



EXPORT, INVEST, GO GLOBAL...

SIMPLIFYING AND FAST-TRACKING PROJECT DELIVERY

KEY FIGURES

1,500

experienced personnel

ready to help you and analyze your needs, offering customized services for all your development projects

28 **partners**
in France's regions

91 **offices and correspondents**
worldwide

IN 2012-2014

More than **50,000**
French companies received support with their exports

15,000
one-to-one meetings with foreign business leaders

1,100
projects brought to fruition following support provided by Business France

11,000
trading agreements generated

1,500
visits and foreign delegations welcomed every year in France

2,000+
events, trade shows, and business conferences organized by Business France throughout the world

15,000
talented young people currently placed in internships in **140 countries** through the VIE International Internship Program; **70%** of them will find a job at the end of their assignment

ABOUT US

Business France contributes to the development and success of French and foreign businesses wishing to expand abroad by supporting them throughout the lifetime of their projects, and is driven by an **efficient, result-oriented working culture**. Focussed on creating value in France and across the world, Business France **supports the international development of the French economy**.

Our goal: **To put in the groundwork** and pull out all the stops to make international business development an opportunity for your company.

Business France brings together all its expertise to support your business' development and to ensure the success of your projects by offering a customized approach in line with your budget and ambitions.

It is a key player in fostering competitiveness, growth and employment in France, operating in conjunction with a **network of public- and private-sector partners** specializing in corporate development projects, from exports to investments through to multinational partnerships.

Being able to count on the people supporting and guiding you **in complete confidence** to bring your plans to fruition is also key to the success of any project. With specialisms in different areas of expertise and business sectors, our 1,500 personnel of many different nationalities in 85 offices throughout the world are highly committed and passionate in doing all they can to turn your ideas into reality.

Benefit from the care, expertise and commitment of our dedicated personnel: from market reports, to legal and tax advice, help with administrative formalities, and guidance in choosing a market or investment location, as well as identifying potential partners.

Our pragmatic approach will enable you to simplify and fast-track your projects and transform your business.

Whether you are looking to export, invest, or are a young professional with an international outlook, we will share our expertise so that you can **make decisions with full peace of mind**.

EXPORTING

FAST-TRACKING THE INTERNATIONAL DEVELOPMENT OF FRENCH BUSINESSES

Business France prepares and helps businesses to find commercial partners in target markets, paving the way for them to sign trading agreements and generate sustainable export growth. With our strong network of sector-based specialists, we are in regular touch with foreign buyers in more than 70 countries, and boast an extensive list of contacts.

Business France simplifies and fast-tracks project delivery with collective and/or customized support in line with your company's export maturity:

TARGETING NEW MARKETS AND FINDING PROSPECTIVE CLIENTS

- ▶ Informational products identifying growth markets and how to tap into them
- ▶ Nearly 600 collective all-inclusive sales events bringing sector-based communities together to promote all that France has to offer
- ▶ Customized solutions to find prospective clients for your business

FAST-TRACKING YOUR INTERNATIONAL DEVELOPMENT

- ▶ Long-term customized support for mid-size companies and high-growth SMEs
- ▶ Specific immersion and development programs for startups in the most promising markets
- ▶ A complete HR solution – the VIE international internship program

BUSINESS FRANCE:

- ▶ 10,000 SMEs and mid-size companies benefit from our export solutions every year
- ▶ 50% of businesses negotiate or enter into a contract within six months (IPSOS survey 2014)
- ▶ 8,700 interns placed with businesses through the VIE International Internship Program



Recruiting a VIE intern

Boost your international personnel with highly motivated young talent through the VIE International Internship Program

The VIE Program enables businesses to give young, talented candidates a temporary assignment of between six and 24 months in a foreign country.

Run exclusively by Business France, this scheme is a bespoke international HR solution that frees employers from having to look after all administrative, legal and employment law aspects.

Contact us for further information and to browse a dynamic talent pool of nearly **80,000** candidates.

INVESTING IN FRANCE

From setting up or expanding your business to takeovers, technology partnerships and portfolio investments, Business France helps you make decisions and offers support throughout your project, calling not only upon Business France investment advisors but also its network of regional partners. Your success is ours, too.

DID YOU KNOW?

Every year, France is Europe's leading destination for foreign investment in industry.

ARE YOU SURPRISED?

Maybe not so much, given France's excellent talent base, but also its first-rate infrastructure and excellent location at the heart of the European Single Market (500 million consumers).

TALK TO US...

... and find out why one-third of French exports are generated by foreign companies based in France, and why France is attracting increasing numbers of investments targeting EMEA markets.

OUR PROMISE TO YOU

We can help you understand all that France has to offer, choose the best technical and regional options for your business plan, receive the most appropriate support and forge winning partnerships. And locally, we can continue to work with your French personnel on a long-term basis.

Welcome to France.

BUSINESS FRANCE:

- ▶ 150 investment advisors at your service
- ▶ 1,500 regional investment site hosting offers
- ▶ 400 locations found for investment projects every year with the help of Business France and its network throughout France

6 REASONS TO CHOOSE FRANCE



A location at the heart of Europe: France's central location makes it easy to access EMEA markets, and puts businesses in touch with 500 million European consumers reachable within 48 hours.

Renowned infrastructure: France has Europe's most extensive road network (more than 7,000 miles of motorways), Europe's second leading airport for cargo (Paris Charles de Gaulle) and Europe's leading business airport (Paris Le Bourget).

A highly qualified workforce: 7% of French GDP is spent on education and training, with a system that includes renowned business schools such as HEC and ESSEC. France is consequently the seventh leading country in the world for hourly labor productivity, ahead of Germany and the United Kingdom.

Competitive labor costs: Average costs per employee (wages, salaries and statutory costs) are lower in France than in Japan, the United States and Germany.

Low energy costs: With proven energy provision solutions, France's electricity mix provides a competitive advantage to investors.

Lowest taxation for R&D operations: France has the lowest effective corporate tax rate on R&D earnings of any country in the European Union, thanks to France's research tax credit and the "innovative new company" (JEI) status.

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

For further information, please visit: www.businessfrance.fr

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