



# Workshop Doing Business in Paris

## Your objective

You want to know how to enter to French market, and to sell your products or services in B2B. For that you need to understand the French market, the attempts and psychology of buyers to adapt your strategy.

## Our solution

The French market is both attractive through its status of international reference, and its strategic position as a global crossroads and gateway to the entire world... but it is also a complex market, with its codes, rules, and... traps.

The workshop will provide you:

- an overall vision of the world of French buyers,
- tools and methodologies of approach and negotiation,
- illustrated by practical advices and tips.

## The service

Workshop of half-day.

Program:

- Key factors and figures to understand the French Market
- Intercultural elements
- Ticket to enter into the French market
- Panorama of French buyers, buyer's profile
- How to identify and approach French buyers
- Negotiation and follow up
- Questions/answers

### WHO IS THIS FOR?

Foreign businesses or delegations, French CCI overseas, overseas CCI, export promotion bodies, embassy commercial departments, ministries, trade unions.

### METHODS

General presentation available in short delay but possibility of sectorial focus: agrofood, Art de vivre, greentech, IT... (bespoke service requiring 3 to 4 weeks for tailoring the training).

### SESSION

Half-day (including questions/answers)

### FORMAT

Virtual or presential

### RATES

950 € HT (max. 30 attendees)

### CONTACT

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