

GATEWAY TO EUROPE

CCIFI – CCI Paris Île-de-France

OBJECTIVES

This program has been specifically designed for managers whose next career step may involve international exposure or experience.

The objective of the “Gateway to Europe” program is to broaden the intercultural knowledge of participants and to develop their international management skills in order to enable them to successfully navigate in today's European and global business environment.

“Gateway to Europe” program offers to managers a unique opportunity to be immersed in European business environment and culture.

LOCATION: Paris

CCI Paris Île-de-France and in-company visits

LANGUAGE: English

DURATION:

1 week training program (5 days)

SCHEDULE:

2015 July 6 - 10 or October 12 - 16

GROUP: 12 - 25 managers

PRICE: 1 800 € / participant

Price includes:

- * Conferences, courses, workshops, visits
- * Lunches
- * Local transportation

International transportation & accommodation are not included

CCI Paris Île-de-France joins the CCI France International to offer a multi-sectorial training program to international managers and executives who want to understand the French and European markets. The study visit will provide participants with the concepts and key information especially in the field of negotiation, intercultural communication and marketing applied to the business environment in France and Europe.

PARTICIPANTS

Managers of international companies who wish to develop an international activity, set up subsidiaries, represent their company on European and global market

PROGRAM HIGHLIGHTS

Conference (4 hours)

Business environment in Europe and France

Courses & workshops (20 hours)

- * Intercultural business
- * Innovation management and environment
- * Marketing
- * International negotiation
- * International human resource management

Visits and exchange sessions

- * Visits to leading French companies & exchange sessions with guest speakers
- * Business incubator visit
- * Business cluster visit
- * Visit to the Rungis market
(the biggest food market in Europe)
- * Business-oriented cultural activity

INFORMATION & BOOKING

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Detailed indicative program

Day 1

Conference “Business environment in France and Europe”: A presentation of economic indicators, political context, legal framework within the European Union and in France and their impact on companies.

Presentation of the Paris Ile-de-France Chamber of Commerce and Industry: The role of intermediary organisations for businesses in France.

Cultural evening: innovative business model for culture and entertainments: Presentation of the Palais de Tokyo, museum for contemporary arts and its business model, dedicated visit of the exhibition and on-site dinner.

Day 2

Course: Innovation management: The environment of R&D in France and how to foster innovation in companies through management processes.

Visit: business cluster: Discover the cluster organization: competitiveness through industry and research cooperation.

Visit and networking: social business incubator: Presentation of the incubator, with a specific focus on social and sustainable business models: “How to combine value creation, social and sustainable development?

Day 3

Visit to the Rungis market, the largest fresh produce market in the world and encounter with a logistics professional:

Presentation of the biggest European logistics platform for food distribution, its modern infrastructure, its local / national / international development, its security and safety standards (cold chain, waste management etc). The visit ends on a gourmet note with a hearty ‘Rungis breakfast’.

Course: International negotiation: Negotiation in an international context: dealing with partners, providers, clients with a focus on European and French practices.

Day 4

Course: Intercultural business communication – managing across cultures: Get a better understanding of business culture in France by a presentation of cultural, social context of work habits. Communication tools in order to better work with French partners will be provided.

Information session: “Doing business in Paris” service presentation: Local formalities and services dedicated to international companies willing to open subsidiaries or invest in France.

Workshop: Consumer behaviour, product and retail: Analyse consumer behaviour, think of a product development strategy up to retail solutions. Study case with a specific focus on fashion/luxury industry in France

Day 5

Course: International Human Resource Management and Labour Market in Europe: Improve the understanding of human resource policies and practices of international firms in different strategic and national contexts.

International company visit and exchange session: Visit the company, with more than 100 plants worldwide, promoting diversity as an opportunity, as a source of performance and team agility.

Debriefing and Closing ceremony: A certificate of completion by CCIFI and CCI Paris Île-de-France will be provided at the end of the study trip.

Paris Île-de-France Regional Chamber of Commerce:

- is the leading Chamber of Commerce and Industry in France and in Europe
- represents **800,000** traders, manufacturers and service providers
- generates **30% of France's GDP**

One of the main missions of the Paris Île-de-France Regional Chamber of Commerce and Industry is **Education and Training** through its 24 schools dedicated to train young people and professionals in order to meet the expectations and needs of businesses as closely as possible.

- **24** schools (including French and European top business schools: HEC Paris, ESSEC, ESCP Europe, Novancia)
- **30 000** adults in continuous training, **31 500** students trained
- **760** international partnership agreements, **5 600** international students