



PRESS RELEASE

JULY 2, 2025

BPIFRANCE LAUNCHES THE 'INTERNATIONAL BUSINESS DIAGNOSIS', OPERATED BY BUSINESS FRANCE

Paris, July 2, 2025 – Bpifrance, in partnership with Business France, is launching a new support program designed to help French businesses to identify and test the most promising international markets for their activities.

The “International Business Diagnosis” will serve as an essential springboard for businesses launching or expanding their international development and to gain exposure to realities on the ground, thanks to support from a Team France Export advisor operated by Business France. Bpifrance will cover up to 47.7% of the total costs of the initiative for SMEs (subject to eligibility).

This program, which will last on average for three months, will enable businesses to:

- Review their export project and adapt their approach strategy to the target market.
- Benefit from commercial and intercultural preparation.
- Approach potential customers and partners to obtain detailed feedback on their offering and to secure business meetings.
- Capitalize on a monitoring and recommendations phase to pursue their development plan.

The number of businesses supported will increase to 300 in 2026 and 350 in 2027.

Matthieu Heslouin, Executive Director in charge of the Bpifrance Advisory Board, said: “International expansion requires preparation. With this assessment, we are giving SMEs and mid-size companies the means to ask the right questions, prepare, test markets and build local relationships to better conquer new markets. Bpifrance also offers a continuum of financial solutions to facilitate and secure commercial contracts. Alongside Business France and Team France Export, we’re accelerating the export ambitions of French entrepreneurs.”

Benoit Trivulce, Acting Chief Executive Officer of Business France, said: “Drawing on Business France’s field experience in export support and the collective drive of Team France Export, this product, co-developed with Bpifrance, offers SMEs and mid-size companies a new boost to structure their international projects. It is a practical tool, designed to transform export ambitions into lasting success.”

This approach is consistent with the actions carried out by Team France Export, bringing together Bpifrance, Business France and Chambers of Commerce and Industry, to promote public policies supporting the international development of French SMEs and mid-size companies.

In practice, businesses in France benefit from the support of their Team France Export advisor. Abroad, this system is based on a rigorous methodology that includes market analysis, validation of targets identified by Business France offices, discussions with local experts and feedback from qualified leads.

For further information, please follow the link: <https://diag.bpifrance.fr/diag-business-international>

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About Bpifrance

Bpifrance finances businesses – at every stage of their development – with credit, guarantees and equity, while also supporting them in their innovation and international projects. Bpifrance also handles their export activities, through a wide range of products. Consulting, university support, networking and an acceleration program for startups, SMEs and mid-size companies are also part of the services offered to entrepreneurs. Thanks to Bpifrance and its 50 regional offices, entrepreneurs benefit from a close, unique and effective point of contact to help them meet their challenges.

For further information, please visit: www.bpifrance.com – presse.bpifrance.fr

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About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France's firms, business image and nationwide attractiveness as an investment location, and it also runs the V.I.E international program. Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2024, support from Business France made it possible to generate €1.8 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 31,010 jobs created or planned. Business France supported 66% of the 1,688 foreign investment decisions in 2024, accounting for 69% of the 37,787 jobs to be created or maintained nationwide within the next three years.

For further information, visit: www.businessfrance.fr