



# BUSINESS FRANCE :

supporting the international development of French businesses and foreign investments in France

Choose **France**<sup>TM</sup> 



# Who are we?

**Business France is a “public service agency” that seeks to:**

- **Support the international development of French businesses** in particular mid-size companies and growing SMEs;
- **Promote sectors of French excellence and the sectors of the future**, to build on our competitiveness and innovation;
- **Support the international development of French businesses and young people** by developing International Business Volunteering (VIE).
- **Prospect and attract foreign investments to France that add value and create jobs**, as well as welcoming and supporting international talent;
- **Promote the economic image of France**, its businesses and its regions.

# TEAM FRANCE EXPORT

The gathering of all the public solutions proposed by:



More than **1,000** ADVISERS IN FRANCE AND ABROAD

**250**

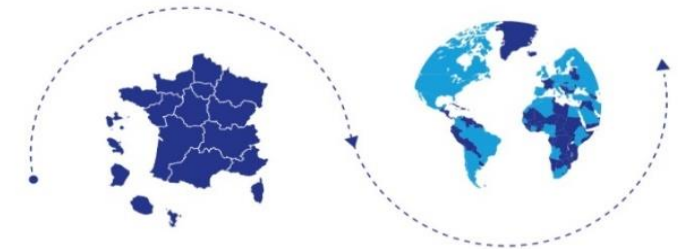
INTERNATIONAL  
ADVISERS  
IN THE REGIONS

**750**

INTERNATIONAL  
ADVISERS  
ABROAD

**40**

SECTOR REFERENCE  
ADVISERS  
IN PARIS



ALL THE EXPORT SOLUTIONS TO WIN ON

[www.teamfrance-export.fr](http://www.teamfrance-export.fr)

# WHAT DO WE DO?

**Committed alongside French companies**, our teams are mobilized to guide them on foreign markets, help them develop their export turnover and boost their HR with young people talents in International Volunteering in Business (V.I.E).

**Committed alongside foreign companies** to ensure success their projects in France, our experts inform investors on opportunities, put them in touch with decision-makers public and support them until they are set up.

**Lastly, committed alongside its public partners and private actors** gathered within Team France Export and Team France Invest, Business France coordinates a network contacts on the ground, pro-business

## EXPORT

- **Organize** pavilions on fairs, BtoB meetings, events, coaching
- **Inform you** on the latest news and trends in your sectors by country
- **Create business flows** with foreign buyers that may be looking for your products or services

## INVEST

- **Promotes** France's attractiveness
- **Prospects** and **supports** foreign investment in France
- **Helps you** to lead your project to a successful conclusion

# Key Figures



**5119**  
departures from  
V.I.E on assignment  
in 2021

**27,700**  
COMPANIES  
ACCOMPANIED  
(since 2018)

**8128**  
Projected SMEs  
and ETIs on the  
markets

**178,000**  
registered on 'My  
International  
Volunteering



France **1<sup>st</sup>**  
destination from  
Europe for  
foreigners  
investments

**1222**  
Offers for  
territorial  
locations

**5400**  
business  
interviews with  
international  
investors

**1930**  
investment projects  
detected and  
disseminated  
to French regions

# A full range of export solutions



## Information

- Information workshops
- Editorial products
- Interview with an expert



## Preparation

- Export diagnosis
- Mentoring / peering
- Trainings
- Development of an export action plan



## Market access advice

- Market prioritization
- Marketing studies
- Regulations & legal



## Market prospecting

- Tailor-made prospecting sequence
- France Export program
- Tailor-made preparation of an action abroad
- Public procurement support
- Reception in France of foreign buyers/order givers



## Communication

- International press relations
- Digital communication
- Networking-cocktail



## Market acceleration

- V.I.E
- Immersion and acceleration program

# Financing

Regional financing

Public financing

**bpi**france



**Trésor**  
DIRECTION GÉNÉRALE

Other financing



**MAI**  
Sens et croissance

# OUR SUPPORT TO HELP FRENCH COMPANIES WIN IN INTERNATIONAL MARKETS

Our objective is to **accelerate and strengthen your international presence** through our experience and our networks:



## PROVEN EXPERIENCE

- **10,000 SMEs and mid-size companies** benefit from our export-related services each year
- One in two businesses secures **a substantial business stream within six months** following the service

RECOGNIZED EFFECTIVE BY  
OUR CUSTOMERS



## PERSONALIZED SUPPORT

- The International Business Manager, works with you to build an **action plan in line with your needs and objectives**

PROXIMITY AND EXTENDED  
FOLLOW-UP



## AN INTERNATIONAL NETWORK OF SECTOR EXPERTS

- Capacity for action in **114 countries**
- **Multicultural teams** that understand your challenges,
- Full-fledged commercial development relays on their markets

THE STRENGTH OF A NETWORK  
OF CONTACTS ABROAD



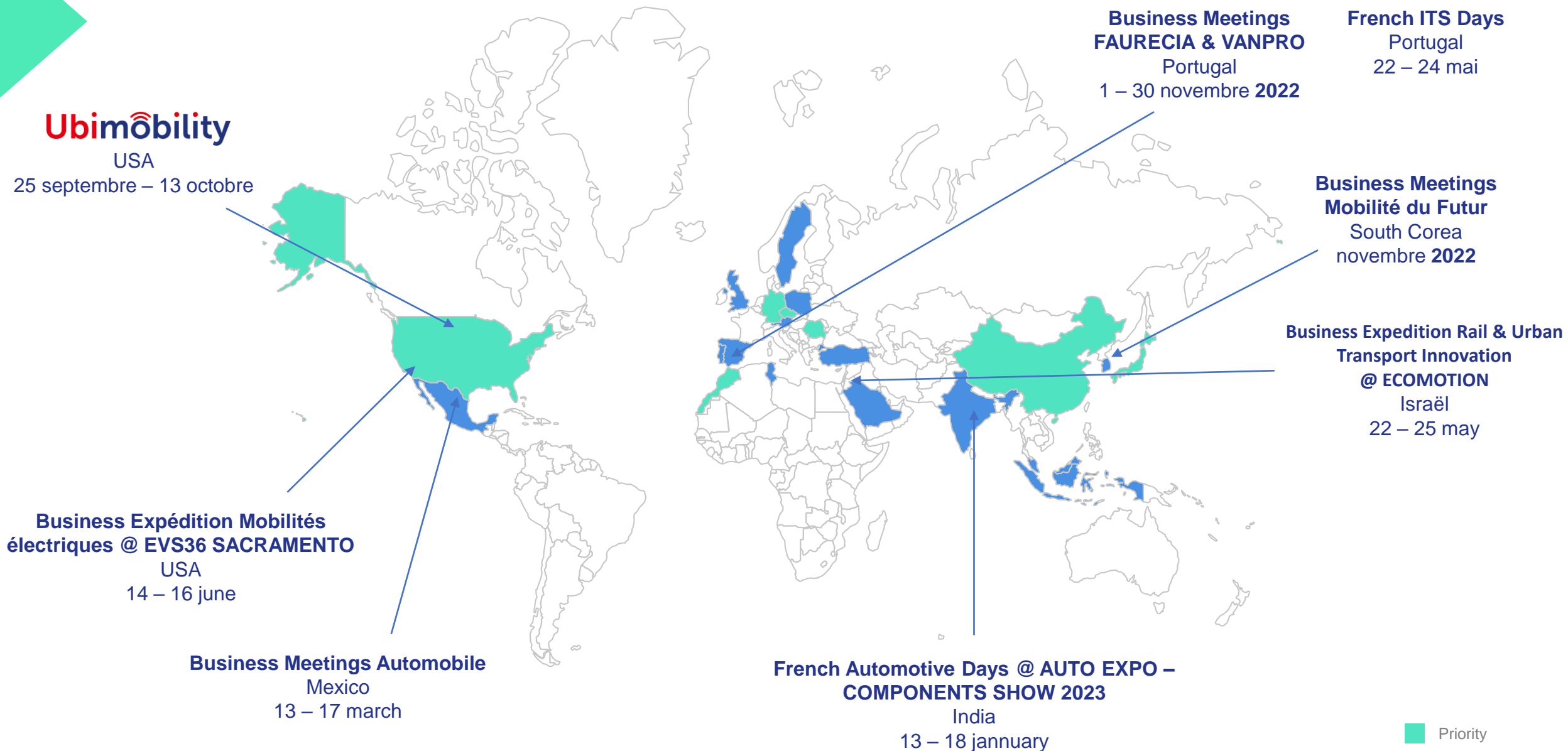
## THE ABILITY TO MOBILISE PARTNERS

- A strategic partnership with Bpifrance to meet your needs for **financing and guarantees**
- A continuum of solutions with **private partners**

THE CONSISTENCY OF A  
COMPREHENSIVE RANGE OF  
SOLUTIONS: INSURING,  
FINANCING, ACCELERATING

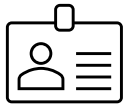


# Priority destinations 2023



Priority  
Challengers

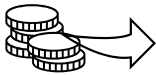
# Prioritization



Access / regulatory requirements



Projects and opportunities



Export flows



Macro/micro analysis



Main fairs



News



# Contacts



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