

PRESS RELEASE

Paris, September 17, 2025

**Bpifrance and Business France renew their strategic partnership to accelerate the internationalization of French SMEs and mid-size companies**

**Paris, September 17, 2025 – After 10 years of strategic partnership, a renewal agreement has been signed by Bpifrance and Business France for the period 2025-2027. This step marks a shared desire to fast-track the internationalization of French SMEs and mid-size companies by combining support, financing and regional cohesion to increase the competitiveness and influence of the French economy internationally.**



Benoit Trivulce, Acting Chief Executive Officer of Business France and Nicolas Dufourcq, Chief Executive Officer of Bpifrance

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At the heart of this enhanced co-operation is a new product, launched in early July, [the International Business Diagnostic](#), a new individual export support program developed by Bpifrance and operated by Business France. This innovative program enables French businesses to test their offerings with international players through a structured three-month process. It is divided into three stages: project framing, approval of the market approach with a local expert, and targeted prospecting.

**The ambitious objective of this program is to support 200 businesses by the end of the year and then gradually 2,000 by 2028.**

To achieve this, Bpifrance is employing substantial financial resources to encourage more French entrepreneurs to expand internationally. With 50 regional offices across France, the partnership integrates 45 Business France employees into Bpifrance's regional departments to provide comprehensive export support – financial and non-financial – that meets the needs of businesses as closely as possible.

At the same time, Bpifrance, through its international locations, **offers businesses a unique range of support and financing**, which is part of a Team France Export approach.

As founding members, Business France and Bpifrance aim to increase the number of exporters, develop the volume of French exports, and sustainably support the competitiveness of the entrepreneurial sector. By renewing their co-operation, the two institutions are once again displaying their ambition to make exports a major lever for growth and international influence for the French economy.

*"It is essential to provide strong support to companies in their export efforts, as this is one of the key drivers of our country's reindustrialisation. The long-standing partnership we are renewing with Business France marks a new step forward in our shared ambition: to inspire business leaders to embrace international opportunities and encourage them to take the leap, notably through the Diagnostic Business International. At Bpifrance, we firmly believe that going international is not optional – we stand alongside all companies that wish to expand beyond our borders."*

**Nicolas Dufourcq, Chief Executive Officer of Bpifrance**

*"We are convinced that there will be no strong economy without internationalization. With Bpifrance, we share the conviction that export is a major lever for growth and competitiveness for French SMEs and mid-size companies. The signing of this new agreement reflects our shared desire to offer them even more structured and accessible support, combining financing, expertise and proximity. Together, we provide them with tangible solutions, from export diagnostics to prospecting in foreign markets, to enable them to take a decisive step in their international development."*

**Benoit Trivulce, Acting Chief Executive Officer of Business France**

*"This new partnership framework enables us to offer export support that is more targeted, more operational, and above all, more accessible for SMEs and mid-size companies. By leading the Diagnostic Business International initiative, Bpifrance is demonstrating its ability to design and manage innovative schemes, closely aligned with on-the-ground realities and the needs of businesses."*

**Olivier Vincent, Executive Director in charge of Exports, Bpifrance**

*"Successful exporting requires solid preparation and tailored support. With Bpifrance, we offer SMEs and mid-size companies a comprehensive journey, from assessing their potential to proposing targeted international prospecting. This renewed partnership should enable more businesses to successfully embark into international markets."*

**Didier Boulogne, Chief Operating Officer (Export division) at Business France**

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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](http://www.bpifrance.com) – [presse.bpifrance.fr](http://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](http://www.businessfrance.fr)