

## Dear IFCC Members,



A membership organisation

Network of 130 companies,  
up to 35,000 employees in  
Ireland and 2,5 million  
employees worldwide

3rd largest bilateral trade  
association in Ireland



Member of UCCIFE  
(Association of 140 French  
Chambers of Commerce and  
Industry worldwide)

Welcome back to all of you after what I hope was a wonderful Easter break. I know that we are slightly “en retard” with this month’s issue, but better late than never!

I am delighted that so many members attended the special membership event at the French Residence on 15th March. It was a truly buzzy networking evening, and many thanks to all our members who introduced the new business professionals to our Irish-Franco business community. As you will see on our “New Members” section, we already have 6 new members signed up for 2012, and we are expecting to bring another ten on board very soon.

The announcement that the Fiscal Treaty referendum will go ahead on Thursday 31st May is welcome news. IFCC continues to work with IBEC and other bi-lateral Chambers and associations to co-ordinate efforts in the lead time to the referendum. We will keep you posted on relevant events and meetings as soon as the details are available. Meantime, please take the time to fill out the quarterly business sentiment survey, which includes a question on the referendum by clicking [here](#).

Last month I also attended a meeting in Paris with ACFI, Ubifrance Irlande, the French Chamber of Commerce in Great Britain and representatives from Regional Chambers (Normandy, Brittany, Nord de France, Picardie, Champagne-Ardenne...) to propose a trade mission for French companies to Dublin to coincide with ICOE. This mission will help strengthen the ties between Ireland, France and Great Britain in the renewable energy sector.

A bientôt!

**Cliona McGowan**, Director of the Ireland France Chamber of Commerce



## PROMOTING TRADE BETWEEN IRELAND AND FRANCE

### Annual General Meeting

**Tuesday, 17<sup>th</sup> April 2012**  
**At 2:00pm**  
**LK Shields, 39/40 Upper Mount Street, D2**



**All Members welcome!**

#### AGENDA

- Reading of the notice convening the meeting
- Roll-call of members present
- To approve the minutes of the 2011 Annual General Meeting on Tuesday, 14th April 2011 and to consider any matters arising
- To receive the President’s report
- To receive the Auditors report and Statement of accounts for the year ended 31<sup>st</sup> December 2011
- To make provision for the appointment and remuneration of auditors for the coming year
- To elect new Council members
- Any Other Business

### Breakfast Seminar

### Growing Irish Companies of Scale

**Thursday, 19th April 2012**  
**From 8:00am to 10:00am**  
**O’Callaghan Alexander Hotel , Merrion Square D2**

Kindly sponsored by:



Gain insights from Enterprise Ireland about how they work with companies as they grow!

**Presenters will include:**



- Sinead Lonergan, Sr. Development Advisor, Scaling Division, **Enterprise Ireland**
- Aoife O Sullivan, Sr. Development Advisor, Accelerated Growth Team, **Enterprise Ireland**
- David Miller, **Terminal Four**
- Representative from **Tuition**

**Members : €40 / Non Members : €50**

To register, please contact us at  
**info@irelandfrance.com** or **01-644 9760**

### The Fiscal Treaty Referendum European Chamber Event

**Tuesday, 22nd May 2012**  
**At 1:00pm**



The Ireland France Chamber of Commerce, along with most of our other European bi-lateral Chambers of Commerce and Business Associations, will join forces on Tuesday 22<sup>nd</sup> May to present the facts on the Fiscal Treaty. Please keep this date in your diary, and further details will be available next week.

Members, please note that due to our involvement in numerous events and meetings in the run up to the Treaty Referendum, we will possibly postpone our special Members Evening at the French Residence, Ailesbury Road, to a date in June. We will keep you informed on this change of date.

## INTERVIEW OF THE MONTH



**Charlotte Jehanno is owner at About France a company focused on providing business solutions to the small and medium sized enterprise sector, looking at exporting or importing services, products or ideas between France and Ireland.**

**Perhaps we could begin by telling readers what About France does?**

We provide a range of services for Irish companies that want to develop business with France, or with French-speaking countries, such as Belgium, Switzerland, and Canada, or even those of North Africa.

**So where did the idea for About France come from?**

About France was originally established to promote a French trade fair network and to make Irish business people aware of it. I'd been dealing with Irish companies from a number of different industries, from agriculture to fashion, food to tourism. Then I realized how difficult it is for any company wishing to export products or service to pitch their offerings at the right target markets, use the most efficient marketing tool or connect with the right network, without the French language.

**About France has been in business since 1994. How do you think stronger trade links between our two countries can help us out of our economic travails?**

Well, I really believe that there's great potential there. Irish people are slightly shy about the French market. They feel, due to not knowing the language, that it may be more difficult for them. But if you come up with an innovative product, you will be noticed. For two years, I've been working for a company that has developed a product for sowing maize. So they've come into the French market with an innovative product, one that really has attracted a lot of attention in France. If potential clients can see that a product is reliable, and the company is serious about its business, they'll give it a try. But the company has to deliver. The concept of 'it'll be grand' doesn't exist in France. It has to be done. If you say you'll do something, you have to follow up.

**That's an important aspect to French business culture, isn't it?**

Yes. If you say you'll call them back, and you don't...well then, they start to think "well, this isn't a trustworthy person."

**Is that what About France does? It negotiates those cultural differences?**

Yes. Although what I'm offering can be difficult to describe. It's not a product. It's really a kind of nuance or negotiation that I can offer a client. Because we don't do things here like they do in France, you need a kind of, I would say, 'interpretation' about how people do things in France. And on the French side, I provide services to corporate or business people visiting Ireland. Sometimes, when French people arrive here (because we've a reputation for knowing everything!) they can't understand things. They'll say, "Well, why do they do that this way...?" But in the end, they're pretty impressed with the way Irish people conduct business.

**So About France seems to be about communication and, especially, avoiding miscommunication. In your experience, what's been the best way to do this?**

Well, I explain to them how things are done here. It saves time and energy for everyone! For instance, I've a client company from France. They had a problem with one of their Irish clients, over a delivery of cauliflower. He had rung saying 'well, the delivery is completely rotten.' The problem was, with this kind of product, if you only see it 3 or 4 days after, of course it'll be rotten. So they called me from France, actually, it was through the trade department of the French embassy. I went to inspect the delivery as it was a perishable product, the supplier have to act quickly, the problem wasn't just the product; it turned out that the client wasn't happy with his supplier's relationship. This made it tough for the French supplier. But by talking, explaining, and understanding what was what, I helped sort things out in a manner that pleased all sides.

**One of the many services you offer is help in preparing for participation in trade exhibitions in France. What are some of the different angles you encourage clients to consider when planning a stand?**

I was talking with one guy recently. He wanted to exhibit at a trade fair in France but didn't have any idea about his market. As it's already very expensive to exhibit in any trade fair, you really need to do your homework, for example knowing your target, collecting information about trends, competitors, etc.

You really need to understand the market. Who is the operator? Who is the wholesaler? Who are the buyers? The reason for this is that when you go to France, it seems much more sophisticated in terms of distribution. There is a layer of 'operator'. You need to know about them. And when you start to negotiate you have to be aware of who has what share of the market.

**Presumably you'd be able to offer advice to those companies that need to begin that process?**

Yes. And most of the people I deal with are also clients of Enterprise Ireland or Bord Bia, with which I have a very good relationship. Really, there's a range of services available, not only from me but from state agencies. Even if it's only information like "I sell such a product, in such an industry. How is this industry getting on? What's happening in that industry in France?" Of course, a marketing plan, an idea of where you want to go, what you want to sell, and at what price - these are the bare minimum of what you ought to know.

**Finally, why is membership of the IFCC important to About France?**

Being a member of this association shows strongly that you are engaged with both France and Ireland. And obviously, that there's a connection between all the different operators who are IFCC members. And also, I really believe that you can't work on your own, in your corner. You really need to work in a way that's connected, and linked in with different networks, if there's going to be anything like mutual business development.



Interview realised by Duncan Keegan

Duncan Keegan is a freelance commercial writer

For more information, visit [www.duncankeegan.com](http://www.duncankeegan.com)

## New Members



**Quid Limited** is a long established and reputable translation & interpreting agency, created by JB de Villeneuve, a French expert translator. We have been in operation since 1977 and have since acquired a substantial portfolio of corporate and private clients. We currently employ a team of professional translators, all university graduates and native speakers, working in almost all languages. We operate under strict rules of confidentiality. As a new member of the IFCC, we are delighted to offer our services to all French and Irish companies or individuals

who would need to have documentation translated (any type: legal, medical, commercial, technical, marketing, official, website, brochure, leaflet...)

Today, English is no longer the international language but one of many including French, Spanish, Arabic and Chinese! In order to do well globally, companies should think about language translation as one of the basic and necessary aspects of their organization. Translation is the key to talking directly with your customers, the future buyers of your products and services. Recent statistic studies showed that if a product / service is read or promoted in one's own language, then probability of a purchase automatically increases.

So contact us! Whatever your project, in whatever language, we will be able to assist you.

[www.quid.ie](http://www.quid.ie)

[quid@eircom.net](mailto:quid@eircom.net)

68 Fitzwilliam Square, Dublin 2

(+353) 1 676 1389

## New Members



### Intertrust Management Limited

turned sixty this year. Sixty years of quality has made Intertrust Group the world's leading provider of trust and corporate management services. Operating with at least 1,000 colleagues from 30 offices in over 20 countries, Intertrust Group is truly a global company. Our world is a fast-changing, international environment and we work for the most demanding multinationals, entrepreneurs, institutional investors and their advisers.

Be it corporate services, domiciliation, providing substance directors or the incorporation of new companies into a holding structure, Intertrust Ireland is there to assist you.

Imelda Shine, Managing Director, "As one of the newest members of the Ireland France Chamber of Commerce, Intertrust Ireland is delighted to form part of such an extensive business community. As Ireland and France enjoy a long standing friendship, it is a great opportunity for us to expand our business network and further promote international business relationships within Ireland".

[www.intertrustgroup.com](http://www.intertrustgroup.com)



**Wexford Festival Opera** is one of the leading events in the international opera calendar, being voted third most popular destination in the World for opera lovers by the Frommers Travel Guide, and is one of Ireland's foremost cultural events, consistently garnering audience and critical acclaim for its high quality opera productions since its foundation in 1951.

This year's 61<sup>st</sup> Festival will run from October 24<sup>th</sup> to November 4<sup>th</sup> featuring over 50 performances, including three main stage productions, one-hour short operas, lunchtime recitals, choral and orchestral concerts. The main highlight will be the French Cultural and Commercial Night to coincide with this year's production of Chabrier's French opera *Le Roi malgré lui*, to be performed in Wexford Opera House - Ireland's only purpose-built Opera House and 12-month-per-year performance venue.

Wexford Festival Opera provides excellent opportunities for corporate supporters to entertain their clients while also supporting Ireland's leading cultural event and significant contributor to cultural tourism.

[www.wexfordopera.com](http://www.wexfordopera.com)



### DCU Languages Services

is based in Dublin City University and we provide high quality and professional language services for both corporate and individual clients. Established in 1992 out of the School of Applied Languages in DCU, we have been in operation for the past 20 years.

From full conference interpreting and multi-language translations, to assessing the language competencies of potential employees and providing English Language Training, we offer a comprehensive range of services, backed up by our large team of fully-qualified and experienced language specialists.

We have experience translating across an assortment of subject matters, document types and language pairs.

Interpreting for conferences, meetings and events, including hiring interpreting equipment.

Language testing for multilingual recruitment.

English Language Training: General English, Business English, Exam Preparation (IELTS, Cambridge, TOEFL, TOEIC) [www.english.dcu.ie](http://www.english.dcu.ie).

If you would like further information on any of our services, please don't hesitate to contact us at 01 700 5673, or [language.services@dcu.ie](mailto:language.services@dcu.ie).



### Ziegler Logistics

was created in 1908 by Arthur J. Ziegler, the company has more than 3700 well trained employees in road, sea, air and logistics services, 200 operational sites in Europe, offering a global product. We own offices in Benelux, in France, Germany, UK, Ireland, Tunisia, Morocco, Turkey, Greece, Poland, China, South Africa and a worldwide network of exclusive agents.

ZIEGLER Group is present in the main European seaports: Import, Export, and Transit traffic.

Ziegler's powerful IT network allows visibility and anticipation of the physical flow. Ziegler Group adapts to your demands and needs with a team of 89 people in Europe (including 63 in France).

Ziegler aims to become the acknowledged specialist in the European transport market and multimodal logistics.

We offer flexible solutions to create value for customers, offering a proximity service, combined with an international level. We also offer a range of complementary services, all part of the logistics chain.

[www.zieglergroup.com](http://www.zieglergroup.com)



### Pixie Recruitment Services

is an international IT Recruitment Agency created in 2007 and based in the cities of Dublin and Paris.

We supply freelance consultants across all sectors of industry and throughout most global geographical locations.

Originally a SAP Resources Specialist which remains our main expertise, we are now expanding our portfolio of recruitment services to new areas, such as other CRM and Business Intelligence market leaders (Microsoft Dynamics, Salesforce, Oracle CRM On Demand, Cognos, SAS, Business objects, Microstrategy).

We are positioned and profoundly established in the IT recruitment market which enables us to provide exact matches to skill requirements within very short time-scales and budgetary constraints on a contract basis.

If you are in need of IT experts to fulfil your needs anywhere in the World (Ireland, France, UK, USA, Germany, Spain, Belgium ...), do not hesitate to contact us at 01 437 1190.

[www.pixie-services.com](http://www.pixie-services.com)

## Sogeti Ireland to create 65 jobs

IT consultancy Sogeti is to expand its Irish operations, creating 65 jobs over the next three years. The positions, which will be created at its Dublin and Galway offices, will include high skilled and graduate roles in the IT sector. The move will see Sogeti's workforce expand to more than 150 people. The company, which is a subsidiary of IT services firm Capgemini, has operated in Ireland since 1979. Sogeti provides technology services to companies, specialising in application development and management, end to end quality assurance, and ERP solutions. The company works with Irish-based multinationals, providing a key element of their IT infrastructure. Recruitment for the roles has already begun. According to Sogeti's chief sales officer Jean-Francois Courtines, the group was pleased to expand its Irish operations. Sogeti Ireland is an integral part in Capgemini's global operations and its expansion is in no small part due to the track record of the Sogeti team in Ireland and the availability of a skilled workforce, matching the type of talented, motivated candidates that they seek. This further growth is being fuelled by a strong demand around our current offerings of software quality, software development services, and ERP services. The Action Plan for Jobs targets IT and outsourcing as key sectors where Ireland has the potential for major employment growth. The global ICT sector is expected to grow by 5 per cent per annum in the coming years, and with implementation of the right Government policies Ireland is extremely well positioned to take advantage of that growth.

Source: The Irish Times — Tuesday 27th March

## BlueBiz, your business travel solution



BlueBiz is the AIR FRANCE, KLM and DELTA Corporate Benefits programme open to all businesses, regardless of the individual traveller and size of company, and offers the easiest way to gain rewards while travelling.

AIR FRANCE, KLM and DELTA offer wide range of services supported by a powerful network, alongside the simplicity and flexibility of a reward programme designed to reflect your company's needs.

Join at [www.bluebiz.com](http://www.bluebiz.com)

## National Mentoring Programme for Female Entrepreneurs

The national mentoring programme for female entrepreneurs has reopened a call for entrepreneurs. This mentoring programme aims to boost female entrepreneurship, and to recognise and support the distinctive nature of women's business start-ups ensuring that newly-established women entrepreneurs can sustain their activity throughout the first, very challenging years of their businesses. In addition to the 12-month mentoring programme, a series of mentoring clinics will be held throughout the country open to all female entrepreneurs to meet with the panel of mentors.

The deadline for entrepreneur applications is April 27<sup>th</sup> 2012. The eligibility criteria and application form are available on [www.mentoringforfemaleentrepreneurs.com](http://www.mentoringforfemaleentrepreneurs.com).

## Dîner Celtique



Le Dîner Celtique organisé en partenariat avec NetworkIreland et en présence de Son Excellence, Paul Kavanagh Ambassadeur d'Irlande en France et Président d'Honneur de NetworkIreland aura lieu le jeudi 3 mai 2012, au Cercle de l'Union Interalliée, 33 rue du Fb St. Honoré, Paris 75008. Ce dîner sera l'occasion de rencontres, de contacts et d'échanges notamment avec les entrepreneurs irlandais présents en France et ceux susceptibles de s'y installer.

Inscriptions jusqu'au mercredi 25 avril

Par courriel en précisant nom, société et fonction: [ylb@associationlesdinersceltiques.fr](mailto:ylb@associationlesdinersceltiques.fr)

Par téléphone au 01 44 82 55 90

Prix de la soirée : 80 euros pour les membres de NetworkIreland et les membres des Diners Celtiques

Non membres 90€

## La France se dote d'un institut de recherche entièrement dédié aux énergies marines

France ENERGIES MARINES réunit les industriels, les instituts de recherche et universités, les Conseils régionaux des zones littorales, dans une coopération étroite visant à positionner la France comme l'un des leaders mondiaux des énergies marines renouvelables.

Dans ses travaux de recherche et développement autour de cette nouvelle filière industrielle, France ENERGIES MARINES traitera les questions technologiques et de développement économique, tout autant que celles relatives à la préservation de l'environnement marin et à la qualité de la concertation avec les parties prenantes, pour faire de tous ces volets des atouts dans la compétition mondiale.



Cinq sites d'essais en mer sont d'ores et déjà identifiés et seront mis à disposition des porteurs de technologies pour les tests de machines en conditions réelles. France ENERGIES MARINES va regrouper 70 collaborateurs répartis sur trois sites (Brest, Nantes, Toulon). La première présidence France ENERGIES MARINES sera assurée par un industriel, le Groupe EDF. La création de cet institut de recherche va permettre le développement significatif de l'exploitation du vaste potentiel énergétique que représentent les énergies marines et ainsi contribuer à atteindre l'engagement français de 23% d'énergies renouvelables à l'horizon 2020.

Pour en savoir plus: [www.france-energies-marines.org](http://www.france-energies-marines.org)

## Avec 6 milliards d'euros de profits, BNP Paribas est la banque la plus rentable d'Europe

Six milliards d'euros. En pleine crise financière, BNP Paribas s'offre le luxe d'afficher, pour 2011, l'année du chaos dans la zone euro et de la débâcle de la Grèce, l'un des plus gros profits du CAC 40.

La banque française s'impose dans le club très fermé des entreprises les plus rentables de France, derrière le pétrolier Total (plus de 12 milliards d'euros de bénéfices).

Source: Le Monde — Vendredi 16 mars 2012

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