



C4 Manufactures



Pascal Cagni

*French Ambassador for International Investments
Chairman of the Board of Business France
Founder & CEO of C4 Industries*

Pascal Cagni was appointed **French Ambassador for International Investments** and **Chairman of the Board of [Business France](#)** in 2017 by the President of the French Republic, Emmanuel Macron.

From 2000 to 2012, appointed directly by Steve Jobs, he served as **General Manager and Vice President of Apple EMEA**, transforming the region into a key growth driver for the company.

Since 2004, Pascal Cagni has been the **founder and chairman of the entrepreneurial platform C4**, which brings together:

- [C4 Industries](#) investing in companies related to French and European sovereignty, the green transition, living heritage. Part of C4 Industries, [C4 Manufactures](#) group which unites [Maison Lelièvre](#), the [Faïencerie de Gien](#), and [Duvivier Canapés](#), with Pascal Cagni presiding over all three maisons;
- [C4 Ventures](#), a European venture capital fund with a portfolio of over 50 startups, 16 of which have become unicorns;
- [C4 Collection](#), a hospitality group of unique villas in exceptional locations in Italy and France;
- [The Cagni Foundation C4](#), which has supported over 15 projects in education, culture, and the arts.

Pascal Cagni is also a member of the Supervisory board of [Banque Transatlantique \(Crédit Mutuelle Alliance Fédérale\)](#), the Executive board of the Public Establishment of the Palace, Museum, and National Estate of [Versailles](#), the Boards of directors of the [GoodPlanet Foundation](#) and [Inria Foundation](#).

He holds degrees from **Sciences Po Paris** (Public Administration), an **MBA from HEC Paris**, a Business Law degree from the **University of Strasbourg III Robert Schumann**, and has completed the Executive Program for Growing Companies (EPGC) at **Stanford University**. was an auditor for the 63rd National Session of the Institute of Higher National Defense Studies (IHEDN) in 2010.

Pascal Cagni was awarded the **insignia of Chevalier of the National Order of Merit** by **Christine Lagarde** in 2006, followed by the **insignia of Chevalier of the Legion of Honor** by **Bruno Le Maire** in 2021, in recognition of his commitment to serving the public interest in the economic field.

