



7th edition

International
Business
Partnering
Forum



July 1
2019



FRANCE
Brest, Le Quartz

WORKSHOP

Choose Bretagne



Bretagne at a glance

Didier STURLAN

Invest In Bretagne, Bretagne Commerce International

Bretagne region

A network of modern infrastructures



28,000 km²

3.25 million people

€81 billion GDP

2 Metropoles : Rennes & Brest

7 cities with more than 100,000 people

2 700 km coasts (42% of French coasts)



An extensive regional road network of **toll-free highways**



High speed trains (TGV), allowing fast and easy connections **to Paris in 1h25**



3 major commercial ports (Brest, Lorient, St Malo)



Easy international connections : from [Brest](#) and [Rennes](#) airports



High speed broadband using a fiber optic network aiming to connect 100% Households and companies by 2026



Bretagne International businesses

Key sectors



A STRONG ECONOMIC BASE



FOOD INDUSTRY & AGRICULTURE

#1 French region, 1 300 Co's, 70 000 employees, €20bn turnover, 1 innovation cluster : *Valorial*
34 500 farm businesses, 70 000 strong workforce, €9bn of turnover



DIGITAL SECTOR

#2 for R&D, 800 Co's, 50,000 employees,+3,500 researchers, 1 innovation cluster: *Images & Réseaux*, 1 technological research institute: *B<>COM*; Telecoms, multimedia, electronics, wireless networks, data processing, IOT, cloud computing, optics, software & contents



SHIPBUILDING & LEISURE MARINE SECTORS

#1 French region in marine sciences & technologies, 1 innovation cluster: *Pôle Mer Bretagne Atlantique*, 7,000 jobs, 1,300 Co's, €600M turnover in leisure marine & 11,600 jobs (70% in naval defence), 117 Co's, 19 research teams in shipbuilding



AUTOMOTIVE

Top 5 region in production, 250 Co's, 20,000 employees, PSA Peugeot/Citroën assembly plant



DEFENCE & SECURITY

380 Co's (50% services, 50% industry), **47 research teams**, 11 graduate schools, 1 center of excellence in cyber security and defence; naval defence & key pioneering technologies

FAST DEVELOPING SECTORS

GREEN BUSINESS

Smart Grids, eco-design, ecology, energy transition, sustainable building strategy and many innovations in green building



MARINE RENEWABLE ENERGIES

Among the top 3 regions in wind-power generation, 188 Co's, 5 technology types, 36 research teams, 2 test sites, 1 dedicated port facility: Port of Brest, 1 institute for energy transition: *France Energies Marines*



BIOTECHNOLOGIES

#3 French region, 150 co's, €400M of turnover, 3 marine biology stations, 1 « bio-booster » Capbiotek; specifications : marine and agri biotech; leaders: Yves Rocher, Biotrial, Roullier, Sanofi, etc. and numerous SME's & innovative start-ups



HEALTH

25 research units, **600 researchers**, 10,000 jobs in **2 university hospitals**, 8,000 jobs in 230 SMEs, 1 innovation & technology transfer center : *ID2Santé*, 1 cluster : *Atlanpole Biothérapie*



GREEN VEHICLE & MOBILITY

Projects leaders : **Blue Solutions (Bolloré)**, **PSA**, **Sanden**, **Autocruise**; a strategy for green cars & service-designed cars; 1 innovation cluster : *id4CAR*



Bretagne Human resources

Qualified & available men & women

- An excellent education system that reflects employers' needs
- Rennes is the main university center in Western France with 64,000 students every year among them 7,000 international students
- An excellent level of public & private research (15,000 researchers in ITC)
- High evaluation of “Developed in Bretagne” products
- In the face of global competition in the digital industry, “Developed in Bretagne” products stand out through their innovation and quality

Prestigious Institutes & universities in Bretagne (extract)

**Institut
Mines Telecom
/
Telecom Bretagne**

**ENSTA Bretagne
/
Engineering
school in
Electronics,
Informatics,
Mechanics...**

**Agrocampus
Ouest
/
Institute of
Agricultural &
Food Sciences**

**ENIB /
Engineering school
in Virtual reality,
Computing
sciences, Photonic,
Optoelectronic...**

**INRIA
/
Institute for
Research in IT &
Cybersecurity**

Bretagne Foreign Direct Investments



Key figures



Illustrative map

May 2016
Sources: Observatoire « Investir en Bretagne », Bretagne Commerce International
job - ISCO-LINE-BICE
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Bretagne « Invest in Bretagne »

Who we are

- “Invest in Bretagne” is the correspondent for Business France and other private partners in Bretagne
- Invest in Bretagne is part of Bretagne Commerce International, the point of contact for international companies in Bretagne
- Funded by the Region Bretagne and the CCI Bretagne
- At the heart of the Breton ecosystem : 1 000+ member firms, great relations with local companies, clusters and regional authorities
- Support of Invest in Bretagne to Foreign Investors

4 dedicated professionals

Prospection of new foreign investors

Free tailored support for foreign investors, from interest to effective installation

Free assistance for foreign investors already established in Bretagne, leading to **reinvestments**

Business Partnering Forum
Every 1st Monday in July

Open 2019

9h00	10h00	11h00	12h30	14h00	15h00	16h00
Asie : Retour d'expérience de 2 entrepreneurs bretons	Europe : Retour d'expérience de 3 entrepreneurs bretons	Conférence-Débat : l'Europe, notre marché naturel dans un monde instable	Repas Formule déjeuner à 10 €	USA : Retour d'expérience de 3 entrepreneurs bretons	Afrique : Retour d'expérience de 2 entrepreneurs bretons	Amérique latine : Retour d'expérience de 2 entrepreneurs bretons
Les aides financières pour faciliter votre développement international	La protection de votre marque à l'international			Brexit or not Brexit - Comment commercer avec le Royaume-Uni ?	Les aspects sanitaires de l'exportation	Les aspects réglementaires sur les accords de partenariat entre UE et pays tiers
Le Volontariat International en Entreprise (V.I.E)	Salons internationaux : bien se préparer pour optimiser son succès			Accélérer votre développement avec les douanes	RH à l'international : employer un salarié à temps partiel en Bretagne	DGA : les dispositifs de soutien à l'export pour les PME de Défense
	AGROLAFI, acteur de la filière maraichère au Burkina Faso			Blockchain & Trade Finance : digitalisation du commerce international, où en sommes-nous ?	Japon : les opportunités de l'Accord de libre-échange avec l'Union européenne	
Benelux : Panorama du marché	Assemblée générale de BCI			Allemagne : Besoins et attentes des circuits de distribution de produits alimentaires		
Chine : Les opportunités pour les européens	USA : Panorama du marché			Canada : Panorama du marché	Le digital : nouveau mode de prospection	Allemagne : Panorama du marché
Table ronde d'entrepreneurs : Comment utiliser une société de négoce ?	Table ronde d'entrepreneurs : Comment recouvrer ses impayés ?			Table ronde d'entrepreneurs : Comment changer de partenaire commercial ?	Table ronde d'entrepreneurs : Rémunérer au bon prix ses partenaires commerciaux	Table ronde d'entrepreneurs : Comment protéger sa propriété intellectuelle ?
<i>Choose Bretagne</i>	<i>Introduction to the maritime sector in Bretagne</i>			<i>Introduction to Renewable energies & Smartgrid sectors in Bretagne</i>	<i>Introduction to E-health & Biotech sectors in Bretagne</i>	<i>Introduction to Agri tech & Food tech sectors in Bretagne</i>
Rendez-vous B2B				Rendez-vous B2B >> Jusqu'à 19h		
Village des partenaires				Village des partenaires >> Jusqu'à 19h		
Présentation des services de BCI		Présentation des services de BCI et démonstration de BCI info (sur le stand de BCI)				
Café networking		Café networking >> Jusqu'à 18h				

Round table

Mark Capdeville
Site Lead, Hillrom



Gwenaël Perhirin
General Manager, Makurazaki France Katsuobushi



Round table

They are already in Bretagne



- Hillrom in Pluvigner belongs to a leading global medical technology company whose products, services and more than 10,000 employees worldwide help people get better care inside and outside the hospital.
- The Breton site produces more than 30,000 beds (as well as therapeutic mattresses) and 100,000 pieces of furniture (tables, armchairs, bedside tables, etc.) each year delivered to more than 100 countries in the main regions of the world: Europe, Middle East, Africa, Asia, Latin America.
- The workforce is about 390 employees working on the production plant, the R&D center, as well as the European customer care centre.
- In 2018, Hillrom in Pluvigner was awarded 2 international awards such as “The great place to work” and “Ecovadis” (CSR).



- The city of Makurazaki, located in Kagoshima Prefecture, has a true historical heritage of over 300 years linked to skipjack fishing. It currently hosts the largest production of traditional “Katsuobushi” in Japan, produced in accordance with the traditions and methods of the previous generations.
- The launch of the project in Concarneau for the creation of the factory “Makurazaki France Katsuobushi” began in 2013. While maintaining the manufacturing methods of the past offering an authentic “Katsuobushi” in France, new manufacturing techniques adapted to European regulations were implemented in the Breton factory which was inaugurated in September 2016. The workforce is about 6 employees.



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