

Beat: Business

## RENCONTRES D AFFAIRES FRANCOPHONES PARIS 2018

November 8, Maison De La Mutualite

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**USPA NEWS** - FRENCH is spoken in Each of the Five Continents by more than 200 Million People, and is the Second Most Widespread Language after English. It is also an Official Language in 29 Countries, and is spoken in Southern Belgium, Western Switzerland, Monaco, Canada, North Africa and many others. French is an Official Language of Many International Organisations such as the United Nations, the European Union and NATO, to name a few.

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Communicating Across Cultures begins with the Basic Understanding that one size does not fit all. Simply because you practice Certain Cultural Habits or Patterns, does not mean that the Rest of the World does. Failing to recognize and adapt to this Diversity can mean the Difference between a Successful Transaction and Failure. Culture provides a Framework for Acceptable Behaviour and Differences in Ideals need to be recognised, valued and appreciated before any Real Communication can take Place. While France is a Culturally Aware Nation, the French also have High Expectations when it comes to understanding their Culture. First Impressions are very important to the French, and may have a Strong Impact on the Outcome of your Business Relationship.

Meetings come in a Variety of Forms, and are more important than ever in Business today. There are the Everyday Office Meetings, Board Meetings, and Seminars. Meetings can now be Face-To-Face, by Teleconference, Video-Conference, or Online via the Internet. Meetings are a Common Form of Corporate Life in France. It is Essential to recognise the Value of Planning for a Meeting, according to the Principles of Proper Etiquette. Deciding on the Contents of the Meeting and the Appropriate Negotiation Strategies should be based on the Cultural Habits and Customs of the Country.

This Importance of Tradition is Evident in French Business Protocol, which adheres to Persistent Formality in the Negotiation Stages. You cannot change the Serious Approach that your French Counterparts. The International Organisation of La Francophonie (IOF) represents One of the Biggest Linguistic Zones in the World. Its Members share more than just a Common Language. They also share the Humanist Values promoted by the French Language. The French Language and its Humanist Values represent the Two Cornerstones on which the International Organisation of La Francophonie is based. It was created in 1970. Its Mission is to embody the Active Solidarity between its 84 Member States and Governments (58 Members and 26 Observers), which together represent over one-third of the United Nations' Member States and account for a Population of over 900 Million People, including 274 Million French Speakers.

The IOF has its Head Office in Paris as well as Four Permanent Representations in Addis Ababa (at the African Union and at the United Nations Economic Commission for Africa), in Brussels (at the European Union), in New York and in Geneva (at the UN). It has three regional offices (West Africa ; Central Africa and Indian Ocean ; Asia-Pacific) located respectively in Lomé (Togo), Libreville (Gabon) and Hanoi (Vietnam) and two regional antennas in Bucharest (Romania) and in Port-au-Prince (Haiti).

Benchmarks from IOF :

- \* There are an estimated 274 million French Speakers Worldwide.
- \* French is the 5th most widely Spoken Language on the Planet and the Only One, together with English, to be Spoken on all Five Continents.
- \* French is the 2nd Business Language of the European Area and the 3rd Global Business Language in the World.
- \* French is the 4th most widely Used Language on the Web

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- Welcoming Speech by David Kassar, President of "Mission Internationale", followed by an Introduction Speech by François Asselin,

president of CPME.

- (1\*) Debate La francophonie, the Opening Door to International Relationships. Animated by Christine Gilguy, Editor in Chief Moci

\* Dominique Brunin, Development of La Chambre de Commerce Franco Arabe

\* Etienne Giros, Deputy President of CIAN

\* Pierre Marc Johnson, Counsel in Law Firm Lavery Avocats, Former Prime Minister of Québec

\* Pierre Buhler, President of l'Institut Français

- Introduction of Group of French Employers by Charles Greber, Communication Manager of Groupement du Patronat Francophone (GPF)

- Importance of Protecting Innovation Internationally by par Alain Juillet, Specialist on Economic Intelligence, Former Director of Intelligence at DGSE

- (2\*) Digital Transformation Internationally. Animated by Annie Lichtner, Journalist specialized in Web Technologies and founder of My Digital Week.

\* Daniel Benchimol, President of DigitalPlace

\* Anne de Kerckhove, CEO of Freespee, Business Angel & Serial Entrepreneur

\* Nicolas Sekkaki, CEO d'IBM France

\* Justin Ziegler, Co-founder & Technical Director of PriceMinister up to 2017, Entrepreneur & Business Angel

- Workshops & Networking

\* International Payment Garanties - Euler Hermes

\* International Umbrella Company - Sage SA from Freelance.com Group

\* International Marketing- Mission Internationale

\* International Financing for PME / PMI - Bpifrance

\* Innovative Technologies helping Internationalization - IBM

\* Accompanying Solutions to Internationalization - Mission Internationale

\* Québec, Opening Door to North America - Lavery de Billy & Mission Internationale

\* Vietnam, Opening Door to Asia - Archétype France

\* Morocco, Opening Door to Maghreb - Chamber of Commerce Franco-Arab

\* Ivory Coast, Opening Door to West Africa - CIAN

\* Focus on Belgium - CCI France Belgique

- Plenary Talks

\* Supporting Corporates, PME / PMI Internationally - François Perret, CEO Pacte PME

\* International Criminal Risk - Eric Dupont-Moretti & Antoine Vey, Lawyers in Paris Court

\* International Public / Private Financing for PME / PMI / ETI - Animated by Cecile Desjardins, Financial Journalist. Pablo Novo (Export Executive Director Bpifrance) - Olivier Chazal (Energy Financing Corporate Advisor & in charge of Club Ardeme Internaional)- Bruno François (in charge of Trade Finance France BNP Paribas).

\* Stéphane Lévin, Entrepreneur serving the Exploration

Source : Rencontres D'Affaires Francophones Paris 2018 on November 9, 2018 @ Maison de la Mutualité (Paris)

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