to reach new audiences.

Can your trimaran Macif beat the Queen Mary 2?

The Queen Mary 2 is a beautiful liner that MACIF can beat if there are the right weather conditions at the time. Again, the interesting thing about it is to have a slightly different way of approaching the race, potentially bringing the media and the public closer to our boats, and to allow the privileged crew on

the liner to live the race from the inside and be part of the action.

Who will be in your crew?

MACIF is not necessarily the best boat to sail with a crew but we will manage, and there is nothing to worry about. I have not yet chosen my crew. On the other hand, I know that this

race will be a good preparation for my next big challenge planned for winter 2017 on the MACIF trimaran; a round the world solo. I will therefore choose the people on board accordingly: to surround myself both in the short term with those who can help with good performance and then in the long term with those who will be able to help me afterwards to prepare for the round the world race.

“This project is full of ambition and audacity. I am happy to accompany it, linked to the Centenary Mission and the Cultural Services of the Embassy of France and the United States, to look in the mirror of our glorious past, and write a new page of friendly Franco-American relations.”

JEAN-YVES LE DRIAN, Minister of Defence, Honorary Chair of the Support Committee of THE BRIDGE



## THE MOST BEAUTIFUL OCEAN LINER

The Queen Mary 2 is the star of THE BRIDGE and is attracting much attention. Profile of a prestigious liner that is still making waves.

“The Queen Mary 2 is not only an ambassador for Great Britain, she is also an ambassador for France. THE BRIDGE project is perfectly adapted to her needs. When she left the Loire in 2003, there was a hope shared by the company Cunard Line and the proud population of Saint-Nazaire that she would return one day. I am sure that her return to the port of origin on June 24th, 2017, will remain engraved in maritime history.”

DAVID DINGLE, President of the Cunard Line.

Flagship of British company, Cunard, the Queen Mary 2 is distinguished by its red and black hull and its slender lines evoking the ocean liners at the beginning of the century. The first crossing of the Atlantic aboard a liner of this type dates from 1840, when Sir Samuel Cunard owned these ships that were built to develop transport links between the European and American continents. No one could have thought, not even Sir Cunard, that these passenger ships would also voyage cross the centuries.

### CHRISTENED BY THE QUEEN

In 1998, plans for the Queen Mary 2 took shape under the orders of naval architect Stephen Payne and work began in Saint-Nazaire in 2002. One year after its launch and its christening by Queen Elizabeth II, passengers filled the decks of this superb ship that set sail for its very first cruise on January 12th, 2004.

### 41 LONDON BUSES, 3 FOOTBALL PITCHES

Worthy successor to the Queen Elizabeth, the Queen Mary 2 became the biggest,

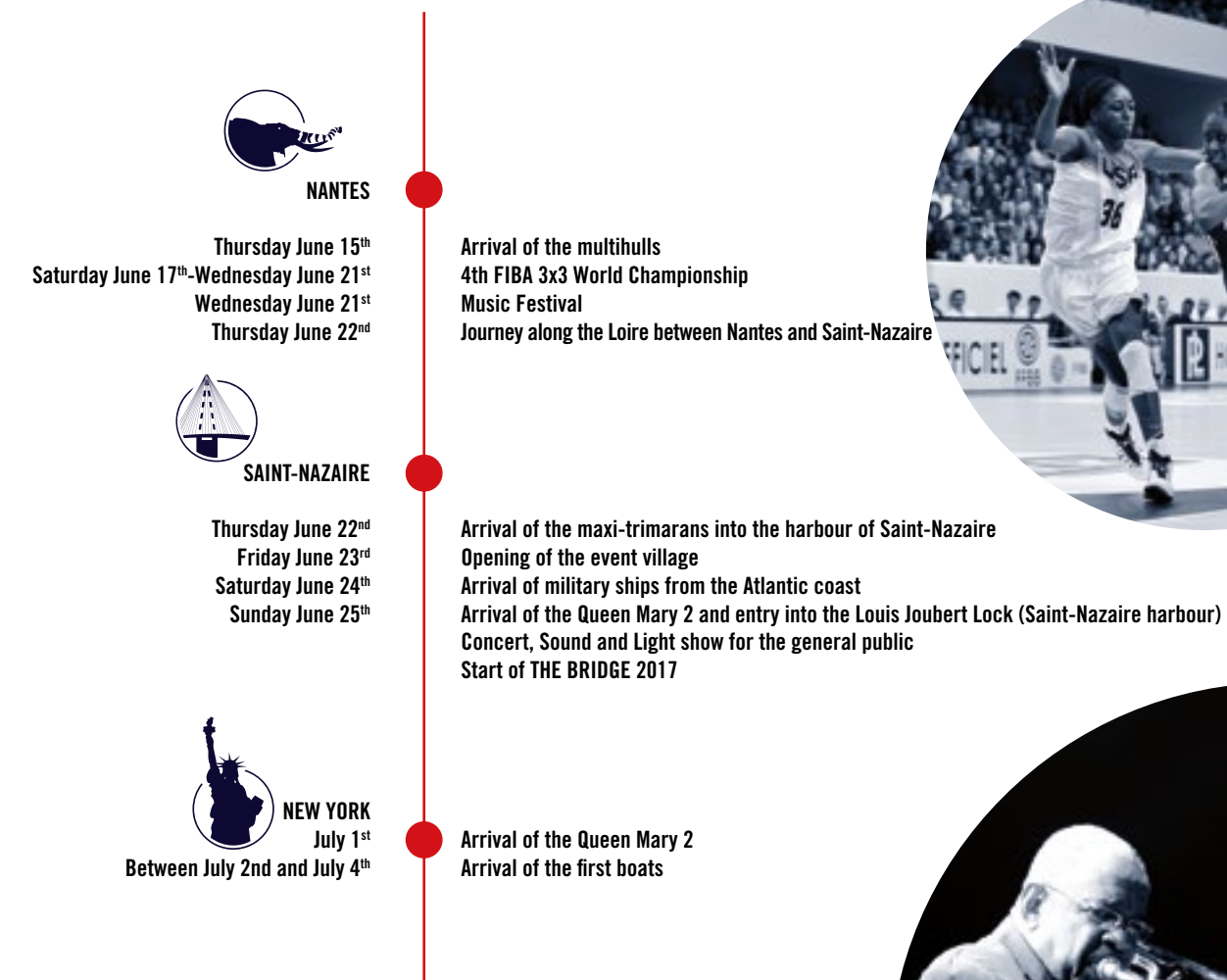
longest, tallest, widest and most expensive passenger ship of all time. Taller than the Statue of Liberty, the Tower of London and the Coliseum in Rome, the Queen Mary 2 has always been awe inspiring because of its size, capacity and speed. It is 345 metres long and measures the equivalent of more than three times the length of a football field or 41 London buses lined up nose-to-tail. In May 2016, the majestic liner was overtaken in size by another liner, but only marginally, by the Harmony of the Seas. However, she still remains the most beautiful in existence.



## 3 PLACES / 3 EVENTFUL WEEKS

A Bridge of friendship between France and the United States, THE BRIDGE, celebrates a century of exchanges between the two countries.

Jazz and basketball, two symbols of North American culture that the soldiers brought with them to the European continent, will take centre-stage during the celebrations from Nantes to Saint-Nazaire, and all the way to New York.



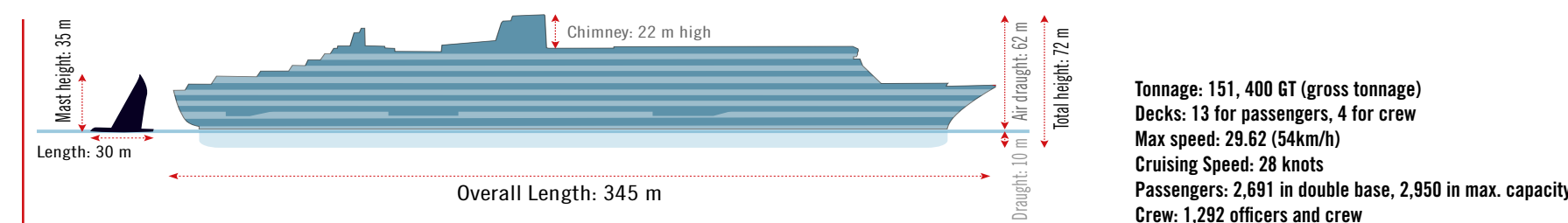
## 100 YEARS OF AMERICAN MUSIC

On December 27th, 1917, Jazz, a musical genre born in the United States in the late nineteenth and early twentieth centuries, came to Brest with the appropriately named Lieutenant James Reese Europe and his "Brass Band". A hundred years later, from ragtime to present-day jazz, this constantly evolving musical current covers many sub-genres, merging together African-American origins and Euro-American offshoots. From swing to fusion through bebop, free, hip-hop and electro, this is a culture in permanent movement, open to improvisation, keeping generations of music lovers dancing.

The rhythms of jazz in all its forms will accompany THE BRIDGE, inviting stars and well-known artists to share front stage at this event.

The Music Festival on June 21st in Nantes will mix styles and genres in Saint-Nazaire, and a special evening at the Central Park Summerstage Festival in New York will include highlights of an eclectic programme celebrating the influence and diversity of American music.

## QUEEN MARY 2 VS ULTIM IN NUMBERS...



## WELCOME ABOARD!

ON JUNE 25TH, 2017, TWO DAYS AFTER HER DEPARTURE FROM SOUTHAMPTON, THE QUEEN MARY 2 WILL SAIL FROM SAINT-NAZAIRE TO NEW YORK AS PART OF THE BRIDGE.

JOIN US ABOARD THE FAMOUS LINER TO EXPERIENCE A UNIQUE CRUISE AND GET FRONT ROW SEATS TO FOLLOW THE TRANSAT OF THE CENTURY, WHICH RETRACES THE FIRST LANDING OF AMERICAN SOLDIERS A CENTURY EARLIER.

IF YOU WANT TO BE PART OF THIS ADVENTURE, YOU NEED WAIT NO LONGER. CONTACT US AS SOON AS POSSIBLE TO PRE-BOOK 8 EXCEPTIONAL DAYS ABOARD THE QUEEN MARY 2, FROM JUNE 23RD TO JULY 1ST, 2017, INCLUSIVE.

For more information by e-mail: [contact@thebridge2017](mailto:contact@thebridge2017)  
Book online at: [www.thebridge2017.com](http://www.thebridge2017.com)

RÉSA



## BASKETBALL ON CENTRE STAGE AT THE EVENT IN NANTES

The starter's pistol for the start of THE BRIDGE will be fired from the island of Nantes, the beating heart of the Cité des Ducs. The festivities will begin on June 15th with the arrival of the offshore trimarans that will be moored at the foot of Les Machines de l'Île, in the waters of the Loire. Nantes will transform itself into a nautical theatre with global exposure. Jazz concerts and top level basketball games, in the framework of the first 3x3 World Cup organised in France, will bring to life both banks of the river. After a week of sporting and cultural events, the maxi-multihulls will sail out of the Loire in the direction of Saint-Nazaire and the open sea.



The Machines site on the island of Nantes will host many sporting and cultural events.

“Fully in line with the ambition for the international reach of the métropole Nantes Saint-Nazaire, THE BRIDGE is an innovative example of the capacity for collaboration of its financial players. The numerous cultural and sporting events, including the extraordinary 3x3 Basketball World Cup Championship that will take place at the same time will give the people of Nantes an opportunity to take part in this great event.”

JOHANNA ROLLAND, Mayor of Nantes and President of Nantes Métropole

## 17-21 JUNE 2017 FIBA 3X3 WORLD CHAMPIONSHIPS

This spectacular and innovative discipline, arising from street culture, brings together two teams of three players. Considered to be the first urban team sport in the world, the "3x3", rich in rhythmic and festive culture, is played everywhere. In full swing, popular with youth in cities around the globe, it has every chance of becoming a new Olympic discipline at the next Olympic Games in Tokyo in 2020.

This is the first 3x3 World Cup organised in France by Nantes Métropole, the FFB (French Basketball Federation) and THE BRIDGE is part of the celebration. Following on from Athens, Moscow and Guangzhou in China in 2016, the Cité des Ducs is preparing to welcome 20 men's teams and 20 women's teams

from thirty-one countries at the site of the Parc des Chantiers on the island of Nantes.

Close by the "Great Elephant" and the "Basketball Tree", these top-level athletes will compete in matches, as well as individual "slam dunk", shoot and dexterity competitions, and will share with the public the infectious energy of this emerging discipline in the heart of Nantes. It is a beautiful way to echo the spirit of freedom and fraternity that goes hand in hand with basketball, a century after the first demonstrations of the art of dribbling on European soil.



The 3x3 basketball matches will take place in the very heart of Nantes.

## 24-25 JUNE 2017: THE GRAND RETURN OF THE QUEEN MARY 2 TO SAINT-NAZAIRE

The city of Saint-Nazaire, renowned for the skills and know-how of its shipyards, remains the cradle of the finest gems of the cruise ships. The return of Queen Mary 2, the most prestigious of them all, to its port of origin, will be an iconic event for the City of Liners whose history, culture and economy are strongly connected to the sea and its industries.

The Queen Mary 2 will sail to join THE BRIDGE from Southampton, its home port on the south coast of England. After a short stop in Cherbourg on June 23rd to allow the 100 Club business leaders and passengers to embark on the Centennial Cruise, the steel giant will head for the Cité des Paquebots. On the way, it will cross paths with the Centennial Armada\*.

**ACCOMPANIED BY A MULTINATIONAL ESCORT ...**  
This exceptional fleet of ships flying the flag

of a dozen nations will come together in Brest to celebrate the victory of peace at sea and along the coasts. The fleet will come to salute the famous liner and escort it to its port of origin. Under the patronage of Jean-Yves Le Drian, Minister of Defence, and backed by the Centennial Mission 14-18 and the World War Centennial Commission, THE BRIDGE with its historical scope, will be amongst the major events of the Franco-American commemorations of 1917.

### WELCOME BACK!

The 345-metre-long giant, with its elegant lines, 17 decks and its colossal 72-metre chimney, is expected to enter the Louis Joubert Lock on the afternoon of Saturday, June 24th.

Following the numerous festivities on the THE BRIDGE programme, on Sunday 25th June, the Queen Mary 2 and the maxi-trimarans will sail out of the Loire estuary and arrive at the starting point for the historic race

across the Atlantic that lies ahead of them. One hundred years after the landing of the first American soldiers on the European continent, the three cannon shots of this great challenge will reverberate under THE BRIDGE of Saint-Nazaire... This time, as a token of friendship.

\* The countries invited by the French Navy are: the United States, Great Britain, Belgium, Canada, Ireland, Portugal, Italy, Greece, Brazil Romania, Germany and Japan.



The Queen Mary 2 will return from Joubert on Saturday June 24th, 2017 and will sail under the bridge of Saint-Nazaire the next day to start the challenge against the trimarans.



“With its special place in the hearts of the people of Saint-Nazaire, the Queen Mary 2 is obviously not like other liners. Its recent anniversary represents a meeting between a great moment in history and the memories of our region.”

DAVID SAMZUN, Mayor of Saint-Nazaire.



## 50 YEARS OF THE SNSM

For more than ten years, the City of Saint-Nazaire has consistently demonstrated solidarity with the French National Sea Rescue Society (SNSM). Every year, on the first day of summer, they host the Record SNSM. This event, organised together with Profil Grand Large which brings together professional skippers and boating enthusiasts is a real communication platform for the association, made up of 7,000 volunteers. In 2017, during THE BRIDGE, it will celebrate its 50th anniversary. To celebrate, they will highlight the theme of solidarity at sea and all the professions of the rescuers will be put in the spotlight, in the heart of the race village of race, which will be illuminated with 50 shades of orange.

## SAINT-NAZAIRE, A FABLED INDUSTRIAL ADVENTURE



The Chantiers de l'Atlantique, the birthplace of prestigious liners, such as the Normandy, the France, the Queen Mary 2 and most recently, the Harmony of the Seas.

THE BRIDGE 2017 is a Historic bridge. Beneath THE BRIDGE of Saint-Nazaire, a 720-metre-long cable-stayed steel structure, so much water has flowed since the Sammies landed on June 25th, 1917. Built by Napoleon in the 19th century, the city has transitioned into the 21st century thanks to its foresight; its offshore wind farm is a strong symbol of this. However, above all else, it has long been the world's shipbuilding capital. Its Chantiers de l'Atlantique, originating from the merger between Chantiers de la Loire and the Chantiers de Penhoët, have been supplying the

cruise market since 1955. The Queen Mary 2, the Normandy, the France and more recently, the Harmony of the Seas, the largest liner in the world, were all built in Saint-Nazaire.

### FROM THE GIANTS OF THE SEAS TO THE MONSTERS OF THE AIR

In the wake of the giants of the seas, airliners also took flight from Saint-Nazaire. The great aeronautic adventure began in the early 1920s. In order to diversify the activity of shipbuilding, countless seaplanes and propeller-driven aircraft were built in the very

heart of the Chantiers de la Loire, including the little harrier jet, Gourdou-Lesourre.

Today, Airbus spreads its wings in the same place. The European civil aviation giant, which has been based at the mouth of the estuary since 1970, designs the front points and the central fuselages for its whole range for planes up to 80 metres of wingspan, including the A380. Under the immense hangars on the banks of the Loire, production runs at full speed. Two planes leave the factory every day!





Crewed race (6 crew) open to multihulls

NEW-YORK

SAINT-NAZAIRE

Course: 3,152 miles (5,837 km) between Saint-Nazaire and New York



Two categories of boats are invited to compete for victory on the finish line under the Verrazano Bridge:

- The Ultim, multihulls of more than 81 feet.
- The number of crew members is limited to six.
- Multihulls from 51 to 80 feet.



One of the crew members, as well as being part of the sailing crew will be the "media person" and responsible for sending photos, videos and stories. Particularly, for the passengers of the Queen Mary 2.



The course is open between the bridges of Saint-Nazaire and Verrazano however there will be two restricted sailing areas:

- An area off the coast of Labrador and Newfoundland known as "ice" to avoid drifting icebergs and growlers;
- An "environmental area", in the south, southeast of Boston, in order not to risk collision with cetaceans in full migration.



The Centennial Armada will escort the Queen Mary 2 between Brest and Saint-Nazaire. Military ships representing 12 of the 50 countries involved in the First World War will parade along the coasts of Brittany.

Four sailors experienced in oceanic crossings have already signed up to compete on THE BRIDGE. They are the Queen Mary 2's first opponents to race on the ocean of choice: the Atlantic. Together with their crews, these offshore racing machines will race intensively on the playing field of the open Atlantic. On board their high tech prototype 30 metre -long machines, the crews will lead the start ahead of the Queen Mary 2.



“The trimaran IDEC SPORT, which uses the wind and the sea to move, represents the ideal link and symbolises the friendship between France and the United States. With the IDEC SPORT team, we are proud to participate in this premiere of THE BRIDGE.

Francis Joyon, skipper of IDEC SPORT



The symbolism is very strong. One hundred years after the Americans landed in Europe, THE BRIDGE will retrace their steps, sailing to the United States to create the link for the world of sailing and far beyond...

François Gabart, skipper de Macif



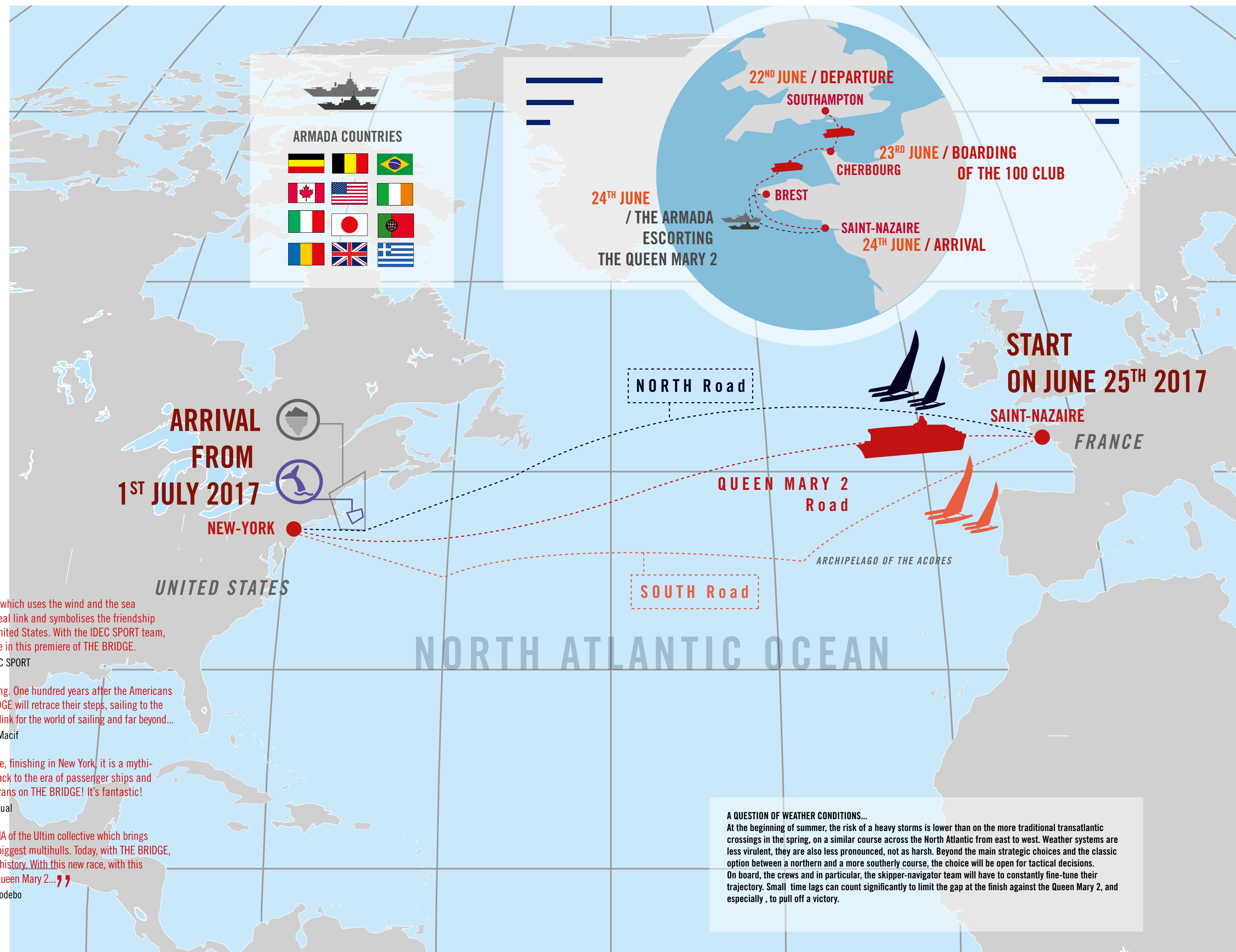
Starting from Saint-Nazaire, finishing in New York, it is a mythical course that takes us back to the era of passenger ships and steamers. The Ultim trimarans on THE BRIDGE! It's fantastic!

Yves Le Blévec, skipper d'Actual



Being a pioneer is in the DNA of the Ultim collective which brings together the owners of the biggest multihulls. Today, with THE BRIDGE, we have a rendezvous with history. With this new race, with this new concept and with the Queen Mary 2...

Thomas Coville, skipper de Sodebo



#### A QUESTION OF WEATHER CONDITIONS...

At the beginning of summer, the risk of a heavy storms is lower than on the more traditional transatlantic crossings in the spring, on a similar course across the North Atlantic from east to west. Weather systems are less virulent, they are also less pronounced, not as harsh. Beyond the main strategic choices and the classic option between a northern and a more southerly course, the choice will be open for tactical decisions. On board, the crews and in particular, the skipper-navigator team will have to constantly fine-tune their trajectory. Small time lags can count significantly to limit the gap at the finish against the Queen Mary 2, and especially, to pull off a victory.



## WELCOME TO NEW YORK

When the race crews and passengers on the Queen Mary 2 cross the finish line under the Verrazano-Narrows Bridge, they will step ashore, at the end of an amazing ocean crossing and unique entrepreneurial adventure in New York, one of the most beautiful and extraordinary cities in the world.

New York. Multicultural, multiethnic, magnetic, magical, dazzling: there is no shortage of superlatives to describe this iconic city of the American dream. Manhattan, Harlem, the Bronx and Brooklyn: the "boroughs" make up a city with the diversity and endless energy that captivates visitors. "New York, New York (...) the city that never sleeps" - as Sinatra sang - will be the final stage of THE BRIDGE.



The Queen Mary 2 will arrive in New York on July 1st, 2017, in the early hours of the morning.

“I think it is wonderful that 3x3 basketball is developing in the way it is, and that a World Cup is making this discipline a little more official. I also started this way when I was younger, playing in the street in playgrounds. The 3x3 is simple, free and fun, it is aimed first and foremost, at young people. It is important to help inspire youth.

TONY PARKER, THE BRIDGE ambassador.”



## TONY PARKER, AN EXCEPTIONAL AMBASSADOR

The basketball player Tony Parker, iconic player of the French team and the NBA was seduced by the concept, and is the exceptional ambassador for THE BRIDGE. Born to a European mother and an American father, representing both France, where he grew up, and the USA, he is a fine illustration of the strong ties and relationships uniting these two nations.

At 34, "TP" (pronounced "teepee") has built his career on the other side of the Atlantic



with the San Antonio Spurs, who he joined in 2001, winning five NBA championship titles over the years. Nevertheless, he has always shown unwavering loyalty to the French team, which he led to victory in the 2013 European Championship.

After a last game with the Blues at the recent Rio de Janeiro Olympic Games, he does not intend to abandon the prestigious NBA floorboards anytime soon. Still very committed to his ASVEL club (Lyon-Villeurbanne),

Tony Parker continues to defend and promote the values of fraternity and humanity that have always guided him in his exemplary career as a top athlete.

During the basketball and the FIBA 3x3 World Championships, organised for the first time in France as part of the NANTES stopover of THE BRIDGE, the popular and charismatic ambassador will be present at the programme's main events

## THE OCEAN AS THE “BLUE” WORKERS’ OVERALLS

As part of THE BRIDGE 2017, 100 companies will experience a unique entrepreneurial adventure, culminating in the crossing of the Atlantic on board the Queen Mary 2. Within the framework of a unified and innovative programme, hundreds of executives and collaborators will reflect on the companies of the future, which are high-performing and with strong human values. It will be a Centennial Seminar in the form of an open forum.



The 100 Club was officially launched on September 17th, 2016 in Nantes, in the presence of Tony Parker, ambassador for THE BRIDGE 2017, and already mobilised almost 50 companies. Nearly six months from the start of the Centennial crossing, 1,000 people from all walks of life have signed up for the adventure. Consisting of a range of companies in the Grand-Ouest, this high-level Club is flying national and international flags. When booking the first cabins on board the Queen Mary 2, the decision-makers from these companies enabled the charter of the prestigious liner for the event. A genuine business enterprise, alongside an ambitious media and digital campaign is being set up around this collaboration to create and build a reflection of the companies of the future.

### «TODAY'S COMPANIES, BUILDING TOMORROW'S REALITY.»

THE BRIDGE invites companies to participate and become key players in building a meaningful event. Going beyond a prestigious cruise combining business and pleasure with front row seats for the incredible challenge, the 100 Club aims to bring together innovative and visionary entrepreneurs. This forum for exchange invites them to create proactive networks, to cross-fertilise perspectives and to share emotional moments by looking back on the past, to live the present and build the future. Through "co-working" workshops organised around collaborative methods, members of the 100 Club will be invited to analyse a rapidly-changing world; to work on the various aspects that enable companies to develop in a responsible and sustainable way: digital, organisational, environmental, economic and societal.

### ENTREPRENEURIAL EXECUTIVE WORKSHOP

A steering committee, made up of the main heads of the 100 Club (Yves Gillet of Keran, Patricia Brochard of Sodebo, Laurent Métral of the CIC, Yoann Joubert of Réalités, Bruno Hug of Larauze d'Idéa) is responsible for defining the content for the on board workshops. Cap Gemini (ASE) and Kea & Partners, as partners, will co-build and moderate the whole operation.

A true label of excellence and human responsibility, the "100 Club" is also a communications platform that benefits from the international reach of THE BRIDGE. Taking part will help companies highlight their know-how and dynamism for the entire world to see...

“We are currently experiencing an incredibly innovative period marked by change. THE BRIDGE as an event is very ambitious, especially in its entrepreneurship. It invites leaders and decision-makers to shut themselves up for six days - which is really rather exceptional - to reflect together on the position of their companies in a world that is shifting and experiencing major changes. The aim will be for us to write, with the collaboration of experts, young people and visionaries, the basis for a common project on the place and role of the company of tomorrow. PATRICIA BROCHARD, co-president of Sodebo and sponsor of The 100 Club.”



Sailing, a formidable communications channel for companies.

### CONCEPT

## WHAT IS THE 100 CLUB?

Starting the race in the middle of an armada in front of the harbour where the Queen Mary 2 was built.  
Following the progress of the giant multihulls mile by mile and each day and engaging in live exchanges with the skippers and their team members engaged in an exciting race across the Atlantic.  
Enjoying exceptional concerts revisiting 100 years of jazz and American music.  
Discovering 3x3 basketball at first-hand: the young and dynamic discipline that is booming all over the world.  
Participating in expert talks with internationally recognised speakers (economists, historians, philosophers ...) around a century of exchanges between Europe and the United States.  
Enriching one's own networks with innovative and visionary entrepreneurs.  
Raising profiles amongst many decision-makers.  
Exchanging ideas about the position of companies in the world of tomorrow, going to meet pioneers of the new forms of business.



## 100 CLUB : CONVERGING VIEWS

"THE BRIDGE 2017 is about the power of a network of diverse members around a purposeful project that facilitates a collaborative reflection on the business world and on one's own company".

Sylvain ROGER, JSR - Prefa Technicoff, CEO

"I imagine the company of the future to be on a human scale and very agile. It will thrive thanks to each employee finding fulfilment within his or her role. With one standard rule: all who respect and work for the improvement of the company will embark on a wonderful crossing." Vincent GRIMONT, VYP, CEO

"I look forward to sharing privileged moments and experiences with other Western entrepreneurs. This will be the opportunity to build the vision of our future 2022 business venture with my management team and to reinforce the Gruau brand image by sharing strong and common values with this event, such as the human aspects, team spirit and openness to the world."

Patrick GRUAU, Groupe GRUAU, CEO

"Our hallmark of 'Entrepreneurs of the future' resonates with THE BRIDGE 2017. As a provider of construction professionals, we must innovate in our expertise, our products and our organisation. We are actively working on it! We firmly believe in a dynamic that pushes us to reinvent ourselves."

Alain MARION, Groupe HERIGE, CEO

"I decided to join in the adventure of THE BRIDGE 2017 for a unique human and professional experience. I have dreamt of crossing the Atlantic since I was a child! I hope to come back with many new ideas to make our shops thrive." Sylvain GUILLET, ATOL Opticians, Manager

"We are thrilled to be taking part in the 100 Club, on the one hand because of the richness of the meetings and exchanges with the different participants, and on the other hand, because the different perspectives of the companies of the future, which can be a source of innovative management solutions and improvements in our organisations." François-Xavier LESOT, The Maison Hebel Noosa, CEO

"THE BRIDGE 2017 will bring us closer together, helping us to assess a five-year programme and plan for the future to strategise for a new phase of our development. We look forward to this moment of conviviality and exchanges focused on the companies of the future."

Valérie GIRARD, Automobile Club de l'Ouest, Secretary General

"Our name - Manhattan Associates - was reason enough for us to get on board with this great project! We want to share an original adventure that unites Europe and the United State with our teams and our clients. We are involved in business ventures on a daily basis, where clients are seen in a new light, and our relationships will be enriched by taking part in the reflections on the companies of the future."

Henri SEROUX, Manhattan Associates, Senior Vice President EMEA

"We are always on the look-out for exceptional challenges, and THE BRIDGE 2017 is going to be one of them! We are thrilled about the idea of exchanging ideas with other business leaders. Plus, it is a great opportunity for us to raise our profile." Fabrice BRUNELIÈRE, SIMAB, Managing Director

"Beyond the high visibility of the event, we have the ambition that the 100 Club will ultimately agree that health and wellbeing are a lever of performance for the whole company and that Mutuelle Harmonie is perceived as an essential, responsible and sustainable partner for the transformation of companies." Franck PASTEAU, Harmonie Mutuelle, Communications, Marketing, Health Prevention & Promotion Manager - Brittany Normandy Region

"The company of tomorrow will be a company committed to values and expertise that it shares with all its employees. An agile company that evolves with its project and its market." Marie MAIGNAN, Protect'homs, Assistant Secretary General

"The Cadegau Group has decided to share this initiative with the 100 Club local business leaders to promote regional business. In the future, our companies will have to be more open to the outside world to adapt more quickly to demands in this rapidly evolving world."

Jean-Luc CADIO, Cadegau - Berjac, CEO

"As a network man, I am very drawn to the 100 Club. This is a real opportunity to meet future clients. And more generally, THE BRIDGE 2017 is, in my opinion, an innovative and bold way to develop networks and business. It is also a good lever for communication."

François MOUSSET, Dantes Yachts, CEO

"We were immediately impressed by the combination of human adventure, the participation of experts and the competition with the multihulls. It is an excellent summary of our daily life! We are going on a journey through time with modern-day tools."

François BOURDIN, CGMP, General Manager

"A territory like ours needs initiatives with a vast outreach. This is what we have with THE BRIDGE 2017 and the 100 Club. The companies of the future will look different from today's companies. That's the only thing we know for sure! Any initiatives that may open our eyes to tomorrow's world are welcome."

Tony LESAFFRE, Europcar Atlantic, CEO

"I am confident that the reputation and image of the event will help to foster a good entrepreneurial dynamic in the Western region of France. The 100 Club will allow us to make contacts during the different events and during the crossing."

Olivier BARET and Philippe VISONNEAU, SFCMM, General Managers

"The remarkable nature of the event, its scope and significance have been decisive for me. Together, within the 100 Club, we will demonstrate that we can meet and surpass the most ambitious objectives. I hope to experience a collaborative dynamic to discover new ways of doing business in the future, and to integrate new ideas for new business ventures. The company of tomorrow

will have to integrate new models of the Third Industrial and Agricultural Revolution, including: collaborative, environmental, financial, digital, technological ..."

Bruno HUG DE LARAUZE, IDEA Group, CEO

"In the future world of business, everyone will be able to discover and express their value in order to be open to the values of others. We need this, in order to better understand each other, share and act together to produce more values for all."

Denis TENDRON, Regard 9, Managing Director

"We have a vision of our market's development with a business project and a clear aim. The idea of sharing this vision with 100 other companies, focusing on key issues of the future, is a wonderful opportunity."

Samuel TUAL, ACTUAL Group, CEO

"We would like to take part in an adventure of co-construction with financial and institutional operators from the Grand Ouest within the 100 Club before, during and after the transat, with exchanges focussed on a unifying topic: the companies of the future."

Frédéric MARCHAND, Cabinet Cornet Vincent Segurel, associate lawyer

"There is a certain pride in being one of the pioneers embarking on the great adventure of crossing the Atlantic on a boat. We have common ground, and know how to rally around a common cause that promotes our region and the values that we hold dear, such as fraternity and respect for those who have shaped who we are."

Jean-Paul and Vincent LEGENDRE, Legendre Group, Managing Directors

"We do not give up when faced with difficulties of all kinds, and we know how to mobilise all our energies to make our region a welcoming place, share our culture with the world, develop our businesses and rise to challenges. THE BRIDGE is one of them. We are proud to be taking part."

Alain RAGUIDEAU, SOFIRA Group - GALEO, Managing Director

## AN ASSOCIATION AND AN ORGANISATION AT THE SERVICE OF THE EVENT

THE BRIDGE, a non-profit association ('1901' in France) was created in June 2014 to lead the project and bring together all the participants and public and private partners working towards the success of the event.



From left to right: Francis Vallat, Vice President of THE BRIDGE, Yves Gillet, CEO of Keran Group, David Dingle, President of Cunard Line Ltd., Fred Vroom, lawyer, Patrick Boissier, President of THE BRIDGE, Frédéric Marchand, lawyer, Damien Grimont, Organiser of THE BRIDGE and Jean-Marie Biette, Secretary of THE BRIDGE.

### PATRICK BOISSIER, PRESIDENT

"It's an honour for me to participate in THE BRIDGE. Every step taken and each step forward - from the agreement reached with Cunard to the commitment of many participants from Grand Ouest, through all the major events now put in place - has been hugely satisfying. Since the first day, this project, exceptional from start to finish, has been steadily growing on all fronts: sporting, cultural, historical and of course human, while cooperation multiplies under the auspices of Profil Grand Large. The celebration of the centenary of the arrival of American troops will be magical! "

### FRANCIS VALLAT, VICE PRESIDENT

"The maritime world is right about the exceptional importance and influence of THE BRIDGE. From the beginning, sailors wanted to believe in it, dreaming that this crazy project could come true. It is in homage to those "boys" who crossed the Atlantic to fight with us in our struggle for liberty, but also to unfurl an adventure with its heart in the sea. It is for this reason that almost all the maritime institutions of France have shown their support from the start, followed by the local authorities, and also, the decisive support of all the key players in the business world."

### YVES GILLET, TREASURER

"To participate in THE BRIDGE is to commemorate a major happening in our history. It is also a tremendous opportunity to develop the assets of our region and to project ourselves in the years to come. The ability to work together, whether public or private, cultural, sporting or economic, with a common set of values, gives power and legitimacy to THE BRIDGE project. Sharing emotional moments, developing synergies and thinking about the companies of tomorrow is our ambition! "

### JEAN-MARIE BIETTE, SECRETARY

"The image will definitely go around the world: the Queen Mary 2 sailing side by side with the biggest and fastest multihulls, under THE BRIDGE of Saint-Nazaire, close by the Nazarian shipyards where she was born in 2003. In terms of the media, the event has undoubtedly got enormous potential. I can already imagine the banks of the Loire crammed with people ... In Nantes and on the Nazarene quays, jazz and basketball will disembark, as they did in 1917, to celebrate the centenary of the arrival of the American soldiers. All around, there will be great concerts and with the 3X3 World Cup sponsored by Tony Parker, the party promises to be really incredible! "

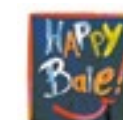
## PROFILE OF GRAND LARGE, CREATOR OF MEANINGFUL EVENTS

### SAILING AS A TOOL TO BREAK DOWN BARRIERS AND INNOVATE

As a major player in the world of offshore racing, Profil Grand Large brings together public institutions, companies, associations, colleges and lycées, as well as the general public, around collaborative events and sports, combining innovative artistic projects, ideas for solidarity, and High-tech challenges, such as the RECORD SNSM, a communications platform for sea rescuers, and the CHOCOLATE SOLIDARITY, a transatlantic collaboration between France and Mexico.

### A KNOCKOUT TEAM

Damien Grimont, Director of Profil Grand Large, is surrounded by a team with multiple talents: project managers, sales-people, communicators, administrators (all of whom are able to design large multi-level events) the general public, generators of dreams, of meetings and of collaborative events. Events rich in meaning.





## THE CIC, FOUNDING PARTNER OF THE BRIDGE 2017

“THE AFFIRMATION OF A FAITHFUL AND SECULAR FRIENDSHIP BETWEEN FRANCE AND THE UNITED STATES”



"True to its policy of supporting heritage and cultural events, the CIC is joining THE BRIDGE project, which will see sport, music and history promote a major sailing event.

CIC gets close to its clients because of its basis in local society, and is a major player in banking, insurance, telephony and technology services, focused on economic development in the regions. CIC and, in particular, the regional bank CIC Ouest, joins and supports this project with the objective of bringing distant regions closer together to better build the future.

Beyond the commemoration of the centenary of the American landing in 1917 in Brest and Saint-Nazaire, THE BRIDGE is the example of a faithful and secular friendship that unites France and the United States. It is also the opportunity for two countries that have always been close to come together for the same cause to celebrate shared values with the population, including all generations, pieces of history and life. CIC West will contribute to the celebrations. "

NICOLAS THÉRY, President of the Confédération Nationale du Cr dit  
ALAIN FRADIN, President of the CIC Alain FRADIN, Director General of the CIC



Construisons dans un monde qui bouge.



BANQUE TRANSATLANTIQUE

“THE BRIDGE AND THE CIC, SHARING A CORE VALUE OF FRIENDSHIP”



"THE BRIDGE 2017, the CIC Group and all its all the regional banks share the same fundamental value of fraternity. We are also very keen to highlight the iconic events that make up the richness and attractiveness of our regions. CIC Group wants to be an important partner for the development and success of THE BRIDGE 2017, which will contribute to the influence of the Pays de la Loire and Brittany, the operating regions of the Banque CIC Ouest. We are therefore pleased to see you "come aboard" with us, to show all the aspects of the collaborative project bringing together History, Music, Sport and Business!"

LAURENT M TRAL, President and CEO of CIC Ouest

"The Transatlantic Bank is pleased to embark on the Centennial Cruise. This multi-faceted historical event brings us together around common values of international openness. It will make it possible to highlight the expertise of our services and our businesses by bringing customers our knowledge in private management."

BRUNO JULIEN LA FERRI RE, Chairman of the Management Board of Banque Transatlantique



## REALITES AND R AUT  CHOCOLAT: OFFICIAL PARTNERS OF THE BRIDGE 2017

“THE BRIDGE 2017 AND REALITES DEVELOP THEIR TERRITORY: A DYNAMIC AND ENTREPRENEURIAL ASSOCIATION”



"It is in the DNA of REALITES, linked to its roots in Nantes, with a New York investor-promoter as a partner, to reach out beyond its borders, as with THE BRIDGE 2017. Our American partner, who placed his confidence in us, wants to accompany our business operations. This obviously makes sense with an event like THE BRIDGE 2017, which aims to set up a network of companies through the 100 CLUB, from one coast to another across the Atlantic ...

This project, which we liked from the start, aims to bring together many players from all walks of life, in a co-constructive model, to reflect on themes for the future: the company of tomorrow. Within REALITES, we are open-minded and above all, we are very aware of the economic environment. We have to be quick and accountable to all partners, managers and collaborators, so that everyone can bring his or her suggestions to building the company: directing our future and not just being spectators.

THE BRIDGE 2017 and REALITES share the same values: ambition and performance. We had to get involved in this adventure, which we are delighted to embark on today."

BENO T LEBEAU, Deputy Director for Innovation, Communication and Special Projects (ICSP) of REALITES

REALITIES, PERFORMANCE AND INNOVATION AT THE SERVICE OF REAL ESTATE PROJECTS  
A major player in real estate in the Grand Ouest, Groupe REALITES supports elected representatives, companies, investors and individuals in their real estate projects. With twelve years of experience, its business and focus is to develop exclusive new buildings (individual houses, apartments, affordable housing, service residences, offices, shops) and building land. Whether for housing (main or secondary residence), to make a rental investment or to build a family home, the projects are managed all the way from development through to delivery and at REALITES, we take pride in the quality of our products and ultimate customer satisfaction.



“PASSION, A TASTE FOR ADVENTURE, SHARING EXPERIENCES”



"Companies are built around projects and new challenges and this is exactly what symbolises this great event THE BRIDGE, which we have the pleasure, the honour and the pride to support.

As an official partner, we aim to develop the R AUT  CHOCOLAT brand, which has been promoting its involvement at a national level for some months. The brand really deserves to be known by all foodies! We were looking for a new way of promoting the band and THE BRIDGE is the ideal tool with its values, with which we totally identify: passion, a taste for adventure, sharing experiences.

We will also make the most of the business workshop that has been organised by the 100 CLUB. The major forces of the economy of western France, a dynamic region for industry of all types, will be gathered for several days as a network in a prestigious setting aboard the Queen Mary 2. We will be able to work together to improve our company performances. It is therefore with great pleasure that R AUT  CHOCOLAT will board alongside all these entrepreneurs looking to the future."

CHRISTIAN BUTON, CEO of R AUT  CHOCOLAT

R AUT  CHOCOLAT, "ONE TASTE IS ALL YOU NEED ..."  
Creator, manufacturer and distributor of chocolates, biscuits, macaroons, sugared almonds and confectionery, R AUT  CHOCOLAT is a French family business, born in a bakery founded in 1954 by Roland and Madeleine R aut  in Mayenne. In 1989, the children of the founders specialised in chocolate. They created the chocolate factory and developed two specialties, which are iconic to this day: the Mayottes and Carats. They opened their first shop in 1998. This was the starting point for network development, in the form of franchises since 2008. R AUT  CHOCOLAT offers their chocolates at the best quality/quantity/price ratio. Founders of 250 m  self-service chocolate shops located in commercial districts of built-up areas, R AUT  CHOCOLAT is growing and now has 54 stores throughout France.





## PAYS DE LA LOIRE REGION "CELEBRATING THE TIES THAT BIND OUR TERRITORIES TO THE UNITED STATES"



"Sporting challenges, cultural events, economic ties: this is far more than a commemoration, it is a celebration of the ties that bind our territories to the United States. THE BRIDGE wants to highlight all of these on the centenary of the landing of Troops on the Atlantic coast.

Of course, there are links between projects, which we naturally wish to reinforce during this event. But there are also links woven into our shared values. These values bring the American East and the French West together in the same community: audacity, ambition, the desire for freedom, the sense of responsibility and the collaboration... Values of the future that we must share on both sides of the Atlantic, as well as with all the participants involved in THE BRIDGE.

I would like to thank the organizers of this great international event. The Region is pleased and proud to embark on this beautiful Franco-American adventure that highlights our region by reaffirming the strong ties between our two nations and all those who are part of it: entrepreneurs in the 100 Club, sportsmen and adventurers, tourism, economic and cultural players, and all those who will gather to learn together. I wish you a wonderful commemoration!"

**BRUNO RETAILLEAU,**  
President of the Pays de la Loire Regional Council

## BRITTANY REGION "THE PROJECT'S ROOTS AND RESOURCES ARE IN TUNE WITH OUR REGION"



"To create an event combining the celebration of one hundred years of friendship between France and the United States, a yacht race between a liner and powerful racing sailboats, together with sporting and musical entertainment on shore. The organisers of THE BRIDGE and its partners have set themselves a truly ambitious and unprecedented challenge.

Through its support for this event, the Regional Council of Brittany wishes to strongly highlight its very strong ties with the sea. With an exceptional coastline and a history shaped by the exploits of illustrious seamen, Brittany is the region of choice for many sailors. The permanent collaboration between competitors and marine companies allows French skippers to sail on the most efficient yachts in the world. Breton companies in the nautical sector, often leaders in their market, are now recognised internationally for their expertise and know-how. The challenges of state-of-the-art technologies developed by the sailing and offshore racing world are used far beyond the original scope, on cruising boats and even further afield in areas such as renewable marine energies, defence and aeronautics.

Beyond the regional institution, the whole of the Brittany region is supporting THE BRIDGE project, whose roots and resources are so tightly bound to our region."

**LOÏG CHESNAIS-GIRARD,**  
First Vice President Brittany Region

## MORBIHAN COUNTY COUNCIL "THE ANNIVERSARY OF A GLOBAL EVENT"



"THE BRIDGE celebrates the anniversary of a global event: The US entered the First World War and the American troops landed on the European continent in 1917, marking an important moment in the history of the twentieth century. Constantly fluctuating between interventionism and isolationism, America chose at that moment to play a major international role.

For France, it represented not only the arrival on the scene of a powerful ally, but also the confirmation of a powerful historical link going back to the War of Independence. To commemorate 1917, the creators of THE BRIDGE have made symbolic choices that are attractive to Brittany and Morbihan. The Queen Mary 2 was built in Saint-Nazaire and many people from Morbihan participated in its construction. We also take a great interest in the race between this fine liner and the fastest multihulls of our times: many of them are a result of the work of local shipyards and architects, and many have their training bases on our coasts. 1917 was also the year jazz came to Europe, and the jazz festival of Vannes is a reminder of this.

For many good reasons, the department of Morbihan is pleased to join forces with THE BRIDGE and wishes it the best success."

**FRANÇOIS GOULARD,**  
Former minister, president of Morbihan County Council.

## LOIRE-ATLANTIQUE COUNTY COUNCIL "BUILDING THE FUTURE WITHOUT EVER FORGETTING THE PAST"



"It is here in Loire-Atlantique that the crazy idea of a transatlantic race celebrating the centenary of the landing of 1917 became 'THE BRIDGE'. It is not a coincidence. Our territory is full of great talent in all areas, from high-level sport to cutting-edge industry. We thrive on combining our expertise to innovate together. We are inspired by the Loire and the Atlantic to always set our sights far and high, beyond the riverbanks and the horizon.

The choice of the Pont de Saint-Nazaire and the Verrazano-Narrows of the New York Bay as the emblems of this event goes beyond a photo opportunity for tourists. Firstly, because this magnificent work of art suspended on the estuary belongs to the Department's road heritage. Secondly, and above all, because it is a very beautiful symbol of the commitment that underpins our daily action: to build bridges between territories and their inhabitants, to fight against inequalities, to bring meaning to all our shared values.

Bridges between peoples are also bonds that unite our memories to continue building the future without forgetting the things of the past. Since the dawn of humanity, our history is entirely determined by encounters between both sides of the Atlantic. Too often, they are accompanied by fear, mistrust, enslavement or war. Even in current times. But this strong impulse, constantly renewed, stirs us all to rise in solidarity across the globe.

It was this ambition that inspired our vision to support THE BRIDGE. We share the same desire as the organisers to make this event a celebration for everyone. Also, over the past few months, we have been offering 1000 students and young people ongoing support until June 2017. Because, in the future it will be their turn to foster and mobilise for more fraternity between peoples - all peoples. Our hope is that they become the best ambassadors of the Loire-Atlantique for all the "THE BRIDGES" of the world."

**PHILIPPE GROSVALET,**  
President of the Loire-Atlantique Department

## NANTES MÉTROPOLÉ "AN INTERNATIONAL WINDOW ON MANY FRENCH COMPANIES"



"THE BRIDGE is completely in line with the ambitions the towns of Nantes Saint-Nazaire have to promote the region internationally. The event is a new demonstration of the capacity the regional economic players have to engage, to build collectively, to organise themselves, to structure a network of Entrepreneurs and local decision-makers on the theme of "meeting tomorrow's challenges". This initiative will give international visibility to many companies from the French region.

The creation of the 100 Club represents the emergence and rapid growth of a network of exchanges and meetings between innovative entrepreneurs. This initiative is fully in line with French values: public-private partnership, agility and efficiency. It will serve to make the region more attractive, motivated by the presence of public figures.

This event goes beyond the economic dimension: it also celebrates the arrival of the Allied soldiers in France. Cultural and sporting events, notably the Basketball 3x3 World Cup, will be held in parallel and a team from Nantes will compete."

**JOHANNA ROLLAND,**  
Mayor of Nantes and President of Nantes Métropole

## TOWN OF SAINT-NAZAIRE "A MOMENT WHERE THE HISTORY OF THE WORLD AND OUR OWN REGION MEET"



"It will be an extraordinary moment for Saint-Nazaire to see the Queen Mary return to the shores where she was built, thanks to the ingenious creators of THE BRIDGE. The people of Saint-Nazaire will, naturally, be there at the start of the highlight of a year packed with activities dedicated to the commemoration of the landing of American troops.

This cruise ship obviously holds a special place in our hearts. Its beautiful lines are a tribute to the great ocean liners that have marked the history of our city. The anniversary we have recently celebrated has been a moment of encounter between that historical moment and all that is engraved in the memories of our people: the creation of a new harbour in the waters of the Estuary in Donges for the wharves and docks. In Montoir, the creation of the vast lake in Joalland Forest to secure the supply of drinking water and which is, today, a prime attraction for sportsmen and hikers, business facilities, and family get-togethers...

Alongside a great sense of pride, there will undoubtedly also be some surprise, as it is extremely unusual for a steamer to return to its port of origin. It will also be an emotional time because we will all have in our thoughts the victims of the accident that occurred when the access bridge fell, which claimed the life of sixteen of our fellow townspeople.

All this has been a reminder, and it is all part of our shared history. All this will make for a wonderful celebration thanks to so many working together to make happen. I can't praise it highly enough. Bring on June 2017!"

**DAVID SAMZUN,**  
Mayor of Saint-Nazaire



## «A BRIDGE OF HISTORY, CULTURE, REMEMBRANCE AND CELEBRATION CONNECTING BOTH SIDES OF THE ATLANTIC. »

Many countries celebrate their friendships, but the one that unites France and the United States of America is one of the oldest and strongest.

Since the La Fayette expedition, the same struggle for freedom has brought our two nations closer together. We once gave them freedom in 1917, and they twice gave it to us, in 1944. We continue, to this day, our common military engagements in Asia, Africa and the East.

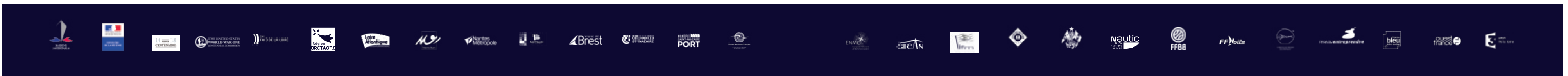
With the approach of the hundred-year anniversary since the Americans entered the First World War, it is therefore important to re-establish a bridge of history and culture, remembrance and festivity between the

two Atlantic shores. It is the strength of the "THE BRIDGE" project that our two peoples are once again united, and, through major popular events, to evoke the centennial expression of a solidarity that continues to resonate today.

It is a project that encompasses ambition and audacity. I am very happy to be part of it, together with the Centenary Mission and the Cultural Services of the French Embassy in the United States, to look back on a glorious past, and write a new page in friendly Franco-American relations.

**JEAN-YVES LE DRIAN,** Defense Minister

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# THE BRIDGE



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