



Maison Duvivier Canapés becomes an Associate Partner of the France Pavilion at Dubai World Expo from Oct.1st 2021 to March 31st 2022

March 5, 2021 – At the occasion of Franck Riester – Minister for Foreign trade and Economic attractiveness – venue to Duvivier Canapés’s main site at Usson du Poitou (Vienne, France), the France Pavilion at Expo 2020 Dubai is delighted to announce that Maison Duvivier Canapés is an Associate Partner of the Pavilion France.

It will be supplying the furniture to the Espace George Sand in the Belvédère of the France Pavilion, a prestigious event space.



Laurent SAILLARD, Deputy CEO of the France Pavilion for the 2020 Dubai World Expo and Deputy Chairman of Cofrex and **Aymeric DUTHOIT**, President of Duvivier Canapés

Expo 2020 Dubai is the first world expo to be held in the MEASA region (Middle East, Africa, and South Asia), and is centred around the theme of “Connecting Minds, Creating the Future.” Expo 2020 Dubao brings together more than 200 participants from many different worlds—countries, organisations, companies, and academic establishments—and is expecting to play host to 25 million visitors.

World Expos of this kind have always ranked among the most eagerly anticipated international events, alongside the Olympic Games and the World Cup. They carry on a proud and longstanding history, beginning with the first ever Great Exhibition held in London in 1851. The ambitions set by these expos have evolved over the decades, and today lean towards **international cooperation and the search for solutions to the challenges humanity faces**. For six months, every country in the world will come together in order to discuss, put forward and implement specific solutions for the benefit of mankind. In light of the ongoing health crisis this theme is no longer a symbolic proposal, but rather an urgent and critical need.

The France Pavilion a unique showcase that bears witness to French excellence and “savoir-faire”

The ambition of the France Pavilion is to showcase France by promoting its innovations, talents and advantages. It will be an unforgettable showcase attesting to French excellence and expertise. In Dubai, the France Pavilion will also show **France’s commitment to highlighting** its political, economic, cultural and social initiatives and actions. This commitment will be demonstrated principally by the programme of events of the France Pavilion. The guiding principle for this will be the Sustainable Development Goals (SDG) as defined by the United Nations. With its imposing presence at what is set to be the most important international gathering of 2021, the France Pavilion will also be playing a role in **stimulating French economic growth**. Indeed, this international gathering is a unique chance for companies to rebound economically, by creating new development opportunities and facilitating access to new markets.

“I am delighted to count on Duvivier Canapés as one of the Associate Partners of the France Pavilion at Expo 2020 Dubai. The presence of a French SME at this international event fully demonstrates our readiness to bring together ALL the talents of our country in order to contribute towards the dissemination of French excellence and expertise.”

Erik LINQUIER, Commissioner General for France at Expo 2020 Dubai and Chairman of Cofrex

Maison Duvivier’s French savoir-faire receives an invitation to Dubai

As an Associate Partner of the France Pavilion at Expo 2020, Duvivier Canapés will be supplying the furniture for the Espace George Sand at the Belvédère.

For seven generations since 1840, Maison Duvivier has developed a unique knowledge of craft trades by integrating the most advanced technologies of the furniture industry. The materials used by Duvivier Canapés are the essential ingredient in the quality of our sofas, armchairs and furniture, which are treated with great care right from the time they are selected to the time they are turned into furnishings. The Maison guarantees its long-term expertise due to the

implementation of a diversified and sustainable development, built around four key areas: material, savoir-faire, commitment and character.

The expert knowledge of the designers, upholsterers and furnishers has been passed on from one generation to another, thus guaranteeing that the products are completely manufactured in France and **recognised by the “Entreprise du Patrimoine Vivant (Living Heritage Company)” label.**

Duvivier Canapés shapes its DNA in French craftsmanship

Since 2006, the label “Entreprise du Patrimoine Vivant”, awarded by the French State, has valued and encouraged French culture and its savoir-faire. It distinguishes those French companies with artisanal and/or industrial expertise. This distinction has been awarded to Maison Duvivier Canapés since the label was created.

Duvivier Canapés is also acknowledged for its **strong local presence**, its attachment to the region of Vienne, a true indicator of quality and proof of its willingness to serve French manufacturing. The two manufacturing plants are located to the south of Poitiers. The leather and fabric workshops, as well as the assembling of the furniture, has always been located in Usson-du-Poitou. The accompanying carpentry workshop has chosen to locate in Lussac-les-Châteaux. This decision has helped to secure local jobs and maintain traditional artisanal skills, as well as enabling the company to be part of an ecosystem close to the Vienne region and to France. This area also provides a supply of French woods, leathers and fabrics of the highest quality providing the authenticity of the furniture, the guarantee of their origin and their French character.

Sustainability working at the behest of design

For Duvivier Canapés, their furniture is not something perishable, nor is it an accessory.. Their furniture reveals the soul of an establishment and makes you feel at home. This concept of furniture with a long lifespan is at the juncture of a change in the consumer model. A model that promotes sustainability, not instant gratification. A model which also gives preference to quality over quantity and which gives back meaning to reliability and loyalty. Duvivier Canapés combine manufacturing excellence based on proven traditional methods, with a modern concept to renew the art of French living. This means that the furniture will not deteriorate with age. Quite the contrary, it stands the test of time.

“I along with all the craftsmen in the Maison are very proud and honoured to be part of this wonderful adventure. Day after day, we strive to spread around the world France’s excellent savoir-faire, and we are only too aware of our great responsibility. Our craftsmen will contribute to this exceptional event with passion and conscientiousness”.

Aymeric DUTHOIT, Président of Duvivier Canapés



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About COFREX

was a turning point for French involvement at international events for the general public, as it was the first time that an expert body had been put together in this area. Its aim is to prepare, organise and implement France's participation in universal and international Exhibitions. COFREX has been created as part of a sustainable project to use the experience of previous Expos in order to perfectly and cost-effectively organise France's involvement at World Expos and other international exhibitions. It forms part of a rationale of partnership between public and private players, based around France's image and attractiveness. For more information: www.cofrex.fr

About Duvivier Canapés

Since 1840, Maison Duvivier Canapés has been marrying artisanal excellence with the richness of materials, among the most beautiful in the world, to design and manufacture French sofas, armchairs and furniture of the highest quality. In 2006, the Maison was one of the first to receive the State label "Entreprise du Patrimoine Vivant", a standard of excellence and French savoir-faire. All the products are completely manufactured in France in its two workshops in the Vienne department near Poitiers. Its models are distinguished their perfect design, the perfect blend of aesthetics, comfort and materials, a trio that forge a strong identity. Duvivier Canapés gives prime importance to corporate responsibility. In this spirit, the company seeks to convey an ethical approach to production and consumption which includes loyalty to its craftsmen and suppliers, pride in its home and origins, environmental responsibility and honesty with its customers. For more information: www.duviviercanapes.com