

# DOING BUSINESS IN PARIS

## TRAINING SESSION ENTER THE FRENCH MARKET



# Program Schedule - Session 1 - Wednesday 9th June 2021

**8:30 Introduction**

**9:45 - 12:30: Understanding the French market**

➤ **Presentation of the French market:**

- Commercial Exchange between Slovenia/France
- Attractiveness and opportunities of the French Market
- Key figures (commercial, economic, social)

**Speaker:** Mr. Zacharie Bustreau , Business France Economic Attractiveness – Head of investment for the German-speaking region, Scandinavia, ECO and Russia in France

➤ **Intercultural approach of France and French people**

- Historical, social, economic and cultural particularities that influence practices of business

**Speaker:** Mr. Bernard Quinet, Doing Business in Paris, CCI Paris Ile-de-France

# Program Schedule - Session 1 - Wednesday 9th June 2021

## 14:00 - 16:00 How to get information on French markets

- **Presentation of specialized databases** (with a free access for most of them) to find published reports or to conduct a market / product research: industry sources, statistics data, trade information.
- **Exercise and group work:** retrieval of published reports and statistical data in dedicated databases

**Speaker:** Mr. Benoit MAILLE, Manager of competitive intelligence for Paris IDF CCI international operations

# Program Schedule - Session 1 - Wednesday 16th June 2021

## 9:00 - 12:30: Private sectors Buyers and Commercial Agents

### ➤ **Supply chain organization:**

- Different kinds of supply chain
- Organization /categories
- Trends and perspectives
- Commission and retro commissioning

**Speaker:** Ms. Isabelle Senand, Head of studies at Federation of Commerce and distribution

### ➤ **Profiles of Private sector buyers:**

- Purchasing Centers: mass market retailing, Retail, Large specialist stores, Chain stores;
- Purchasing services of large companies/ major accounts;
- Department stores;
- SMEs/SMIs Wholesalers;
- Shops and Distributors.

**Speaker:** Mr. Bernard Quinet, Doing Business in Paris, CCI Paris Ile-de-France

# Program Schedule - Session 1 - Wednesday 16th June 2021

## ➤ Commercial agents:

- How to identify a commercial agent
- The legal statute of a commercial agent
- The contract of a commercial agent
- Key Figures
- Websites for matching agents and companies

**Speaker:** Ms. Rachel Detain, Secretary General and Legal Department Manager of APAC France (French Professional Association of Commercial Agents)

# Program Schedule - Session 1 - Wednesday 16th June 2021

## 14:00 – 16:00 : Public procurement/tendering

- **Presentation of an efficient tool:** the Official bulletin of public procurement announcements (boamp.fr)
  - The site Boam.fr is in French but we'll do a translation during the demo of this essential tool
  - The Buyers concerned
  - Opportunities and constraints

**Speaker:** Mr. Bernard Quinet, Doing Business in Paris – CCI Paris Region

- **Presentation of the procedure and methodology to submit a proposal to a public tender by two French SMEs specialized on this subject**

**Speaker :** Ms Ruba Alabed Certified Architect -French Foreign Trade Adviser appointed by the Ministry of Foreign Affairs Other speaker to be confirmed

# Program Schedule - Session 1 - Thursday 17th June 2021

## 9:00 - 12:30: Best digital practices/channels to enter the French market

- 2020 French E commerce statistics and data
- Digital marketing strategies to enter the French market (content marketing, social media, influencers...)
- New digital marketing and e-commerce trends following the Covid 19 crisis
- Case studies

**Speaker:** Ms. Chloé Schepman, Digital marketing expert at ISMAC Business School Senior consultant in digital strategy and transformation with expertise in the luxury, sports and retail sectors.

# Program Schedule - Session 2 - Tuesday 7th September 2021

## 9:00 - 12:30 : Business and legal environment in the French market

### ➤ Preparation of distribution and sales contracts

Type of contracts (sale, purchase, services, distributorship etc.);  
Focus on general terms and conditions / tenders / negotiation process;  
Key points of a contract (scope, liquidated damages, liability, transfer of risks/ownership, warranty, IP, payment scheme, bank guarantees, termination, applicable law and ADR);  
Performance of a contract: focus on claims and dispute resolution.

**Speaker:** Mr. Nicolas Dos Santos , French-qualified attorney specialized in international sales and distribution contracts

### ➤ Implantation and domiciliation

**Speaker :** Mr. Antony Goichon, Major Accountant specialized in accompanying foreign companies



# Program Schedule - Session 2 - Tuesday 7th September 2021

## 14:00 - 17:30: Current sales practices in the negotiation

- Intercultural impact in negotiation and differences in profiles/attitudes between France & Slovenia (Pyramid of Levis)
- Cultural indicators to be taken into account in the buyer's behavior, decision-making capacity and direct/indirect communication (Meyer matrix)
- Definition of the stakes and objectives of prospecting by target (CAB, SONCAS, etc.)
- Negotiation techniques and tactics (BATNA, etc.) with a French target

The presentation will be illustrated by video, quiz and work shop detail at the end of the documentation

As part of this short intervention, these prerequisites will have to be presented alternately with one or 2 video + debriefing + 1 workshop in group simulation of negotiation + a fun quiz at the end of the day.

**Speaker:** Mr. Jean-Michel Pointard, Teacher Sup de Vente School of Paris Region Chamber of Commerce and Industry

# Program Schedule - Session 2 - Thursday 16th September 2021

## 9:00 - 12:30: Strategies of approach

- Through trade fairs/conventions: choice, cost, objectives

Illustrated cases according to the participant's profiles. Suggestion: Mission Slovenia at Maison et Objets

- Direct contact: Objectives and Methodologies:

- Identification of the target

- Qualification

- Building and writing the commercial

- Prospection and follow up

- Collect of information

- Organization of the planning

Case Study: suggestion Nem TeK

- Organization of events : seminar, launching of product, networking cocktail

Case study: suggestion Bioplasmar

**Speaker:** Mr. Bernard Quinet , Doing Business in Paris – CCI Paris Region

# Program Schedule - Session 2 - Thursday 16th September 2021

## 14:00 - 17:30: How to get information on French companies

Presentation of free specialised databases to identify companies corresponding to your needs (company directories and catalogues), to check their legal existence and to profile them (financial data, organisation, reputation...).

Exercise and group work: identification and interrogation of the appropriate company databases regarding to different needs

Objectives: provides you with practical tools to build your own database of prospection

**Speaker** : Mr. Benoit MAILLE, Manager of competitive intelligence for Paris IDF CCI international operations

# Program Schedule - Session 3 - Wednesday 29th September 2021

**14:00 – 18: 00: Feedback, applications and perspectives**

Each participant will shortly present his strategy to enter the French Market and will share ideas with the public

# DOING BUSINESS IN PARIS

Thank you for your attention

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