

ATELIER

Doing business with the French!

La JOURNÉE
DES ENTREPRENEURS
BRETONS
QUI OSENT
Le monde !



OPEN de
L'INTERNATIONAL

4 juillet 2016
Le CHORUS, Vannes

I^{ve} édition

BRETAGNE^{BE}
COMMERCE
INTERNATIONAL

Avec le soutien de / With the support of



CCI BRETAGNE

Speaker

Didier Sturlan

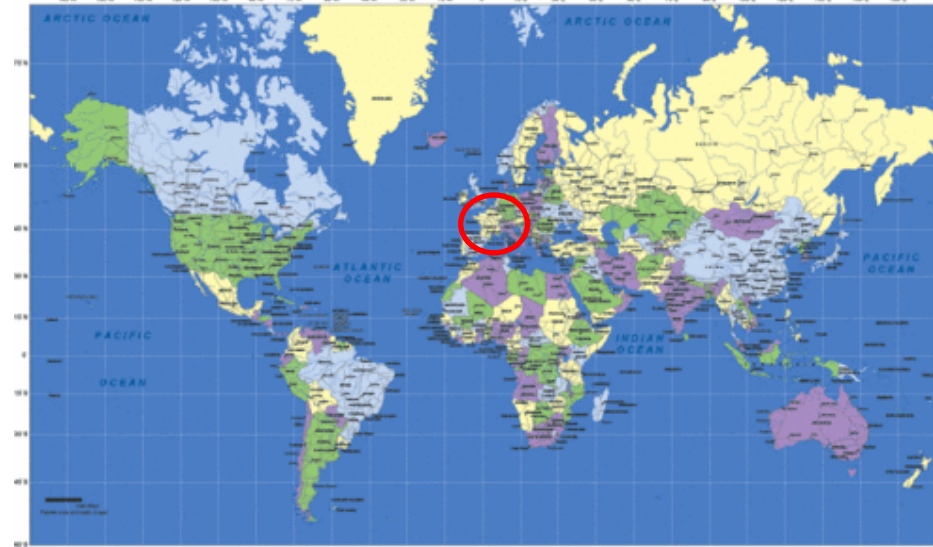
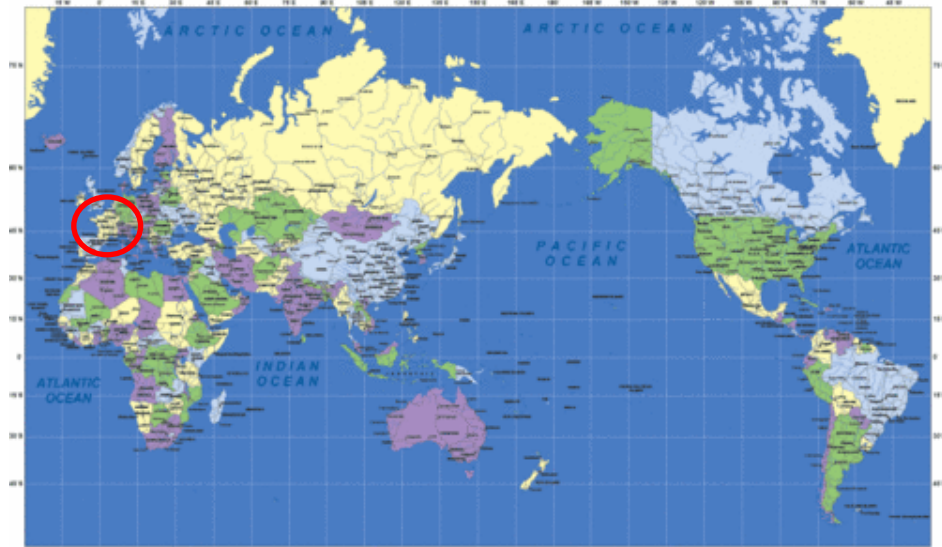
General Manager Foreign Direct Investments

Bretagne Commerce International

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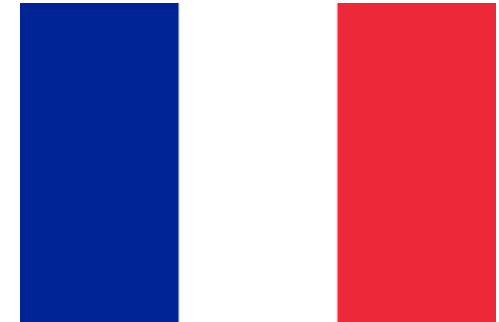
1. France overview
2. Cultural aspects
3. Company experiences
4. Q&A

France depending on where you are



France overview

Country overview



Population: 66 206 930

Total area: 549 087 km²

Capital: Paris

Currency: EURO

Language: French

Source: Insee

France still a dynamic economy...

Europe's 2nd largest economy and the 6th largest in the world

2nd largest market in Europe by GDP per capita and 2nd Europe's largest consumer market

World-class industrial sectors:

- Europe's largest aerospace and nuclear industries
- Europe's 2nd largest chemical industry
- Europe's 3rd largest agri-food industry
- Europe's 4th largest ICT sector



... and an attractive country

Dynamic foreign companies in France:

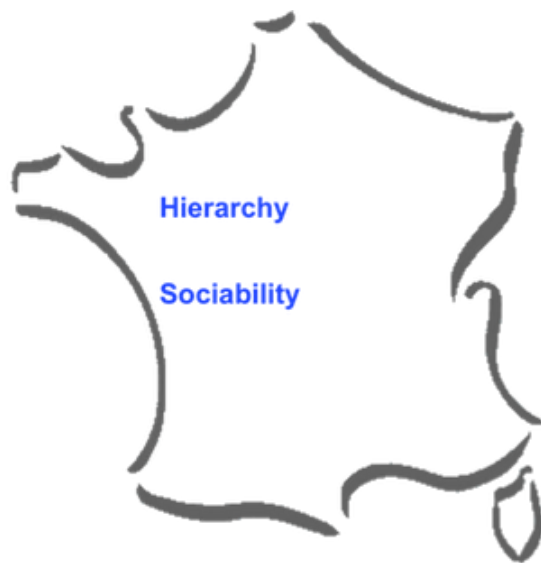
- More than 20 000 foreign-owned companies doing business in France
- Foreign companies established in France employ nearly 2 million people, generating 1/3 of all French exports and undertake 29% of all business enterprise R&D expenditure (BERD) in France
- **World's leading destination for foreign tourists :** more than 84 million visitors
- **Bretagne overview:**
 - 28 000 km² (3,258 million inhabitants in 2016)
 - Main city: Rennes
 - 489 foreign companies are present in Bretagne (33 682 jobs created or maintained in 2015)



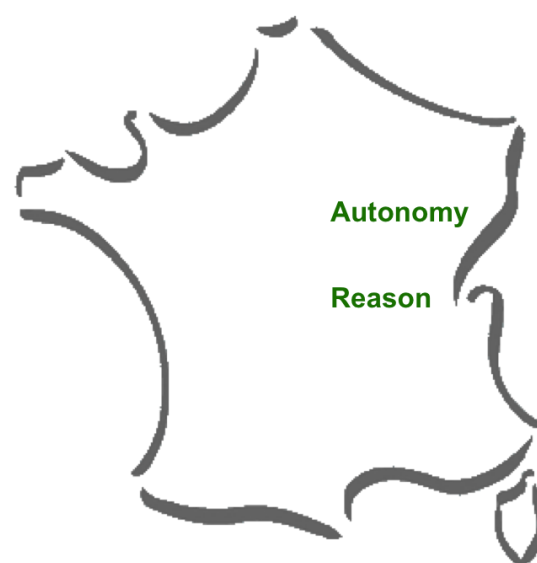
Cultural aspects

How to evaluate the French mentality

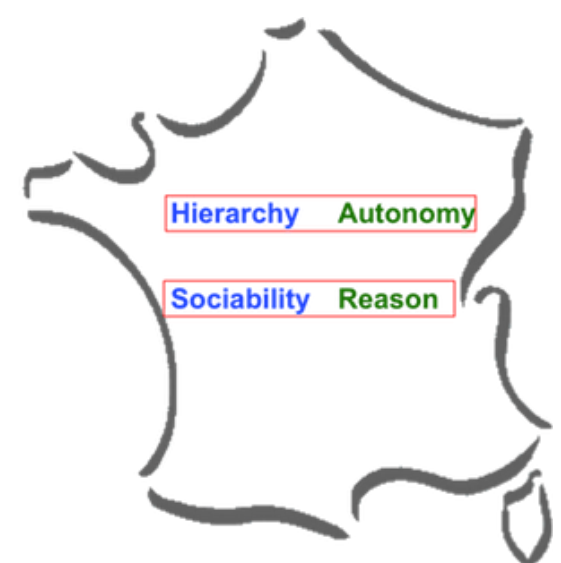
... and its consequences in managing French people



South Europe
South America
North Africa
Asia



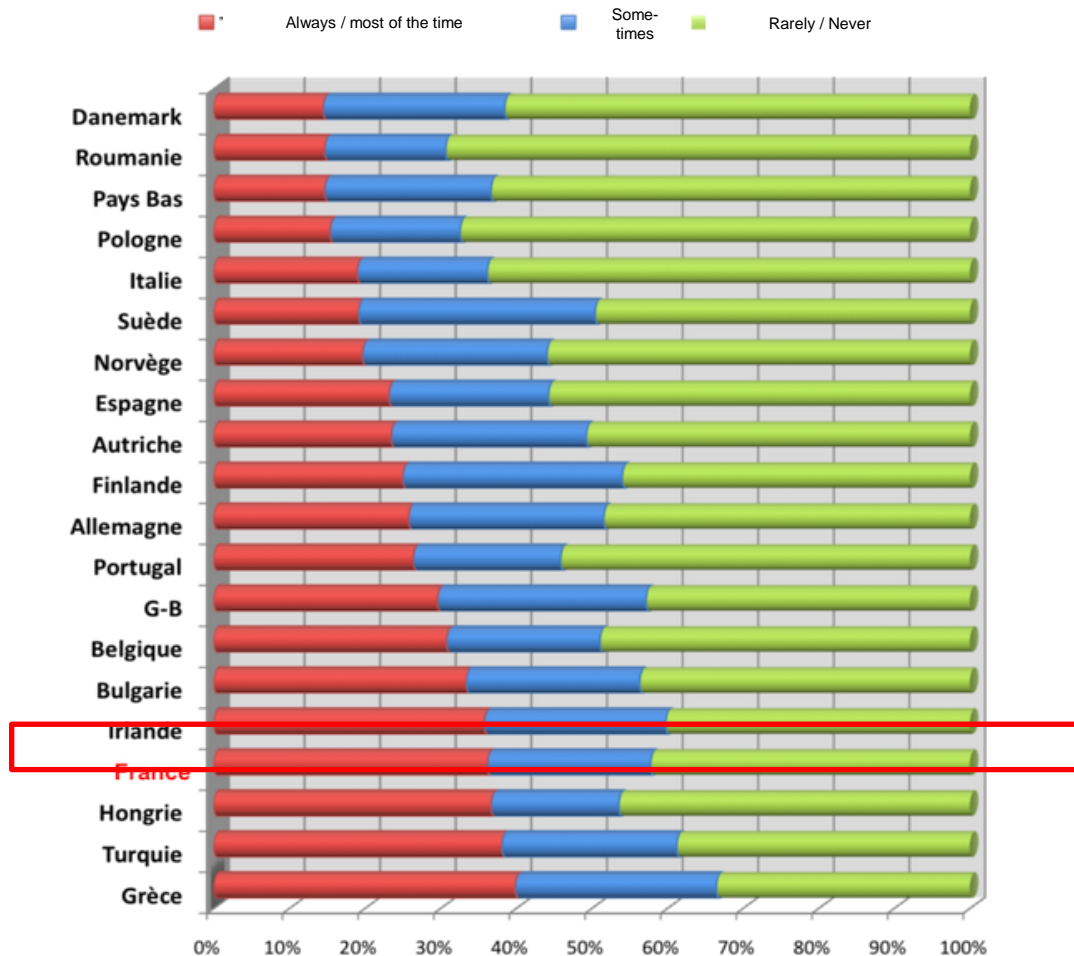
North Europe
Germany
North America



France

Take account of our psychological dualism

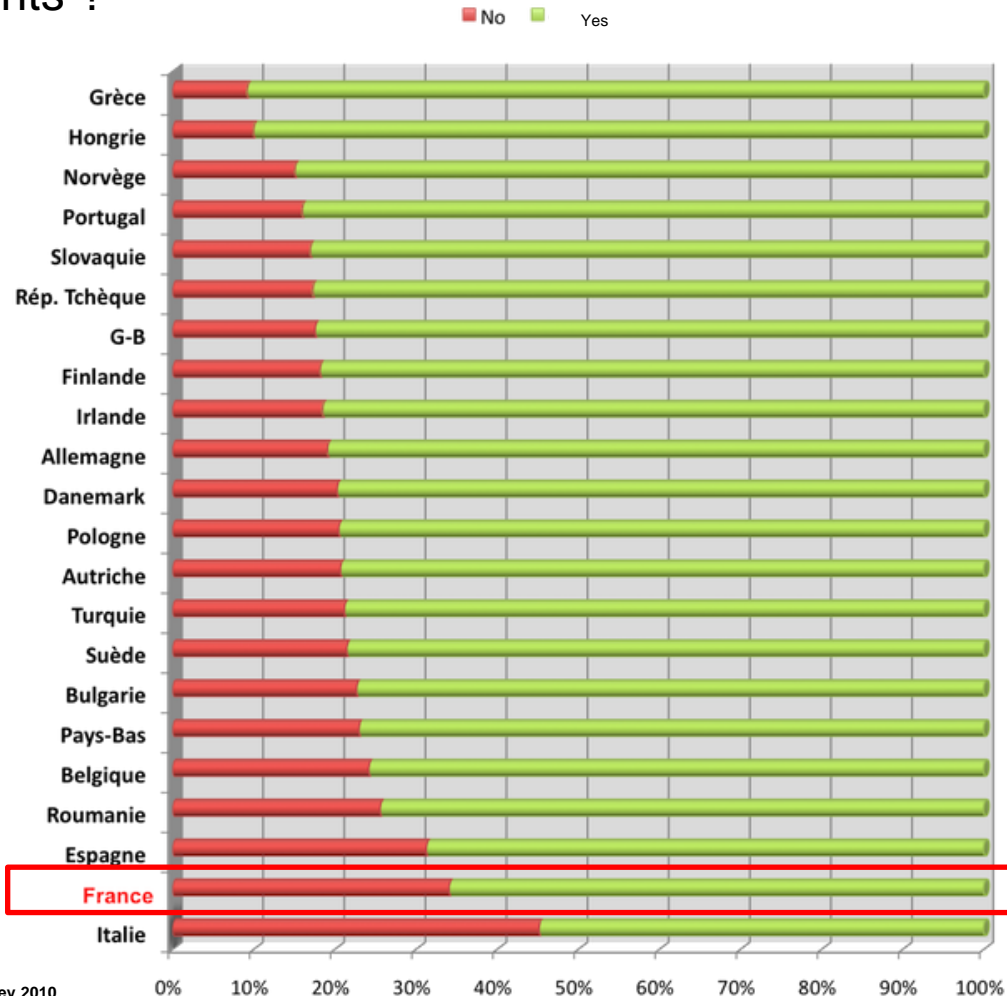
- Do you need to hide your emotion in your daily job ?



Source: Eurofound - Survey 2010

Consider our management behavior

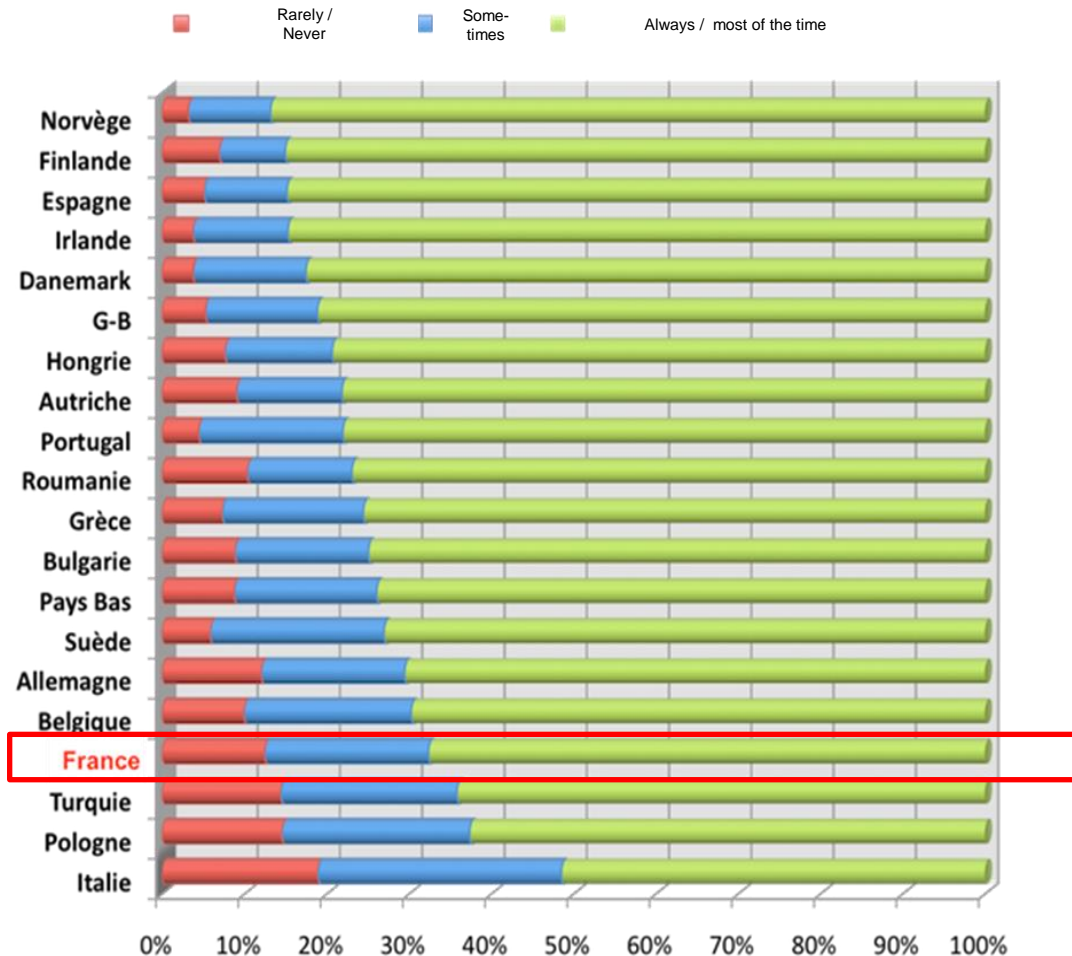
- Generally speaking, does your supervisor give some comments on your achievements ?



Source: Eurofound - Survey 2010

Use our collective strength

- Do you get some help from your colleagues ?



Source: Eurofound - Survey 2010

General communication in France

- French people consider **first three seconds or first three gestures very important.**
- **Various verbal and non-verbal communication issues:**
 - Formality is highly regarded
 - Colleagues on the same level generally use first names
 - Attention to detail is much appreciated
 - At a business or social meeting: shake hands with everyone present when arriving or leaving.
 - “La bise”(kiss on both cheeks) is usually used when family and close friends greet one another, and for close colleagues

Business meeting planning

Be careful when you want to schedule meetings!

- Remember that many French take several weeks off in the summer. Some companies even close operations for the entire month of August
- Take also into account that a lot of offices are deserted during Christmas and Easter school closings
- In France, meetings are held to discuss issues not necessarily to make decision

Negotiation process

Be patient !

- Debate and discussions are common in French negotiations process
- Don't be afraid to interrupt and ask questions
- Express your interest to your counterparts and take it as positive sign if you are being interrupted
- Aggressive selling techniques don't work
- Remember the hierarchical structure of organizations in France = external negotiations, then internal negotiations and top decisions
- Seek out the top decision maker to speed up your negotiations
- ... And don't underestimate or neglect other intermediaries !

Company experiences

Two experiences with the French

- The French Taboo
- You only live twice

Speaker

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Questions/Answers

Thank you for your attention!

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