



PRESS RELEASE

Paris, June 18, 2020

Official launch of teamfrance-export.fr

The new “Team France Export” system, supporting the international success of French businesses, is 100% active

On June 17, 2019 in Rouen, on the occasion of the first Team France Export National Convention, Edouard Philippe, Prime Minister, in the presence of Hervé Morin, President of Regions of France and President of the Normandie Region, officially launched the 14 regional Teamfrance-export.fr platforms.

“The Digital Solutions Platform”, which we’re launching today in every region, demonstrates our desire to ensure that Team France’s work focuses on client proximity, is easy to understand and stands out from that of other service providers. Thanks to this platform, the teams from Business France and the Chambers of Commerce and Industry will be able to better detect and prepare export businesses,” said Edouard Philippe, the Prime Minister.

The implementation of the “Team France Export” reform is based on a digital interface: www.teamfrance-export.fr. Designed for and with businesses including export support and financing partners, a base designed at the national level makes it possible to pool functionalities, ergonomics and navigation, the main contents and intuitive access to a concentrate of the best solutions, all the wealth of the public or private partners of Team France Export.

The teamfrance-export.fr platform is available, personalized and enriched in content by each region (specific offers and assistance, local events and all regional export news), offering a real digital coach for French SMEs and mid-sized companies in mainland France and overseas. Businesses have access to all the measures and assistance implemented by their region as part of its economic development strategy.

Why teamfrance-export.fr?

- To provide digital tools and innovative solutions adapted to businesses based on their specific profiles, to help them start, structure and fast-track their international development.

- To build a real center of resources and advice, and to offer answers and a value chain led by the France Export Team and its partners, all of which meets the needs of businesses
- To offer everyone a course in complete autonomy, but also to offer a connection with those who, if they are nearby, can advise and support a particular business.

"The good news with 'Team France Export' is that by combining the efforts of Business France with the Chambers of Commerce and Industry and Bpifrance in France, along with the best private operators abroad, we're creating an unprecedented team to support our businesses. With the guarantee of consistent and effective support throughout their export journey, we can look forward to results and success stories from 2020!" said Christophe Lecourtier, Chief Executive Officer at Business France.

"Going international, for all our businesses, means growth and employment. And obviously, we'll all have to work towards this. This is what we've done with Business France. We created 'Team France Export', which is a pooling of resources and expertise across all regions. It is thanks to this unprecedented alliance that we'll better support our businesses on the international stage," said Pierre Goguet, President of CCI France.

"The participation of Bpifrance, the export bank, as a founding member of 'Team France Export', means that we can structurally combine the expertise of financing and that of support, to achieve our common aim of France being a country of export entrepreneurs," said Nicolas Dufourcq, Chief Executive Officer of Bpifrance.

Focus: Normandie, Pilot Region with the deployment of the Xport Accelerator

Launched in Normandie in 2018 with a spirit of openness, the Xport Accelerator provides, under the leadership of the Normandie Development Agency, a one-stop shop for all Normandie businesses wishing to develop their export turnover.

"Out of the 207 businesses supported by the Xport accelerator since it was created, 30% are first-time exporters, which confirms the relevance of the Normandie system for export. These positive results are the result of a simplified approach, combined with competitive financing. Regional aid for international markets, such as the Impulsion Export scheme and co-payment, have supported around 1,000 Normandie businesses with their export efforts, up to a total of €17 million over three years. This assessment makes Normandie the second most open region to the outside world," declared Hervé Morin, President of the Normandie Region.

Team France Export

The union of public key players supporting the international development of French businesses and private key players offering solutions, within a "Team France Export", aims to offer SMEs and mid-size companies in France a clear, efficient and adapted system. It offers a continuum of solutions, from preparation to international launch: from the French regions to foreign markets, Team France Export guides SMEs towards solutions that meet their needs.

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 56 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr [@businessfrance](https://twitter.com/businessfrance)

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