

# BUSINESS FRANCE

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Connect – Fast-Track – Succeed

# Supporting the international development of the French economy

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## What we do

**We promote** and facilitate  
international investments  
in France



**We foster** export growth  
by French businesses



**We promote** France's  
companies, business image  
and nationwide attractiveness  
as an investment location



**We run** the  
VIE International Internship  
Program

# Our locations



**914**

**employees abroad**

in 73 countries, which account for 95% of global trade.

92 offices/correspondents in 121 countries



**617**

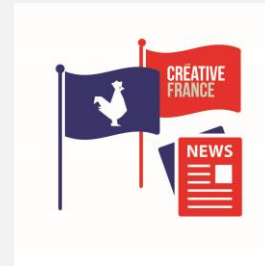
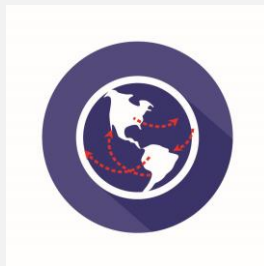
**employees in France** and

**60+** different nationalities, including 65 employees located throughout France's regions

# Our three core activities

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# Three core activities serving a single ambition



To make international business  
development an opportunity  
to create value, for France,  
its companies, regions and key talent



## Exports

**Informing**  
exporters about target  
markets and  
**communicating**

**Achieving greater  
impact**

Joint events

Creating business opportunities  
for SMEs and mid-size companies abroad

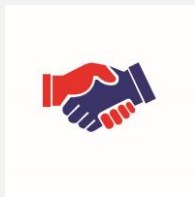
**Supporting and  
fast-tracking**

Individual  
customized  
solutions

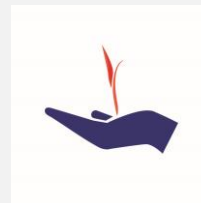
**Innovating and  
recruiting**

VIE International  
Internship Program

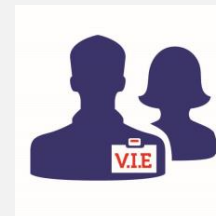
## More growth



**Over 10,000**  
SMEs and mid-size  
companies receiving  
export services



**Over 50%**  
of these companies sign  
a trading agreement  
within six months



**Over 9,000**  
VIE assignments  
currently underway,  
helping companies  
expand abroad





## Inward investment

### **Detecting and attracting**

foreign investment projects to France

### **Informing**

investors  
to facilitate  
decision-making

Attracting and ensuring the success of  
foreign investment projects in France

### **Set-up assistance**

for investment  
opportunities  
in line with investor  
strategies

### **Facilitating and providing end-to-end support**

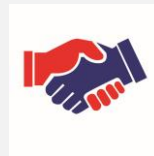
by streamlining  
administrative  
procedures and liaising  
with institutions

# More jobs



**962**

foreign investment  
projects in France  
in 2015



**750**

investor site visits  
organized by  
Business France in 2015



**522**

investment projects  
received support from  
Business France in 2015



**33,700**

jobs created or maintained  
by foreign investment in  
France in 2015



# ProCom

## **Challenging received wisdom**

to change perceptions about France's attractiveness to business

## **Analyzing and benchmarking economic indicators**

## Promoting France's attractiveness to investment and business image

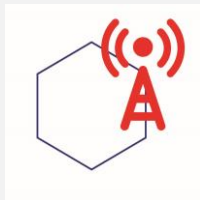
## **Simplifying, amplifying and publicizing key messages**

## **Running major programs** to promote French excellence

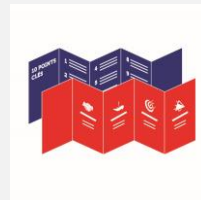
**CRÉATIVE  
FRANCE**



# Raising France's profile



**Over 30,000**  
decision-makers and  
opinion leaders  
are informed about the  
attractiveness of the  
French economy every  
year



**Over 100**  
economic publications  
and summaries  
produced and circulated  
across the world



**Over 5,600**  
press articles citing  
Business France and/or  
the programs it runs in  
France and abroad



Showcasing the  
innovation and excellence  
of French creativity and  
savoir-faire, bringing  
together all stakeholders  
in the 'France' brand



Running the  
**"La French Tech"**  
initiative to promote  
French start-ups  
internationally

Business France:  
serving  
**businesses**  
**going global**

For greater **value**,  
higher profiles,  
more growth,  
and more jobs

# Contact us



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# APPENDICES



# Our ecosystem

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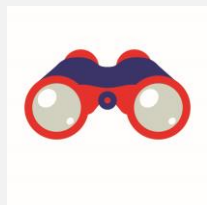


# Our partners



# Our services

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Serving  
companies

## Finding prospective clients

to expand market share  
or break into new markets

**Markets**

Identifying  
buoyant  
markets

**Contacts**

Targeting  
contacts,  
introducing  
products and  
services,  
attracting  
interest

**Meet-ups**

Organizing  
meetings with  
prospects

**Trading  
agreements**

Following up on  
contacts and  
developing  
trading  
agreements



Serving  
companies

## France Export Program

Raising company profiles with  
high value-added events  
(specific sectors and buoyant markets)

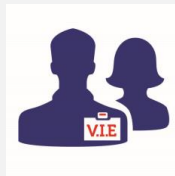
◆ Logistics support

◆ Following up on  
contacts generated

**600 events  
across the  
world**

◆ Market  
information

◆ Communication



Serving  
companies

## VIE International Internship Program

A turnkey HR solution

◆ Targeted  
recruitment  
campaigns

A database of  
**50,000**  
candidates

◆ Hosting  
solutions in the  
target country

◆ Simplified management  
(of all administrative,  
legal and employment  
law aspects)



## Serving international investors

### Customized expertise

Ensuring end-to-end support  
for investment projects

#### Information

Providing  
support  
on regulations  
and financial  
benefits available

#### Setting up

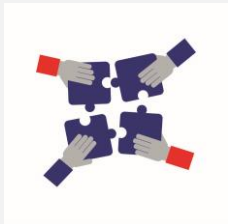
Customized  
offers, consistent  
with each firm's  
strategy

#### Relationship building

Relationship  
follow-up with  
the French  
authorities

#### Development

Sustainable  
growth,  
through long-term  
support



Serving  
France's  
regions

## A benchmark government agency

aiding regional authorities across France  
to implement international business  
development strategies