



FRENCH BUSINESS COUNCIL
Dubai & Northern Emirates



ANNUAL REPORT

2019/2020

We would like to thank our Benefactor and Trustee Members.

BENEFACTOR MEMBERS



TRUSTEE MEMBERS



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WELCOME



EDITO

Dear Members, Partners and Friends,

We are pleased to share with you the Activity Report 2019/2020, which gives you a glimpse into our activities from the past year.

In order to meet the evolving needs of our business community and our members, we have enhanced our range of services by developing a diversity of experts' content through sectorial and functional events. We have also reorganized our team into sector-specific Key Account Managers to integrate a more refined approach matching the needs of our members in the UAE and the region.

The French Business Council has also scaled up its digitalization. The launch of the Private online space, giving our members access to exclusive content and the members' directory, the recent implementation of an online payment, and the launch of podcasts and webinars are among the major steps in this digitalization.

Constructive and regular dialogue with the Authorities in Dubai allows us to remain a key player in the local business ecosystem. For the third year, we organized a business forum with the RTA (Roads and Transport Authority) bringing together more than 45 public and private entities around the theme of sustainable and futuristic mobility solutions.

We have strengthened our presence and relationships with the Northern Emirates through the organization of business forums in Ras-Al-Khaimah and Sharjah, and of various webinars and events to explore business opportunities in these markets.

The pandemic crisis has impacted us all, in the economy, our businesses, our professional activities, our lifestyles, all of which have been turned upside down in such a short time. Our Chamber has done its foremost to show agility and always be there to assist and support you in the development of your business opportunities.

We could not have made it without the support of our members, partners and business community, but also our Board of Directors and permanent team. We would like to thank them for their support, contribution and commitment.

As we begin this new fiscal year, we are optimistic about the future and will continue to support you in the post-Covid recovery.

Wishing you a pleasant and insightful reading,

At a glance

The French Business Council Dubai & Northern Emirates

Since 1987 the French Business Council Dubai & Northern Emirates (French Chamber of Commerce for Dubai and the Northern Emirates) has been committed to build, develop and sustain prosperous Franco-Emirati relationships. Following high standards of ethics, integrity and service, we facilitate business connections, economic development and knowledge-sharing to boost the success of both our business communities. We support the development of companies which are members of the French Business Council, as well as companies willing to set-up in the U.A.E.. The French

Business Council also advertises and leads the FBC business community by offering relevant services and hosting events. As a member of the CCI France International network, with nearly 600 members, the French Business Council represents today the largest French and Francophile business community in the Middle East.

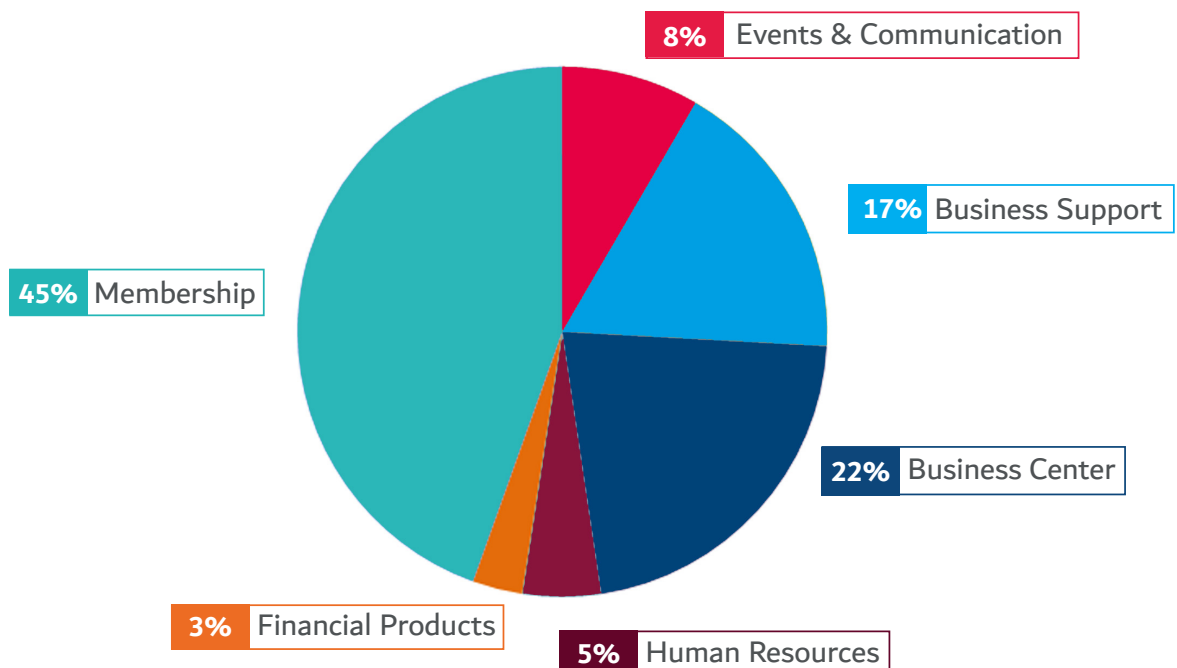
Our Chamber is also ranked #9th largest French Chamber of Commerce in CCI France International network (126 French Chambers of Commerce in 95 countries).



Financial Balance Overview (2019/2020)

The French Business Council Dubai & Northern Emirates is 100% self-funded.

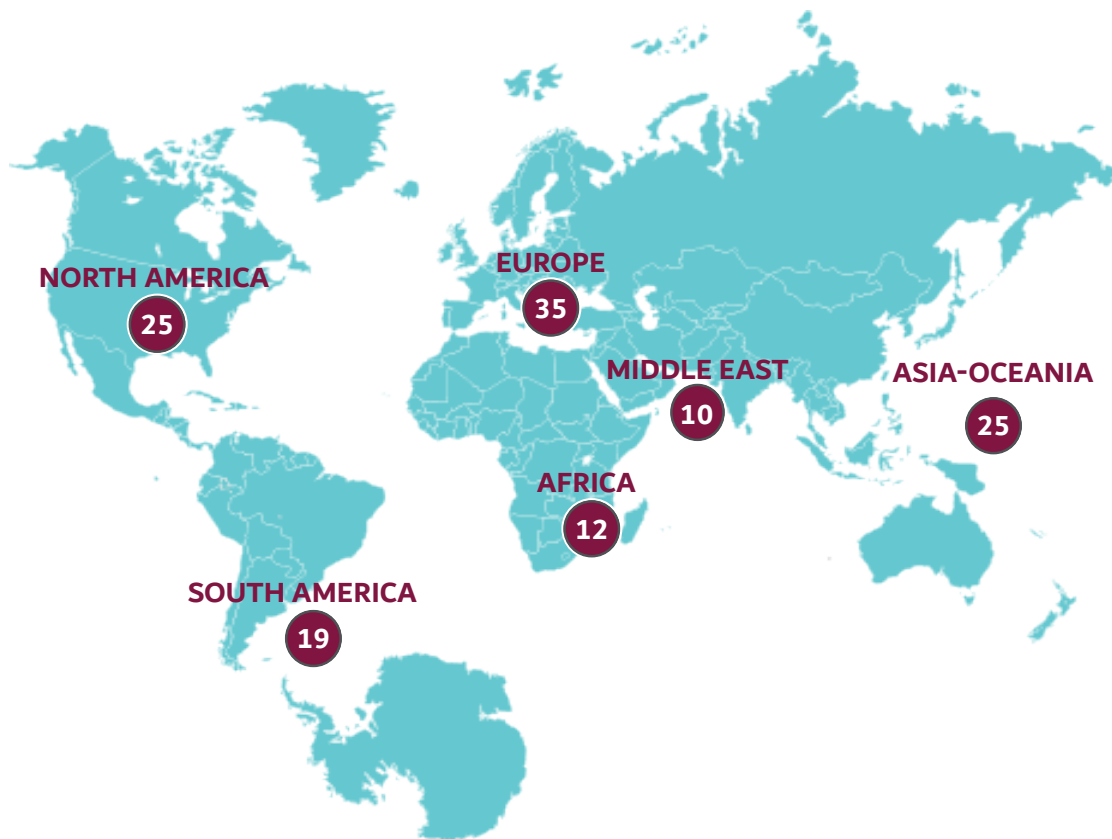
Financial statements are prepared in accordance with International Financial Reporting Standards. Balance sheet and related statement of income, changes in equity and cash flows have been duly reviewed by the Independent Auditor Deloitte & Touche.



About CCI France International

Founded in 1907, CCI France International brings together and operates 126 French Chambers of Commerce and Industry (CCIFI) in 95 countries. The French Chambers of Commerce abroad are managed by 1,200 permanent employees.

This network, which is unique, plays an essential role in stimulating French business communities abroad and in supporting businesses that want to develop internationally. It provides an exhaustive range of supporting services to French companies wishing to explore international markets, from analysis to set-up and growth.



Our values

*“ Our success is based on the success of our members, sponsors and partners:
this belief forces us to always be bold and innovative in how to support you. ”*

AGILITY

**We are responsive to new challenges
by being solution-oriented, open to
new ideas and flexible in
our approach.**

INCLUSIVITY

**We work as a team, we are dedicated
to our members and partners for the
greater good, by building bridges
across communities, different cultures
and mindsets.**

TRUST

**We are trustworthy, transparent
and accountable in all we do !
We build genuine relationships
based on respect.**

ENGAGEMENT

**We are passionate, committed,
and go the extra mile for our
members !**

Board Members



FBC President
Geoffroy BUNETEL
Chalhoub Group



FBC Vice President
Nathalie AMIEL-FERRAULT



FBC Vice President
Tarek SOLIMANE
Thales Group



FBC General Secretary
Justine DAMPT
EAT BETTER Foods / SYP



Treasurer
François-Xavier BAUTMANS
Banque Internationale à
Luxembourg



Olivier BARIETY
Princeps Strategy



Edouard DAOU
Acquisit



Hanan DARWISH
Boldy Digital



Thierry LOUESSE
Fractal Systems



Jean-Marc LOURAU
Gyma Food Industries LLC
/ BAYARA / KAMALI



Emmanuel PETREQUIN
International SOS



Jean-Paul SCHEUER
Sanofi

Permanent Team

SUPPORT FUNCTIONS



Managing Director
Agnès LOPEZ CRUZ



Finance Manager
Joëlle CHILCOTT



**Organiser of
L.E. Club, CFO Working
Group and Meet the CEO**
Oulya GILLIAM



Director of Communications
Claire-Anne RUSSELLE

MEMBERSHIP & EVENTS



Member Services Director
Julia CARRÉ



**Events & Communication
Manager**
Santina SCHNEIDER

BUSINESS CONSULTING



**Deputy Director
& Head of Business
Consulting Services**
Milena CHEMIN



**Senior Key Account Manager
Head of New Tech & Innovation/
Luxury & Retail**
Valérie ALLARD LATOUR



**Senior Key Account Manager
Head of Food/
Beverage & Supply Chain**
Maud MARTINOT-LAGARDE



Key Account Executive
Sofia BOUGUERRA



**Business Development
Manager**
Erika GHOBASHI



**Project & Recruitment
Coordinator**
Mounia SIFAOU

NOTE : Team Members who left the French Business Council during 2019/2020
Sandrine DESAGE, Recruitment Manager
Nadège MICHEL, Gala & Events Manager
Audrey TEPPE, HR Manager

Responding to Covid-19

In order to address this exceptional situation, the French Business Council Dubai & Northern Emirates has done its utmost to accompany its Members, Partners and the Business Community navigate in this challenging times. Different tools and communication supports have been put in place.

The team has contacted individually all its Members to gather feedbacks on their needs and how to support them in this unprecedented situation.



Webinars - Covid-19 Management

Our events have been converted into webinars so that our business community could continue to be informed, exchange, ask questions to our experts and give us feedback so we communicated back to the French and local authorities.

Different sets of webinars have been developed:

- **“Geographic Webinars”**: Monitor the evolution of the business environment in the UAE and the countries of the Gulf region.
- **“Expert webinars”**: Benefit from regular updates and a deciphering of the measures taken by the Emirates via our network of experts (evolution of

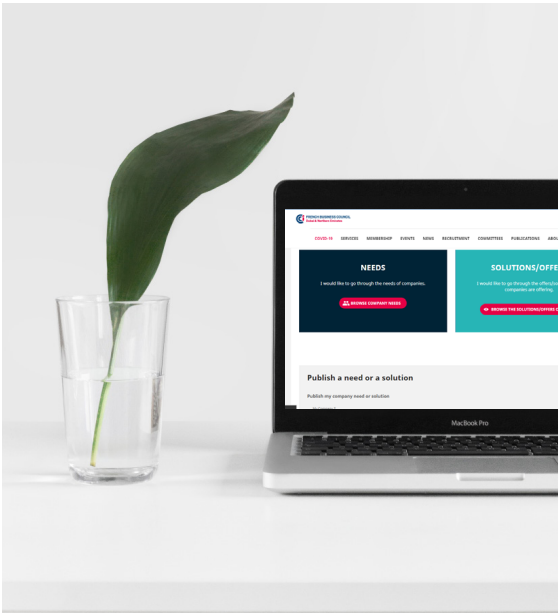
the legal framework, health situation, human resources management, negotiation in times of crisis...).

- **“Economic and financial webinars”**: Information on the measures put in place for companies registered in France or the U.A.E. in partnership with the “Team France Export” (BPI France, Economic Services of the Embassy...) and local authorities.
- **“Sectorial Webinars”**: Get insights on the situation and perspectives of development through a sector analysis via our various sector committees.
- **“Les Clubs and Working Groups”**: Our functional clubs and working groups (Synergy club, CEO club, CFO, Marcom, HR, CDO, etc.) remained the same, but online.
- **“Meet the CEO”**: This event is exclusively offered to our members, allowing them to benefit from an individual 20-minute face-to-face meeting with a CEO of a major French group (via Microsoft Teams).
- **French Tuesday**: this famous networking event has been transferred to Zoom, allowing participants to continue networking and develop business opportunities. The event has been built with two sessions of networking.

Impact survey / business community barometer of confidence

A questionnaire has been launched mid-March and sent to all members of the French Business Council Dubai & Northern Emirates and the French Business Group Abu Dhabi. It aimed to monitor the impact of Covid-19 on our business community and to report the main findings to the French and local authorities.

Responding to Covid-19



FBC Collaborative Platform Covid-19

The objective of this platform is to empower our business community to find solutions to meet their business needs and to offer their services. This collaborative platform is open to all and is provided free of charge by the French Business Council. Companies facing challenges and looking for a solution share their needs on the platform. If a company can solve it, the FBC Team will do the matchmaking. Companies provide an offer to help others during the Covid-19 crisis, share their offer on the platform, and companies interested in the offers contact them directly. In a few words, this platform allows customers and suppliers to meet each other.

Information monitoring and deciphering

Web page “ Covid 19 - Business Advisory”

A dedicated page on our website to find the latest local and regional news that may impact the business environment.

The FBC Weekly Briefing - Covid-19 Outbreak

Every Thursday, we published a weekly summary allowing you to decode the main local and regional news of the week, company testimonials, tips and answers from our legal and financial experts to your questions and with a different “sector focus” each week.

Business Consulting Services - e-missions

We offer to companies already established in the UAE as well as to companies still based in France, several remote services to continue to develop their business and keep in touch with their prospects and customers.

- **Matchmaking service and organization of targeted business meetings:** for companies already established and members of our business community (meetings by Zoom or Microsoft Teams).
- **Commercial follow-up for companies in France:** organisation of a commercial follow-up of prospects and customers by our business support team.
- **Recruitment Service:** looking for French or francophone candidates for FBC member companies with vacancies.



MEMBERSHIP

600⁺

company & individual members

49%

SMEs

51%

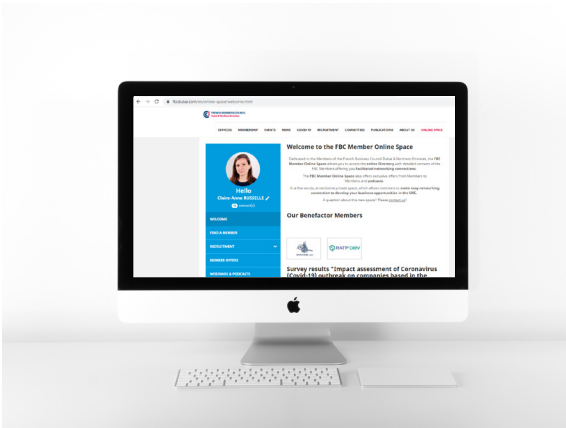
MNCs

117

new membres



Membership Highlights



The FBC Online Private Space

In its objective of developing a digital offer to its members, we launched in 2019/2020 its new Online Space. This unique platform is an additional tool for our members to develop their business opportunities in the United Arab Emirates. It is composed of 3 main parts:

The FBC Online Directory

The online Directory has been rethought and redesigned. It enables members to update their profile at any given time

during the year, to have the latest members listed and to have a direct access to the contact details of actual key decision makers in each company. As non-members, you can now view who are the companies listed as members of the FBC (no contact details), which is a great selling point for future members.

Exclusive Contents

The FBC Online Private Space is offering dedicated content to the Members of the French Business Council to keep you up to date on market information and sectorial news. It includes webinars replay, sectorial white papers or reports from working groups (MarCom, HR, CFO,...).

Special Offers

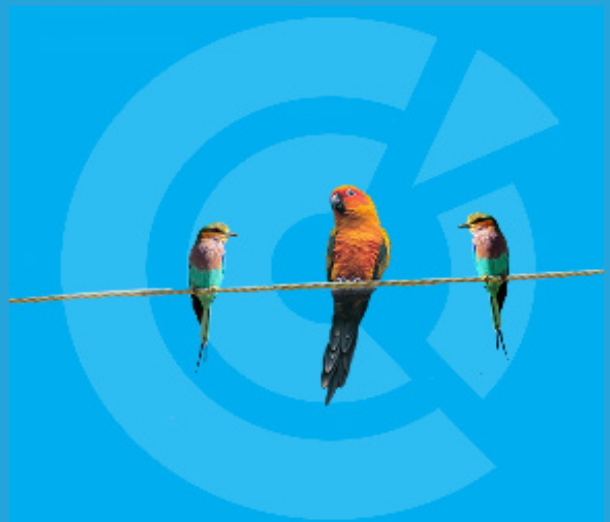
You can now access our members' exclusive offers with amazing discounts. It is also a communication platform for those who wish to share their offers.

Our new Referral Program

You are the essence of the French Business Council and are one of the keys to ensure an ever growing community offering always more opportunities.

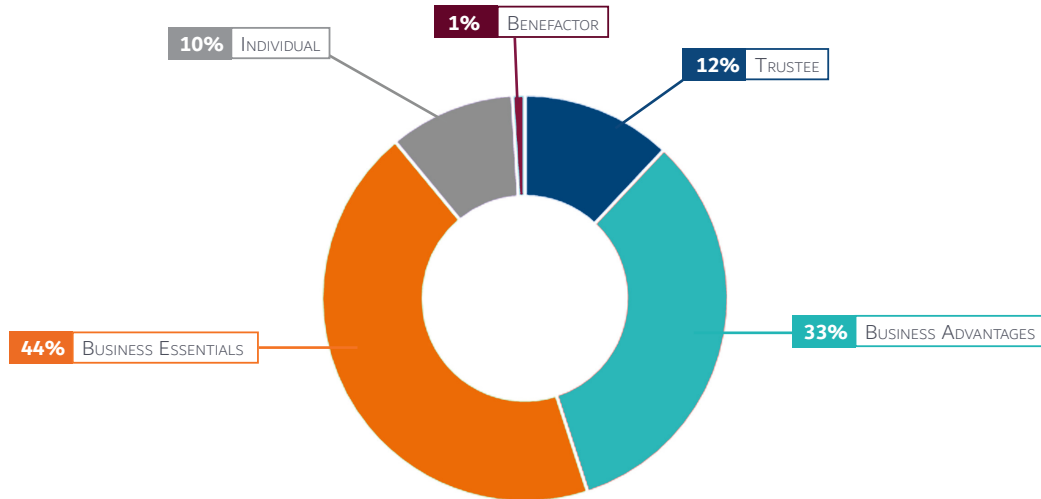
Because our network is YOUR network, we launched our new Referral Program to reward your business introductions!

Become a FBC Ambassador and earn!

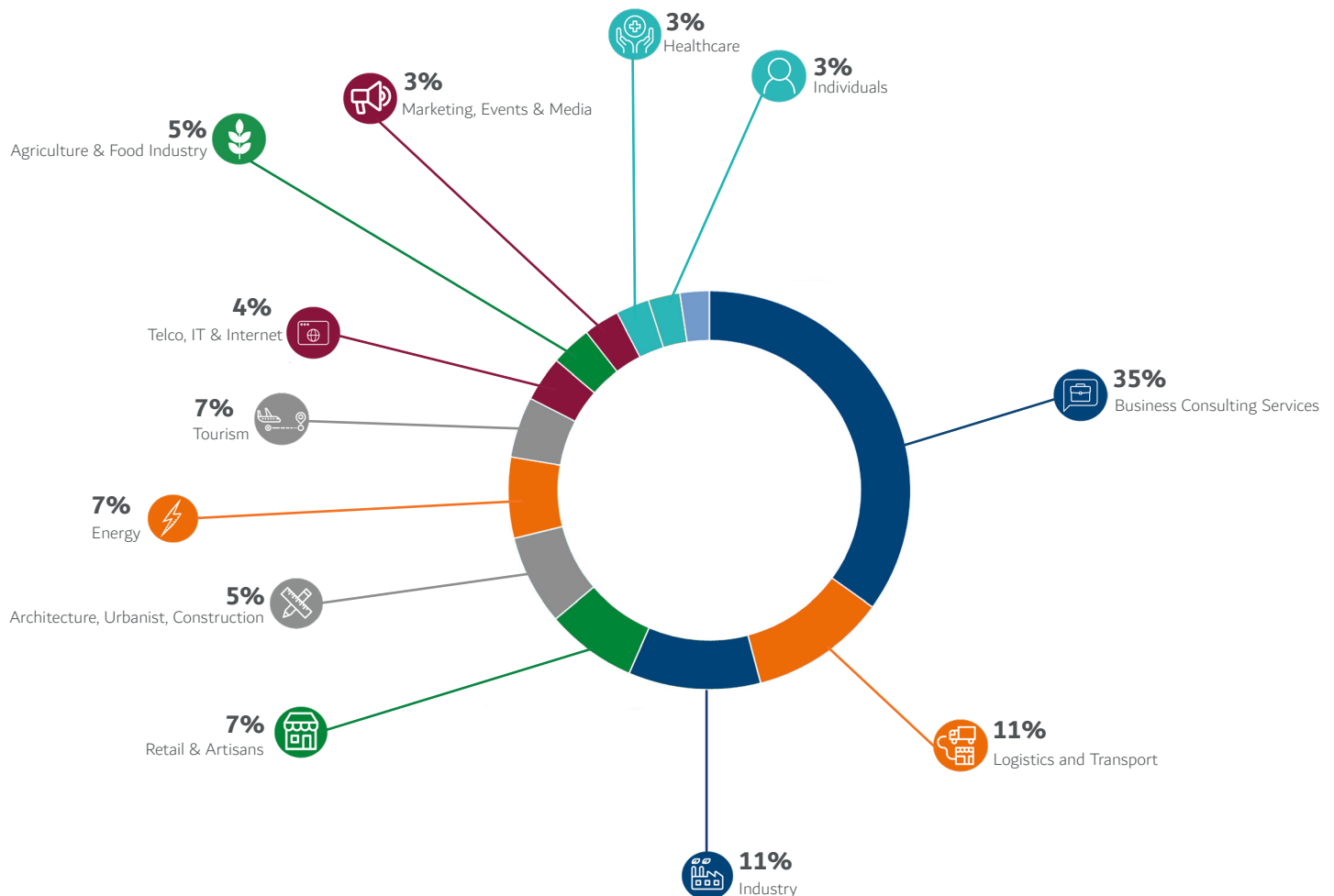


Membership Overview

Members company per category



Members company by sector



BUSINESS CONSULTING

11

VIE hosted in our business center

15

companies hosted in our business centers

60

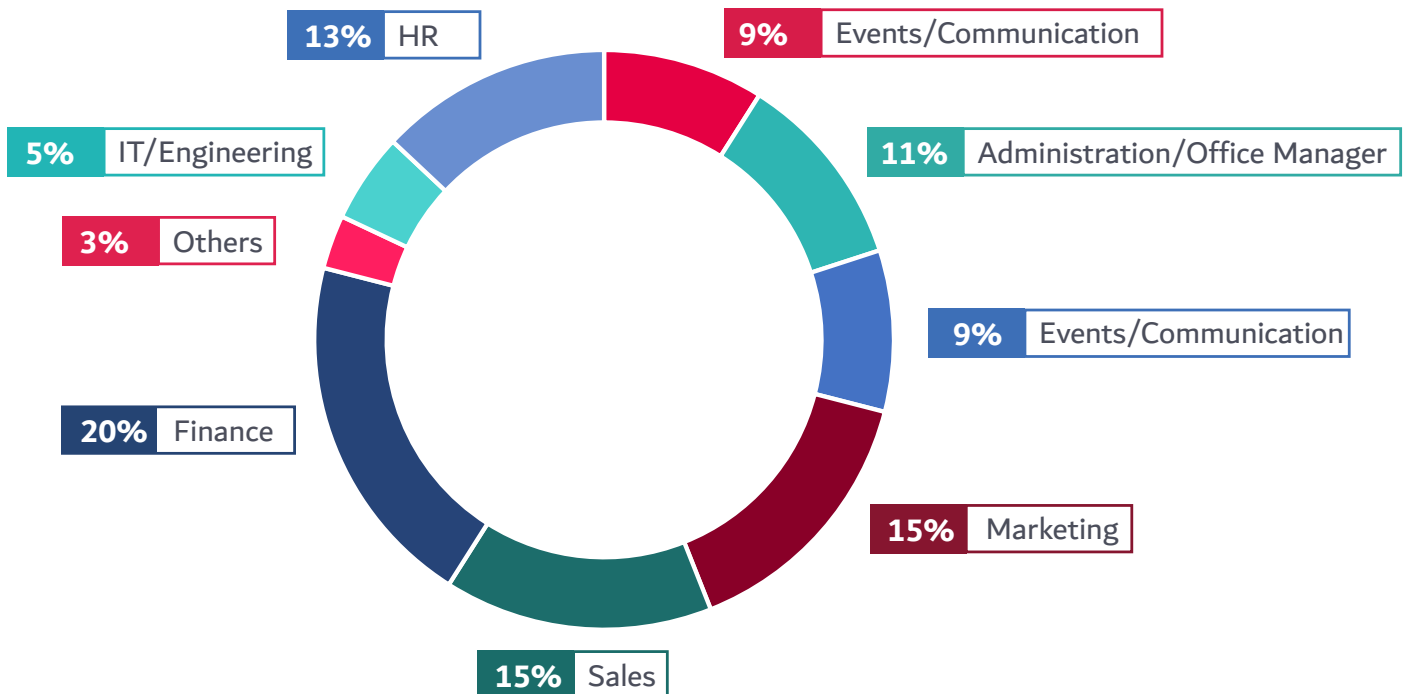
companies supported in their business set-up



Recruitment Services



Distribution of candidates by function



Salary range accross successful job placements (in Kaed/month)

■ Less than 15Kaed
 ■ 15Kaed to 20Kaed
 ■ 20Kaed to 30Kaed
 ■ More than 30Kaed



EVENTS

3,500⁺
attendees

220⁺
experts

116
events

with

69
on-site events

47
digital events
incl. 20 webinars



Highlights



2018/2019 FBC Annual General Meeting



Conference: The Kuwaiti Market: update and business opportunities



Special French Tuesday: Launching of the FBC Online Private Space

Highlights



Sharjah-Europe Roundtable



RAK International SME Fair 2019



*France-UAE Business Engagement Summit 2020
RTA Headquarters*



*Economic Forum:
Enter and Expand your Business in Saudi Arabia*



Luxury & Retail Committee: Digital Transformation in Retail

Sectorial Committees

Our sectorial committees intend to be collaborative platforms pursuing the following objectives :

- Share best practices within a sector,
- Encourage small, medium and large enterprises of a same sector to work together,
- Engage with the local authority by highlighting / promoting the committees actions,
- Develop synergies with other business councils,
- Take advantage of network events to generate new business opportunities.

Our Sectorial Committees can be conferences, round tables, seminars or site visits.

7 DIFFERENT SECTORIAL COMMITTEES





HEALTHCARE COMMITTEE

[Webinar] Covid-19 in healthcare: vaccine development & protective measures.

The aim of this webinar was to provide an update on Covid-19 vaccine development as well as to give an overview of other protective measures against Covid-19.

Speakers

- Stephen ALIX Vice President International Commercial Operations - Sanofi Pasteur
- Celine LION Managing Partner – EIGER International
- Sherif A. MAHMOUD Head of Healthcare, AXA Gulf
- Joseph MOUSSALLEM General Manager at IGIENAIR Middle East
- Mario STEPHAN Executive Director for Doctors Without Borders / Médecins Sans Frontières (MSF)



SUPPLY CHAIN COMMITTEE

[Webinar] Covid-19 impact on the supply chain: challenges & perspectives

Covid-19 outbreak has challenged the Supply Chain operations by disrupting in Freight Forwarding. This webinar has put in perspective the impact of the pandemic on the region's express air transport sector with a focus on SMEs and the supply chain financing solutions.

Speakers

- Paul SMITH, Managing Director – United Arab Emirates Industrial Projects Director – Western Europe, Middle East & Africa Freight Forwarding - GEODIS Company
- Nathalie AMIEL-FERRAULT, VP Customer Experience and Marketing for FedEx Express MEISA
- Romain MARTIMORT, Regional Manager - CMA CGM (Global Shipping & Logistics solution)
- Motasim IQBAL, Managing Director, Head Transaction Sales, Global Banking Middle East North Africa - Standard Chartered Bank



SUSTAINABILITY COMMITTEE

State of the Green Finance in the UAE

Organised in collaboration with the French Business Group Abu Dhabi, with the kind support of Abu Dhabi Global Market (ADGM), this conference was organised around two discussion panels.





LUXURY & RETAIL COMMITTEE



Digital Transformation in Retail

This event shed light on digital transformation in the retail industry with a focus on key topics: store of the future, data analytics, and social commerce. Our high profile speakers delivered key note speeches and insightful testimonials.

Post Covid-19 in Retail - Webinar Series with CEGID

In collaboration with CEGID, we have presented during this very challenging time for retailers a series of webinars to give insights into how successful brands create a frictionless, consistent shopping experience, online and instore, accelerating sales, brand engagement, employee performance and satisfaction. These best practices, learnings from Covid-19 will facilitate your fast recovery, and prepare your business for a brighter retailing future.

Webinar #1 - Omnichannels: How to unlock the promise of shopping anywhere and open new revenue channels by providing a full range of Omnichannel sales and fulfilment services.

Webinar #2

Mobile in-store: Learn how to increase customer engagement for higher sales...

Webinar #3

Inventory Accuracy: Learn how to ensure you never miss a sale

Webinar #4

Luxury selling ceremonies worldwide: How to deliver a high end, personalised customer journey and brand experience regardless of location, and achieve a single view of your customer.

Speakers

- Florian PEYRUSEIGT - Retail Senior Consultant – CEGID
- Conor CAIRNS - Retail Senior Consultant – CEGID
- Driss IZIKI - Middle East & Africa Area Manager - CEGID

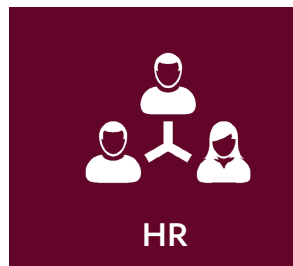
Functional Committees

(Working Groups)

Working Groups aim to provide members with the opportunity to exchange freely on common topics and have access to the most relevant and useful information in their daily work.

It is also a great opportunity to develop cooperation, networking and business opportunities among members with similar positions. These working groups are round tables, gathering about 20 attendees.

4 DIFFERENT FUNCTIONAL COMMITTEES





CFO WORKING GROUP

VAT Cash-flow planning in COVID-19: In such challenging times, have you had time to understand how to maximise cashflow?

- Sophia AGISHEV, Partner International tax and VAT – Mazars
- Juliet BAILEY, Partner Indirect tax – Mazars
- Sandy COCHRANE, Director Indirect tax – Mazars

How to manage your audits and litigation with the UAE's Federal Tax Authority?

- Thomas VANHEE, Partner - Aurifer Middle East Tax Consultancy
- Thais CUNHA, Associate - Aurifer Middle East Tax Consultancy
- Adrian CHADWICK, Partner - HadeF & Partners
- Abdulrahman JUMA, Head of the Dispute Resolution Practice- HadeF & Partners

Economic Substance Regulation in the UAE – Recent Updates and Announcements.

- Lokesh GUPTA, leading global Transfer Pricing initiatives and Economic Substance Regulations practice - Nexdigm(SKP)

Cascading impact of international tax developments in the UAE.

- Anuj KAPOOR, Director, Co-lead M&A and International Tax - KPMG



HR DIRECTOR WORKING GROUP

Recruiting graduates in the UAE.

- Joyce PRIYA, Manager Office of Institutional Research - University of Wollongong in Dubai
- Dr William GUERRAICHE, Associate Professor, International Relations School of Humanities, Social Sciences and Health - University of Wollongong in Dubai



MARCOM WORKING GROUP

History, overview and current challenges of news organizations.

- Patrick BAZ, Regional Manager Middle-East and North Africa - AFP Services

Programmatic Advertising: enhance your targeting and reduce the budget of your digital advertising campaigns.

- Yves-Michel GABAY Managing Director MEA - Gamned

Business Engagement Summit 2020

Sustainable and Futuristic Mobility Solutions

On Tuesday, 3rd March 2020, the Roads and Transport Authority Dubai (RTA) and the French Business Council Dubai & Northern Emirates organized jointly the 3rd edition of the Emirati-French Business Engagement Summit for sustainable and futuristic mobility solutions at RTA headquarters.



This event included welcome speeches from H.E. Mattar Al Tayer, Director General and Chairman of the Board of the Executive Directors at RTA, H.E. Ludovic Pouille Ambassador of France to the UAE and Geoffroy Bunetel, President of the French Business Council Dubai & Northern Emirates.

More than 220 senior executives and leaders joined this event, representing 45 public and private entities based in Dubai and in France.

It was a unique opportunity to meet the Roads and Transport Authority decision makers as well as French MNCs and startups in the transport and mobility industry.

Business Engagement Summit 2020

Sustainable and Futuristic Mobility Solutions



The summit included keynote speeches, discussion panels and a pitch session with four main topics.

- Sustainable and environment-friendly transport,
- Projects and initiatives about the first and last-mile challenge,
- Data analysis and how to apply artificial intelligence technologies to future projects,
- Digital transactions such as blockchain.



Economic Forum

Enter and expand your business in Saudi Arabia



In partnership with SAGIA (Saudi Arabian General Investment Authority), we organised the first Economic Forum about Saudi Arabia on 2nd of February 2020 at the Habtoor Grand Resort Dubai with the support of Chalhoub Group and Motion Supply Chain.

The objective of the event was to give an update about the Saudi market, its transformation, its projects and the associated business opportunities in major sectors.

Following this economic forum, we will organise a prospective mission in Saudi Arabia in 2021.



Conferences



The Kuwaiti Market : update and business opportunities

This country conference focused on the current situation of Kuwait and its business opportunities. A general presentation of the country, completed by an economic update of the Kuwaiti market was followed by a panel of experts who shared their experience and advice on how to set-up and to do business in Kuwait.

- H.E. Marie MASDUPUY, Ambassador Extraordinary and Plenipotentiary of the French Republic in the State of Kuwait
- Arnaud BOULANGER, Head of the Economic Department at the French Embassy in Kuwait
- Youssef BENKIRANE, Deputy General Manager GCC - Luxury Division - L'Oréal Luxe
- Tom GREENWOOD, General Manager – ENGIE Services Kuwait
- Pascal HAWATH, Head of Territory and General Manager of the Kuwait operations - BNP Paribas

Handling KSA Business from the UAE Legal and Tax Considerations

with the support of Aurifer & Schluter Graf



The 2020 U.S. Presidential Election

Will the Democrats beat Trump? Will he be impeached?

In partnership with AmCham Dubai

Akin Gump's top-ranked government affairs practice brought former members of Congress from both sides of the aisle to discuss recent events and provide their analysis.

Expert Webinars

Covid 19 – What are the impacts from employment and immigration perspectives in the UAE?

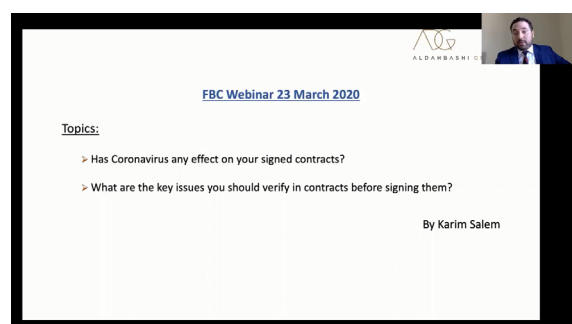
In this webinar, we came across 3 main topics concerning the legal and practical considerations to be taken with the spread of the Covid-19 in the UAE: how to organise work with cases of infection, quarantine and home office (until official measures are taken), what are the legal options for companies towards employees to undergo this critical financial situation, and the latest adjustment of immigration rules in the UAE (inside/outside application/transfers/intra-corporate), travel bans (in and out) and consequences on visa expiry, WPS rules violation and consequences on immigration services.

- Céline FARHAT, Senior Associate - MENA LEGAL
- Karin LUZOLO, Legal Consultant and Business Development Manager - MENA LEGAL
- Romain ASTRUC, Partner - MENA LEGAL

Has Coronavirus any effect on your signed contracts and what are the key issues you should verify in contracts before signing them?

Various issues have been discussed during the webinar: the effect of the Coronavirus, if any, on contracts, can the Covid-19 be considered as a force majeure under the UAE law, and what are the key issues you should absolutely verify in a contract before signing it.

- Karim SALEM, Senior Corporate Associate - Al Dahbashi Gray



Covid-19 – Economic and Financial Impact - Should you Rethink your Business Model?

MENA LEGAL and Bain & Company team up to offer a genuine out of the box summary of the different scenarios ahead: systemic and global economic and financial impact of the Covid-19, and consequences on your business resources and capabilities.

- Cyrille FABRE Director and head of Consumer Products & Retail Middle - East Bain & Company
- Romain ASTRUC Partner - MENA LEGAL.

During this webinar, MENA LEGAL, Aurifer and Steering Advisory teamed up to offer a practical webinar on financial and tax issues or opportunities resulting from the Covid-19 situation. In a first chapter, Steering Advisory provided insights on business contingency planning while navigating uncertainty amid uncharted conditions. In a second chapter, Aurifer detailed the tax measures taken by the different Emirate and Federal governments in the UAE and how these can be leveraged in challenging times. In addition, both pointed out what cash flow measures can be taken to soften the impact of the current state of the economy.

Covid-19 has changed our behavior toward online channels, and the shifts are likely to stick post-pandemic. While many companies are challenged to survive in the short-term, the crisis also presents opportunities and the future looks bright for e-commerce in Dubai and the MENA region.

- Roy Hintze, Director Deals Strategy & Operations at PwC
- Dr. Ulrich Koegler, Partner at Strategy & ME, part of the PwC network
- Anisa MUHAMMAD ALI, Marketing Manager - Dubai CommerCity
- Stephane PIGNARD, General Manager - Altavant Consulting
- Bastien RENAULT, Director Professional Services - Altavant Consulting

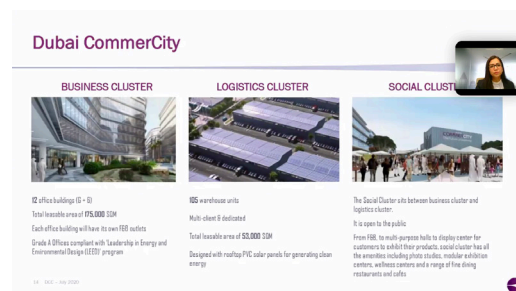
- Emmanuel BRECHARD Responsable Moyen-Orient, Turquie & Asie Centrale BPI France

In a blink of an eye, our world changed dramatically! Did your company struggle to maintain customer service and teamwork when your employees were suddenly asked to stay at home and self-isolate? In this webinar, we will take a look at some of the communications and networking challenges posed by ensuring business continuity during times of crises. We will answer questions such as “How to engage in longer term considerations” and “How to better handle future potential disruptions”

- Christophe AMELINE, Head of Customer Marketing - Alcatel-Lucent Enterprise

Speakers

- Abderrahman BENOUEHOUD
Head of Finance Steering
Advisory – Steering Legal –
Steering Resources
- Thomas VANHEE
Partner at Aurifer Middle East Tax
Consultancy & Affiliate Professor
of Tax Law
- Romain ASTRUC
Partner - MENA LEGAL



Geographic Webinars



Covid-19 outbreak-proof How GCC countries are dealing with this unprecedented Covid-19 situation

The impact on the business environment and the measures locally implemented with a focus on the UAE and Bahrain.

Speakers

- Philippe GASSMANN, Regional Economic Counselor for the Arabian Peninsula at the Embassy of France in the United Arab Emirates
- Rim JALALI, Executive Director - CCI France Bahrain
- Modérateur: Justine DAMPT Partner, EATBETTER foods | Co-founder & CEO at SYP.(Shake Your Plants)

Les Emirats Arabes Unis face à la crise du Covid-19 Etat des lieux, impacts économiques, plans de relance et perspectives d'avenir.

Ce webinar avait pour vocation d'informer la communauté d'affaires sur la situation actuelle, les mesures prises pour contrer les effets du Covid-19 sur l'économie locale, et donner des retours concrets d'entreprises sur les plans d'action et les scénarios de sortie de crise via le partage des résultats de notre questionnaire d'impacts et le témoignage d'un panel de grandes et moyennes entreprises basées à Dubai.

- H.E. Ludovic POUILLE, Ambassadeur de France aux Emirats Arabes Unis
- Franck LADEGAILLERIE, Senior Vice President – MPH
- Geoffroy BUNETEL, Group Head of Strategy Strategy, Investments & Operations - Chalhoub Group
- Aurélien NEU, Délégué du Chef du Service Economique Régional (CSER)
- Caroline THEVENOT, Founder & CEO - CTC Accounting
- Agnès LOPEZ CRUZ, Directrice Générale - French Business Council Dubai & Emirats du Nord



Geographic Webinars



Egypt: market update and the outbreak impact

- Tarek SOLIMANE, Vice President - French Business Council Dubai & Northern Emirates
- H.E. Stéphane ROMATET, French Ambassador to Egypt
- Hassan BEHNAM, Managing Director of the French Chamber of Commerce in Egypt
- Dr. Nadia CHEAIB, Chairperson Clingroup, President Health Committee CCIFE & Ambassador Egyhealth 2020
- Mohamed EL MEADAWY, Chief Financial Officer - Groupe SEB Middle East
- Hervé MAJIDIER, Chief Operating Officer - Majid Al Futtaim Retail/ Carrefour
- Modérateur: Julie LEBLAN, CEO and Founder at MyList.ae & Merit Incentives



Review of the impact of Covid-19 on Saudi Arabia in collaboration with the Ministry of Investment of Saudi Arabia (MISA) and with the kind support of Clyde & Co. Webinar on the current situation in KSA and the Saudi government stimulus plan to support the business during this outbreak.

- H.E. François GOUYETTE Ambassador of France in the Kingdom of Saudi Arabia
- Ibrahim S. Al-SUWAIL Investor Services and Advisory Deputy Minister, Ministry of Investment of Saudi Arabia (MISA)
- Guillaume HUART Regional Counselor for Health - Middle East at Embassy of France
- Abdulrahman Al-ANBAR Senior Partnership Specialist at investor Business Solutions
- Sara KHOJA Partner, Clyde & Co.
- Alain SFEIR Partner, Clyde & Co.
- Majed ALSAADI Executive Director of the Investor Business Solutions at the Ministry of Investment



Individual Meetings

HR and Employment : understanding the risks and taking actions amidst the Covid-19 outbreak

Céline FARHAT Senior Associate - MENA LEGAL

Romain ASTRUC Partner - MENA LEGAL

Commercial Contracts Affected by Covid-19: what can be done legally to limit the effects of Covid-19 on your commercial contracts and to renegotiate them?

Karim SALEM, Senior Corporate Associate at Al Dahbashi Gray Law Firm

Quelle stratégie d'investissement mettre en place face à la conjoncture actuelle?

Delphine TOUSSAINT, Conseillère en Gestion de Patrimoine - Pierre & Placements

Déclarations d'IR et d'IFI Besoin d'aide pour vos déclarations d'IR et d'IFI?

Cédric MARC, Associé-gérant - 3AO Patrimoine

Covid-19 : comment construire et protéger son patrimoine ?

Stéphane BATTISTELLA, Directeur Middle East & International, Crystal Finance

Meet the Expert



“Comprendre son bilan financier”

Caroline THEVENOT,
Founder & CEO - CTC Accounting

Meet the Expert is an event launched by the French Business Council Dubai & Northern Emirates dedicated to entrepreneurs and SMEs. An expert is invited to lead a discussion around a theme highlighted during our meetings at Club Synergy relating to the creation and management of a business in the United Arab Emirates. Organized in the format of a round table (maximum 6 participants), an expert comes to present a predefined subject.

Meet the CEO

Because business matching is essential to our members, the French Business Council Dubai & Northern Emirates launched in November 2018 “Meet the CEO”. It is a great opportunity for French Business Council members SMEs and Entrepreneurs to meet with a CEO of a MNCs in individual 30 minute-meeting. The CEO will be available for a 3-hour period, and will meet up to 6 companies, selected according to their business relevance for his MNC.



#6 - Laurent CLEMENT
CEO - EDF Middle East

#7 - Marwan HAIDAMOUS
Managing Director - Renault Middle East & Pacific

#8 - Marc PASQUET
President, Michelin Africa India and Middle East region

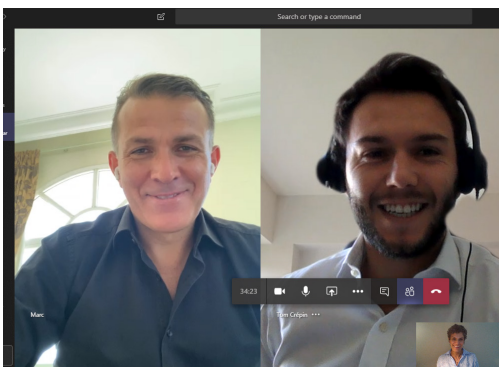
#9 - Mazen HAMADALLAH
General Manager - Grid Automation- MENAT



#10 - Astride ESTEVE
Area VP Gulf Countries, Near East and Pakistan - LEGRAND

#11 - Sébastien ARBOLA
CEO - ENGIE Middle East, South & Central Asia and Turkey

#12 - Philippe MARTINET
Managing Director - ADP Ingénierie



#13 - Marc DESCROZAILLE
COO, Middle East & Africa Region: Gulf (excl. KSA) and Sub-Saharan Africa - AccorHotels

#14 - Ronnie CHALMERS
Hub Vice President Africa Middle East & India - AIR LIQUIDE

Clubs and Cercles

The French Business Council Dubai & Northern Emirates organizes Business and Entrepreneurship Clubs to offer its members the opportunity to share freely on common topics. It is also a great occasion to develop synergies, networking and business opportunities among members. These clubs are on cooptation, and made of round tables gathering around 20 participants.

L.E. CLUB

L.E. Club brings together CEOs from 25 of the largest French groups in the UAE. The group meets on a monthly basis to identify synergies in regional markets and develop a common approach to responding to large local or regional projects.

- Digital transformation: a model to master digital disruption in your company with Dado Van PETEGHEM, General Manager - Duval Union Consulting
- Understand the actual geopolitical situation in the region with Brittany FRYE, Security Manager - International SOS
- S.E. Ludovic POUILLE, Ambassadeur de France aux Emirats Arabes Unis
- Najeeb Mohammed Al-Ali, Executive Director of the Dubai Expo 2020 Bureau
- Robert WILLOCK, Director of Economist Corporate Network (MENA) - The Economist



CLUB SYNERGY BY FBC

with the kind support of The Fridge Dubai

The “SYNERGY Club” brings together entrepreneurs and representatives of SMEs in Dubai and the United Arab Emirates, aiming to :

- share best-practices,
- share experiences, advice and knowledge specific to the region,
- develop your network,
- learn to know each other and find synergies
- work together on common business stakes.



LE CERCLE LUXE BY FBC

Le Cercle LUXE by FBC, launched during the lockdown, is a closed business group dedicated to French speakers CEOs and C-Level evolving in the Luxury/Retail sector.

Workshops to boost your job search

The French Business Council Dubai & Northern Emirates offers different meetings and workshops to assist you in developing your network and be discovered by recruiters.



Write a killer CV and magnetize your LinkedIn profile

The first purpose of a CV is to generate job interviews! Discover the formula coach Hamza uses to write powerful CVs that recruiters LOVE! Learn it live and create a CV that stands out of the crowd. Finally, coach Hamza will also show you how to optimize your LinkedIn profile to be more magnetic online and attract more recruiters.



The art of generating job interviews

Discover a proven method to get more calls from recruiters and MUCH more replies to your job application emails. Learn to find hidden job opportunities on a daily basis with much less competition! Coach Hamza will also show you how to identify and message key decision-makers and skip the queue! Finally, this workshop include Hamza's most successful (*ready-made*) email templates and several little-known hacks...



How to nail every job interview

A job interview is usually a 1-shot opportunity. Putting all chances on your side is vital when employers are increasingly selective. Once you discover that every job interviews is made of 5 S's, coach Hamza will teach you a powerful technique to answer ANY interview questions with absolute confidence (*even the difficult ones*).

COMMUNICATION

14,000⁺

followers

4,000

av. monthly users

8,000⁺

contacts in database

21%

opening rate



Highlights

During this year, we have continued to digitalise our communication supports. Indeed it was more than ever important to keep our business community up to date throughout the Covid-19 crisis.

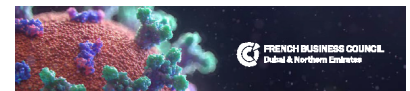


Le Podcast by FBC

In September 2020, we launched a new interview format: **Le Podcast by FBC**. Several times a month, listen to an interview of a local entrepreneur or CEO, with expert opinions or testimonials, in French or English. You can find all the podcasts on our website, and Soundcloud.

The FBC Weekly Briefing

During the Covid-19 period, every Thursday, we provided a weekly summary of the main local and regional news of the last few days, with a different “sector focus” each week, as well as advice and answers to your questions from our legal and financial experts.



The FBC Weekly Briefing - Covid-19 Outbreak
16 July 2020

EDITO

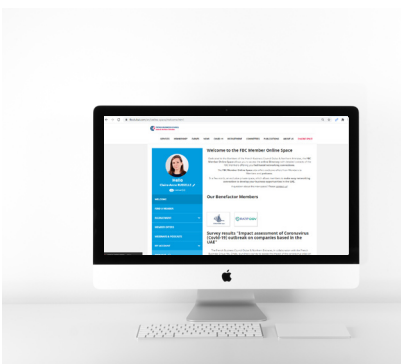
Dear Members, Partners and Friends,

The Covid-19 outbreak has changed our World, the way we manage, the way we work, the way we live.

Business leaders are seeking for accurate information to navigate through this unprecedented situation to take their business decisions and develop their business beyond it.

Therefore an enhanced fortnightly briefing will be launched in September, providing a different content, with prospective studies, sectorial analysis and data, to assist you in your business rebound post Covid-19.

We have done our foremost to support our business community and we would like to take



The FBC Online Space

In its digitalisation strategy, we have launched in March 2020 our FBC Online Space. Hosted on the FBC website - www.fbcdubai.com - through a unique login and password, the FBC Online Space allows Members of the French Business Council to have access to past webinars podcasts, exclusive content, as well as the online Directory. Non-Members can also access the Online Space, with content adapted to non-members, including the list of member companies of the FBC.



Secured Online Payment

In September 2020, we have implemented an online payment on our website, allowing our attendees to pay their events through a secure payment platform directly on our website.

OUR OFFER

Membership

Business Consulting

Communication



Membership Packages

Our enhanced tiered Membership offers 4 levels of corporate membership which are suited to your company's needs and budget.

| | | | |
|---|---|---|---|
|  BENEFACTOR The most exclusive level for companies looking to make a significant impact in the French-Emirati business community and show true commitment and support to the French Business Council. This membership guarantees the maximum level of exposure and tailor-made solutions. |  TRUSTEE This membership is designed for companies willing to maintain a high profile in the French-Emirati business community while enjoying an increased range of valuable benefits and privileges. |  BUSINESS ADVANTAGES The membership level geared towards businesses that want to gain greater visibility and develop their business opportunities to take their company to the next level of growth. |  BUSINESS ESSENTIALS The perfect choice for small businesses and young companies looking to develop their activity and enjoy the essential services of the French Business Council Dubai & Northern Emirates, while controlling their expenses. <i>*Not available to businesses with 20+ employees in the UAE.</i> |
|---|---|---|---|

The French Business Council Dubai & Northern Emirates also offers an Individual Professional membership for individual, freelance and self-employed professionals who want to increase their business network.

If you are not a member of the French Business Council Dubai & Northern Emirates yet, but a member of the French Business Group Abu Dhabi, you can benefit from a 50% discount for your 1st year as a member at the French Business Council Dubai & Northern Emirates, in the same equivalent category of membership.

| 4 MAIN REASONS TO BECOME A MEMBER

1. Set-up and develop your business in the U.A.E with the support of our experts.
2. Share your experience, enhance your skills and take advantage of our members' expertise by participating in our digital and on-site events and activities organized each year (conferences, sectorial committees, working groups, networking events...).
3. Develop your company's exposure using the FBC's communication tools and events to increase your visibility to a wider audience.
4. Benefit from exclusive offers and promotions from our company Members.

Business Consulting

FROM MARKET INFORMATION TO COMPANY SET-UP, BENEFIT FROM BESPOKE BUSINESS SERVICES!



UAE MARKET AND SECTORIAL WORKSHOPS / PRESENTATIONS

The business consulting team offers presentations and workshops on specific sectors in the following areas: state of the UAE economy, healthcare, retail, F&B, construction, sustainable development, and new technologies.



ASSESSING THE POTENTIAL OF A PROJECT

The potential of a project and/or product is tested on a sample of prospects, and local competition is analyzed.



COMMERCIAL FOLLOW-UP (COMMERCIAL A TEMPS PARTAGE)

The business consulting team offers assistance to companies without a U.A.E. branch in pursuing their commercial development in the United Arab Emirates. This is achieved by actively maintaining a close relationship with the identified prospects and partners for up to 6 months.



COMPANY SET-UP / START-UP CONSULTANCY

Based on company's specifications, the FBC organizes a meeting to answer potential questions and connects companies with FBC members able to provide legal and logistical support during their start-up process.



BUSINESS CENTERS

The business center in Oud Metha is a business incubator with 14 offices available for rent and a coaching service for "Volontariat International en Entreprise" (VIE) employees, providing customized support during the first few months of their employment.

LeBooster Dubai located in Dubai Silicon Oasis, is a tailor-made turnkey solution to set-up a business, offering flexible and adapted solutions to French companies seeking to establish or develop their activities in the Middle-East.



BUSINESS-PROSPECTING MISSIONS

This service delivers market information and business-matching meetings with potential partners. After validation of the business potential, a customized 3-to-4-day program of business meetings is organized.



RECRUITMENT & HR SERVICES

The FBC recruitment service provides HR services to companies including recruitment, consulting, career workshops and more.



FOREIGN COUNTRY MISSIONS

The business consulting team provides market discovery and trade missions for companies interested in finding out more about new countries and how to develop activities out of the UAE. We have already delivered several missions in Iraq, Kurdistan, Kenya and Pakistan.



FRENCH BUSINESS COUNCIL NETWORK

Meet your peers, and grow your business.

Business Consulting

E-MISSIONS

Objective

Identify and remote meet potential customers and partners.

Advantages of the e-mission

- Anticipate the recovery and prepare your business contacts
- Minimize your cost
- Optimize your time and your chances of success
- Remote prospecting without altering the quality of the contacts
- Benefit from a complete and personalized follow up



QUALIFIED BUSINESS MATCHMAKING

You wish to be in touch with very specific potential customers and contacts within government bodies or the private sector? The FBC Business Consulting team links you with targeted and qualified contacts thanks for its extensive network of government and private partners in France and the United Arab Emirates.

Objective

Get in touch with potential customers you cannot reach by yourself.

Advantages of qualified business matchmaking

- Cost effective solution
- Personalized introduction to your qualified potential customers to C-level positions
- Quick way to get in touch with the right contact
- Benefit from the Business Consulting team extensive contacts network



THE tailor-made turnkey solution to set-up your business in the UAE

LeBooster Dubai offers flexible and adapted solutions to French companies willing to establish and develop their activities in the Middle East. Dubai Silicon Oasis is a fast growing Free Zone and is considered to be one of the most efficient in terms of infrastructure and services.



- A strategic location; Dubai is a regional hub,
- A one stop shop for the design and set-up of your business in the United Arab Emirates,
- A professional and dynamic environment,
- Privileged access to the FBC network (750+ members),
- A close relationship with the FBC team to develop your professional network.

- Open space offices
- A meeting room with a booking system (for 8 people)
- A large meeting room (for 10 people) and a conference room (for 30 people) available at preferential rates.



LeBooster

DUBAÏ

THE tailor-made turnkey solution to set-up your business in the UAE

- 100% ownership of your own company (no need to share capital with a local partner),
- Preferential terms associated with the Free Zone's, rules and regulations,
- A broad range of services in addition to the Business Centre services (data centre, conference rooms, warehouses, hotels, Emirates Post and more).



Our Offer for your V.I.E.

The French Business Council Dubai & Northern Emirates offers a complete solution to companies wishing to employ a V.I.E.:

Offices

- Individual offices, 12m², or open space,
- Fully furnished, includes a phone line, internet connection, a meeting room, a shared receptionist and office maintenance services,

Supervision

- Customized and dedicated V.I.E. support
- Meeting to introduce the business environment of the sector the company is involved in.
- Regular meetings with the V.I.E. to support her/him throughout her/his assignment.

Development of the V.I.E. network

- Instant access to a network of more than 400 French companies and local members of the French Business Council.
- Discounted rates for all activities and networking events offered by the French Business Council.



| V.I.E. Coaching Option

Personalized training on cultural awareness to facilitate her/his personal and professional integration in the U.A.E.,

- Mentoring on methodology and weekly review of V.I.E.'s assignment progress,
- Monthly report and conference call with the parent company.

Visa Package

- Administrative tasks related to visa procurement, management and cancellation (a residence visa is mandatory to live and work in the U.A.E.),
- Authorisation letter from the sponsor to open a bank account, rent an apartment and transfer a driving license.

Communication Platforms

E-Newsletter - The FBC Link

The FBC Link is the monthly newsletter of the French Business Council Dubai & Northern Emirates. It aims to inform members and non-members of the latest FBC news (upcoming events, activities) but also members' news and offers.



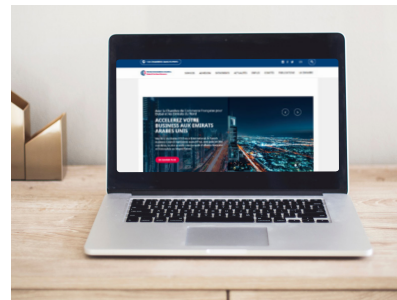
Frequency: Monthly

Target audience: Members / Non-members - around 8,000+ contacts

Average opening rate: 18%

Website - www.fbcdubai.com

Through the French Business Council Dubai & Northern Emirates' fully responsive website, members and non-members have easy access to the FBC calendar, members news, information on the FBC, but also to the FBC team contacts details. Members can also enjoy exclusive offers.



Frequency: Daily

Traffic: average 3,600 users monthly

Social Media

The French Business Council Dubai & Northern Emirates is active on three different social media platforms (LinkedIn, Facebook and Twitter), offering a wide range of information, news, events, photo galleries...

 @French Business Council Dubai

 @ French Business Council of Dubai and Northern Emirates

 @fbc_dubai

Frequency: Weekly

Target audience: 14,000+ followers across all social media platforms



FRENCH BUSINESS COUNCIL
Dubai & Northern Emirates

French Business Council Dubai & Northern Emirates
Oud Metha Rd., 18th Street P.O. Box 25775
Dubai, United Arab Emirates
fbc@fbcDubai.com - 00971 (0)4 312 6700
www.fbcDubai.com