

# DOING BUSINESS IN PARIS

## APPROACH OF THE FRENCH MARKET

16 September 2021



# F - HOW TO IDENTIFY AND APPROACH BUYERS : STRATEGIES AND SOURCES OF IDENTIFICATION

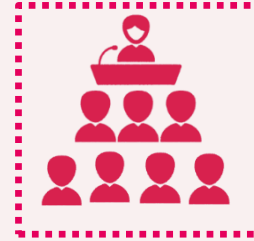
THROUGH TRADE  
FAIRS/CONVENTIONS



DIRECT CONTACT



ORGANIZATION  
OF EVENTS



(MARKET PLACES)



(PUBLIC  
PROCUREMENT/TENDERING)



# TRADE FAIRS AND CONVENTIONS

## THE OBJECTIVE OF A TRAD FAIR

- Demonstrate your ability to animate and promote your product (make it live);
- Show your know-how, your innovations;
- Demonstrate the strength of your business (you have the means to be there);
- Increase the visibility of all players in the sector;
- Collect coordinates and buyer's needs/Networking;
- Virtual convention : What could change after COVID 19.

# TRADE FAIRS AND CONVENTIONS : CHOOSE THE RIGHT TRADE FAIRE

- Sectors

- The must-see exhibitions : Maison et Objet, Pollutec, **Batimat**, le Bourget, **Vivatech**, ....

- Very specialized exhibitions : SYRHA, Milipol, Commercial Agent convention, ALL4Pack....

- BtoB or/and BtoC :

Ex/ Salon de l'agriculture, Foire de Paris, Salon de l'Auto

- Impact: global, geographic area, country, regional ?

Ex : le Sial,

- Frequency : Plan 3 to 4 participation in a range

# TRADE FAIRS AND CONVENTIONS : COST

- Travel
- Rent/Design and lay out
- Samples/demo
- Animation/communication
- Sides events (BtoB program, cocktail, sites visits...)
- Pavilion and shared space : a useful mean to lower the cost

# TRADE FAIRS AND CONVENTIONS : FOLLOW UP

- Synthesize, classify contacts by priority
- Systematically send a follow-up message
- Plan a new meeting after the first contact

# TRADE FAIRS AND CONVENTIONS

For Identifying Trade fair

- [https://www.eventseye.com/fairs/c0\\_salons\\_france.html](https://www.eventseye.com/fairs/c0_salons_france.html)
- <http://www.salon-entre-pros.fr/>
- Trade/Professional Union,

# DOING BUSINESS IN PARIS

## CASE STUDY APPROACH BY TRADE FAIR



**Individual BtoB meetings for 6 to 8 Slovenian companies exhibiting at “Maison & Objets”, in 2017, 2018 and 2019**



- Objectives: optimization of the participation to « Maison et Objet » for 6 to 8 designers and architects

Approach :

- Identification of the target : interior designers, architects, decorators , hotels, specialized distributors, concept stores
- Qualification and follow-up of prospects; organization of a BtoB meeting program during « M et O ».
- Organization of a networking cocktail under the supervision of the Embassy of Slovenia





## ORGANIZATION OF A BtoB MEETING PROGRAM



# METHODOLOGY OF APPROACH

Objective: To arrange a face-to-face meeting with the buyer

- Identification of potential buyers (**SEGMENTATION**)
- Qualification of prospects (names, contact details, etc.)
- Drafting of the offer/invitation
- Sending of the offer
- Follow up, call/email reminder and feedback collection
- Organization of the appointment schedule



# METHODOLOGY OF APPROACH: EXAMPLE OF COMMERCIAL OFFER

**Introduction :** *I am pleased to inform you that the Chamber of Commerce and Industry of Paris and the Embassy of Slovenia will receive a new delegation of Slovenian companies in the field of food processing from June 11 to 14.*

**Presentation of the activity highlighting innovation, commercial advantages, specificities, label, certification.... :** *Among them, the company which is a subsidiary of the Slovenian group XXXX (800 million Euro turnover and 6000 employees) specialized in the manufacture of Argeta, chicken pâté to be spread (also available with tuna, salmon and vegetables), without gluten and based on 100% natural elements. Argeta is certified; ISO 9001, ISO 14001, HACCP, HALAL, MSC, Food Safety, system FSSC 22000*

# METHODOLOGY OF APPROACH: EXAMPLE OF COMMERCIAL OFFER

**Commercial documentation :** *For more information, I invite you to visit the website XXXXX or see the documention attached*

**Avoid putting too many links or attaching too many documents. You risk being classified as SPAM.**

**Domestic market and Export project :**

*On its domestic market xxxx is distributed by Spar, Tus, Mercator, Lidl, Hofer, Leclerc and others. Approximately 80% of its production is exported, 97% of which to Europe, mainly through supermarkets: Coop, Leclerc, Spar, Hofer, Lidl, Migros, Yumbo ....*

*In France, xxxxx exported 21 tons of Aregta in 2017 via two distributors on a niche market (ethnic)*

# METHODOLOGY OF APPROACH: EXAMPLE OF COMMERCIAL OFFER

## Proposal of meeting :

*Mrs. xxxxx, the group's international manager, would be happy to present its products to you during a meeting in your offices between June 11 and 14.*

*Thank you for your feedback*

*Sincerely*

**Propose a well-defined date. If the buyer answers that he is not available, you can propose another date.**

**Systematically request a reading confirmation**

## Case study direct Approach

Specialist in energy consumption reduction, NEM.K's offer : analysis of the Electrical Energy Quality (QEE), monitoring of the energy consumption with a view to its management, and equipment solutions for monitoring the consumption and energy quality, HAAS (Hardware As A Service) and SAAS (Software As A Service) in cloud computing.

NEM.K proposes the implementation, without financial commitments, of a pilot site or the establishment of a method of remuneration on energy savings realized.

NEM.K's solutions are particularly suitable for multi-site point-of-sale networks.



Qualification of the target and segmentation

- **Network of bank agencies, organized in branches**

Targeted Contact: Regional CEO, technical services and logistics,  
Sustainable Development DPTs

- **Retail shops using ovens, technical installations, refrigerated appliances, refrigerated display cases, etc. (butchers, bakeries, fish counters, frozen products shops)**

Targeted Contact: managers of small retail chains, Regional CEO

- Adaptation and personalization of the commercial message.



# METHODOLOGY OF APPROACH PROSPECTION SCHEDULE

LISTE DE PROSPECTION NEMOTEK									
SOCIETE	ADRESSE	CP	VILLE	WEB	TELEPHONE	NOM	FONCTION	EMAIL	OBSERVATIONS
BANQUES DE RESEAU									
BPxx (Bxxxx)	xxxxxx	72214	Paris cedex 13		xxxxxx	xxxxxx	Chef de projet dev durable	<a href="mailto:xxxxx@bpc.fr">xxxxx@bpc.fr</a>	Identifié par Maxim le 24/02. mail envoyé le 25/02 et lu. Mozaque tel 02/03.04/03. Le 6/03 donne un nouveau contact. Envoi mail
	xxxxxx					xxxxxx	IRépondable de Projets Opérations Militaires, Diverses Initiatives et Services Globaux Groupes	<a href="mailto:xxxxxx@bpc.fr">xxxxxx@bpc.fr</a>	Rendez-vous avec xxxxxx le 27 mars à 10 heures Mail envoyé le 6/03
BxxxxD	xxxxxx	75404	Paris		xxxxxx				Le service achat m'oriente vers le dir du dev durable
					xxxxxx	Madame xxxxx	Répondable du dev Durable	<a href="mailto:anne-charlotte.delort@bpc.fr">anne-charlotte.delort@bpc.fr</a>	Le 16/2 mozaque. Conversation téléphonique le 11- Le réseau informatique est équipé de ce type de système. M'orientera vers l'interlocuteur. Relance le 18/02 par mail. En vacances. De retour le 23/02. Mozaque de relance le 23/04. Dis-cussion telle 02/03 me promet une réponse le semaine prochaine. 11 mars rendez-vous préparé le 27/03 par mail

NORD OUEST									
Crédit xxxxx Nord de France	xxxxxx	59020	Lille	<a href="http://www.crd.fr">www.crd.fr</a>	xxxxxx	xxxxxx	zable développement	<a href="mailto:xxxxx@crd.fr">xxxxx@crd.fr</a>	Appelle 23/02. xxxxx dit qu'au niveau national dis-cussion avec xxxxx par ce sujet et qu'une étude de projet est en cours. Elle répond que la demande est au bien trop prématurée ou bien trop tardive. Je lui propose de lui envoyer un email tout de même. Mail adressé le 02/03. est en congé jusqu'au 9/03. Mail lu le 02/03
Banque du Nord	xxxxxx	59700	Marquien-Baraqui	<a href="http://www.banque-nord.fr">www.banque-nord.fr</a>	xxxxxx	xxxxxx	Répondable développement durable	<a href="mailto:xxxxx@banque-nord.fr">xxxxx@banque-nord.fr</a>	Appelle 02/03 Monsieur est par disponible, en me propose de lui envoyer un email. Mail envoyé le 5/03. De retour le 9. Mail lu
CAISSE D'XXXXXXXXX DE PICARDIE	xxxxxx	80064	Amiens	<a href="http://www.caisse-picardie.fr">www.caisse-picardie.fr</a>	xxxxxx	xxxxxx	Qualité et développe	<a href="mailto:xxxxx@caisse-picardie.fr">xxxxx@caisse-picardie.fr</a>	Appel 23/02 en me propose de parler à M. xxxxx si il n'est pas disponible. Mail envoyé le 27/02 de retour le 9/03. Mail lu le 03/03. Ne s'occupe plus que de la qualité me dirige vers le rdd. Dev durable. Renvoi un mail. Il me dirige vers le rdd. Prépare un rdv le 8-10/04





# ORGANIZATION OF A SPECIAL EVEN/PROOF OF CONCEPT

- **For example Seminar/conference/, cocktail of networking/Tasting/**
- Refer to the advantages of a Trade show: ability to make the product live, demonstration of means, Inform on an innovation/communicate on its know-how... .
- Gathered the whole ecosystem of a sector (buyers, experts, institutional, influencers....)



# COMMERCIAL APPROACH AND INNOVATION

- Proof of concept
- Integration/evolution in existing process  
Implies Co-development as JV

Market survey / Fund raising for development

## INDIVIDUAL MISSION BIOPLASMAR



**Client:** Bioplasmar, an Israeli start up having developed for 4 years an innovative technology based on the use of organic waste, vegetable glue, and a biodegradable coating for the manufacture of biodegradable products in the soil, alternative for plastic replacement.

**Objective:**

Strategy support, accompanying, networking with partners throughout the project to develop the business in France.

**Prestation:**

- BtoB meeting program with public and private distributors and partners.
- Organization of an in situ experiment with the City of Paris. [Film Bioplasmar 020617 ST ENG](#)
- Support for the creation of a pilot joint venture production site with Veolia's subsidiary SEDE.

# Biodegradable plastic material replacement By Zamir Eldar

CCI – Bernard  
Quinet  
Doing Business in  
Paris

[www.biodiversitymatters.com](https://www.biodiversitymatters.com)  
10 Mars 2021



Confidentiel

## Made from organic waste from the local circular economy



**Vegetable & compost**



**Adaptable format**



**Attractive price**



# The Development From idea to product



Birth of the idea

From baker to inventor

Creation of Bioplasmar

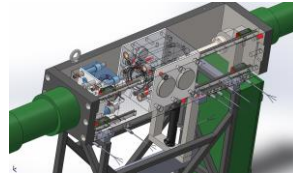


Trials in the kitchen proof of concept



Search of funds

Industrialisation of the concept



First engineering design

Machine manufacturing

First manufacturing line



**CCI**  
*doing business in Paris*



Search for industrial partners in France (VEOLIA)



Trials with potential clients



Negotiation Joint Venture Bioplasmar & Veolia

Creation of Poethic



Industrialisation & commercialisation

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020



Production line in China to reduce costs  
Trials in Israel

Production line in France

## Study case 2 Special event

**Objective:** organization of support program for some 20 Finnish companies in the lithium battery sector on 30 and 31 January 2020.

### Day One :

**Visit to Renault's technocentre and an exchange with group experts** in the field of storage, battery and electric vehicles :

- **Seminar on lithium batteries attended by the PSA Group and Veolia.**
- **Cocktail of Networking that gathers about 120 people** at the Embassy of Finland including several corporates such as Engie, Bolloré, Renault, Dalkia, Veolia, institutional (Ministry of Energy Transition) and many experts.

### Day two :

- **Morning of BtoB and networking** during which corporates (Bolloré, PSA, Engie )exposed their activities and their need in the field of Lithium Ion batteries; and exchanged with Finnish companies.





# DOING BUSINESS IN PARIS

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information:**

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## Thank you for your attention

