

# « Made in France »

## 1. Investigation

Find a product which is produced in France and is labelled « Made in France ».

And get information about the requirements of this label.

Map the production site, headquarters and the supply chain (with the various suppliers) but also the various retail centers across France, Europe and the world. (to visualize the globalisation of this production)

- explain the history of this firm and identify the production methods : handmade product-ethical product-locally produced-high tech-industry.

- explain and map the territorial effect(regional impulse ; national brand)

Analyse the consumer market with graphs (potentialities and realities)

- Conclude : rate the purpose of a strategic autonomy of the French production, considering the context, and say how this example might pave the way for a better promotion of the national capacities and for mid and long term benefits(multiscale approach).

## 2. Form

Create a powerpoint or a board to illustrate your talk.

## 3. Skills

### **Geography skills :**

- comment on graphs and sketches to explain the capacities of this production.

- map the scope of this production.

- develop a multiscale approach.

### **Language skills**

- mobilize specific glossary+ create a wordbox

- continuous expression