**New Law: New trade and investment law in France:**

The French government has enacted a new trade and investment law, which will come into effect on January 1, 2024. The new law aims to simplify, modernize, and harmonize the trade and investment rules and regulations in France, and to promote the growth, competitiveness, and innovation of businesses and organizations in the country and around the world.

Some of the key provisions of the new trade and investment law in France are:

\* An introduction of a new trade and investment label, for all products, services, and companies in France, that are designed, developed, or used for the purpose of promoting, facilitating, or supporting trade and investment, and that meet the eligibility and compliance criteria.

\* An enhancement of the tariff and quota rules and procedures, with a reduction in the number of tariff and quota categories, from the current seven categories to a new five categories, and an increase in the tariff and quota transparency and predictability targets, from the current minimum of 70% to a new minimum of 90%, for all businesses and organizations in France.

\* An encouragement of the foreign investment and partnership, with an introduction of a new foreign investment and partnership label, for all products, services, and companies in France, that are designed, developed, or used for the purpose of promoting, facilitating, or supporting foreign investment and partnership, and that meet the eligibility and compliance criteria.

The new trade and investment law in France will have a significant and far-reaching impact on the way of working of businesses and organizations in the country and around the world, and will require them to adapt and adjust their international operations, partnerships, expansion plans, and other practices and policies, to ensure their compliance and competitiveness.