

WHY FRANCE REMAINS THE “Plat du Jour”

Monday 28 June 2010, 3.30pm – 7.30pm
London Chamber of Commerce, 33 Queen Street, EC4R 1AP

PROGRAMME

3.30PM	REGISTRATION AND TEA
4.00PM	CHAIRMAN'S WELCOME ADDRESS Chair TBC
4.05PM	BUSINESS CLIMATE IN FRANCE Fabrice Etienvre CEO, Invest in France Agency
4.20PM	ECONOMIC UPDATE AND BRITISH OPPORTUNITIES FOR BUSINESS Andrew Holt Deputy Director UKTI British Embassy, Paris
4.40PM	MARKETING YOUR BUSINESS IN FRANCE Richard Bloss Partner and European Sales The CRT Partnership
4.55PM	FRENCH TAX LAWS Speaker TBC
5.10PM	SUCCESS STORY: YOUR NEXT MARKET MAY BE FRANCE Richard Beghin Managing Director, Flicx UK Ltd
5.25PM	AVOIDING “FAUX PAS” ON BUSINESS ABROAD - A GUIDE TO FRENCH CULTURE AND BUSINESS ETIQUETTE Barry Tomalin Cross Cultural Lead, Fortis Consulting London
5.40PM	HOW THE ENTERPRISE EUROPE NETWORK CAN HELP YOUR BUSINESS Monika Matyastikova Enterprise Europe Network London
5.50PM	QUESTIONS AND ANSWERS
6.10PM	CHAIRMAN'S CLOSING REMARKS Chair TBC
6.15PM	NETWORKING RECEPTION
7.30PM	CLOSE

(Programme subject to change)

France, as the largest country in the EU, is one of the world's major economic forces, with interests spread across the globe, encompassing all the major industrial sectors. Given its prominence and significance in world trade, what are you doing about this market just across the Channel?

Strategically positioned at the heart of Europe, the world's largest market, France offers a favourable economic environment to potential UK exporters. Served by a highly developed transport and communication network, France has an advanced industrial economy, a sophisticated banking and financial system, and is a leading technological and cultural centre. It has a population of 62.4m consumers and is only 2¼ hours from London, enabling one-day business trips. Numerous industrial clusters and a highly trained workforce testify to the attractiveness of France as a business location, coupled with its fiscal incentives designed to help small and medium-sized enterprises.

As the UK's third largest export market and its third largest supplier, France has a market very similar to that of the UK. Most of what sells in the UK is likely to have a market in France.

What are the opportunities?

- Biotechnology and Life Sciences
- Pharmaceuticals and Healthcare
- Software and ICT
- Creative/Media/Design
- Niche Markets and Innovative Industries
- Financial and Insurance Services
- Environment and Renewable Energies
- Aerospace
- Automotive
- Chemicals
- Food and Drink

Why attend?

- To identify the sectoral and export opportunities for your company in France
- To understand the trends within French business culture and how to succeed
- To learn about the country's differences and find out how to best navigate these



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