

INTERVIEW WITH
CCI FRANCE QATAR

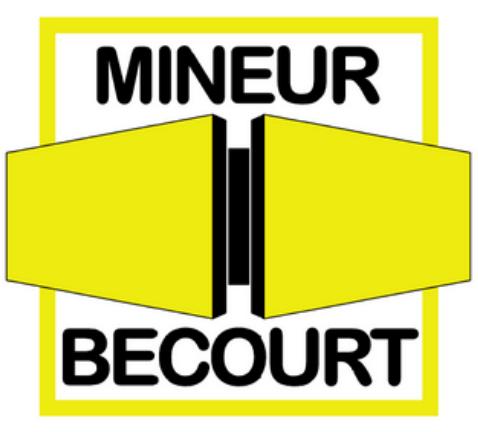
MICKAËL YAGOUBI

MINEUR BECOURT MIDDLE EAST LLC

Hangar Dassault Aviation : L 82 m x H 9 m.



MINEUR BECOURT MIDDLE EAST LLC, AS A SUBSIDIARY OF MINEUR BECOURT SYSTÈMES, INHERITS THE EXPERTISE OF A CENTURY-OLD COMPANY FROM THE NORTH OF FRANCE, SPECIALIZING IN THE DESIGN OF HIGH-TECH CLOSING SYSTEMS. FOUNDED IN 1912 IN VALENCIENNES, OUR COMPANY HAS OBTAINED PATENTS AND QUALIFICATIONS, DEMONSTRATING OUR COMMITMENT TO TECHNICAL EXCELLENCE AND RELIABILITY.



Building Integration Ariane 5 Propulsion L 2x 8m x H 38 m.

Mickaël, please describe your mission in Qatar:



My mission as Executive Manager consists of coordinating the commercial activities of Mineur Bécourt Middle East LLC in Qatar, establishing and developing a long-term business relationship with our clients. Drawing on our experience in France, our goal is to adapt Mineur

Bécourt's know-how to meet the needs of a dynamic market by relying as much as possible on a panel of local partners. Over the years, our remarkable achievements, materialized by notable patents, attest to our ability to innovate and meet the requirements of projects with high technical specifications.



In our expansion in Qatar and more generally in the Middle-East, we are capitalizing on these successes to offer solutions adapted to the specific challenges of the region.

My role is therefore to connect Mineur Bécourt's solutions offering with emerging opportunities in the Qatari and Middle Eastern markets while maximizing the contribution of our local partners to our proposals.

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THE CHOICE OF QATAR [...] WAS MADE POSSIBLE BY ITS ECONOMIC AND POLITICAL STABILITY, ITS STRATEGIC GEOGRAPHIC POSITION, AS WELL AS ITS COMMITMENT TO ECONOMIC DEVELOPMENT AND INNOVATION.

You chose to open a company in Qatar, instead of finding a distributor. Do you think it was important? What elements did you consider before doing so?

For Mineur Bécourt, this is the opening of our first structure to major exports. It is the result of a strategic decision motivated by three determining factors. First of all, Mineur Bécourt carried out a very important project in Qatar in 2021, a project which was directly supervised by President Mr. Pascal VINCQ. This is how he personally realized the significant opportunities for our sector of activity in this country. Finally, an analysis of Country risks and more generally of the geopolitical environment of the region with the help of the Hauts de France CCI (stability, cultural factors, geographical position, etc.), decided the President to invest in this subsidiary company project.

What led you to choose Qatar over another Gulf country?

The choice of Qatar was obvious thanks to this first experience and the business relationships established on this occasion. "We couldn't see ourselves



leaving at the end of this project as we had been particularly well received" Mr. VINCQ is said to have declared. Of course, the economic and political stability of Qatar, the leading port and airport logistics infrastructures, the public authorities' appetite for economic development and innovation as well as the presence of French-speaking partners like the CCIFQ are complementary aspects, essential for a

successful incorporation. They have all contributed to making Qatar the preferred and natural choice for a lasting presence of Mineur Bécourt in the Gulf region.

What are the strengths, as a French company, that could allow you to win markets?

Mineur Bécourt knows how to capitalize on its century-old heritage,

demonstrating proven expertise, a reputation for quality, as well as a constant ability to innovate, adapt and support its demanding clients on very technical aspects. But for major exports, you must first be recognized on these fundamentals of sectoral leadership. Then integrate the notions of "long time", humility, perseverance and pugnacity which also characterize the Mineur Bécourt teams. We must



century-old company in the north of France....

On the business side, competition is already present in Qatar. We will have to stand out by offering a more aggressive approach that combines personalized analysis of customer needs and a more targeted duty of advice and expertise. This approach, based on our commitment to excellence, will allow us to create the conditions for future success in the Qatari market.

In terms of setting up the subsidiary, we were well guided and the infrastructure is of very good quality. Access to legal and banking advice is also very fluid, everything is done to do business.

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IT IS ESSENTIAL TO ESTABLISH A LOCAL PRESENCE IN ORDER TO UNDERSTAND CUSTOMS AND BUILD TRUST.



*Anti-explosion door.
Live firing test on our closures.*

work daily to gain the trust of our partners and our customers, thus affirming our desire to occupy this leadership position on an international level. Only then can we consider existing in this market.

Once there, did you face any unexpected difficulties?

Nothing that makes us give up, not even the hot and desert climate for a

How does this market in Qatar help you promote your company elsewhere in the world, and win other markets?

The Qatari market acts as a global showcase, highlighting our expertise and know-how. By winning projects in Qatar with our partners, we gain visibility, particularly in the Gulf countries, of which Qatar occupies a prominent place. This visibility and our references will strengthen our reputation, making our company a key player in the field of special industrial closures. We hope that our success in Qatar will propel our know-how in the Middle-East, generating growing interest in our skills on an international scale.



What advice would you give to a company that wishes to respond to a call for tenders specifically in Qatar or that wishes to set up in Qatar?

To respond effectively to a call for tenders in Qatar or consider an establishment, it is essential to establish a local presence in order to fully embrace the customs and rules of the market so as to establish trust. Surrounding yourself with leading

players like the CCI France Qatar, and building a competent local team is very well perceived. Discretion, very appreciated in Qatar, must be integrated into all stages of the project. In summary, combining a local partnership with discreet commercial conduct will undoubtedly promote successful integration into the Qatari market.

Mickaël Yagoubi

Executive Manager

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Mineur Becourt Middle East LLC

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Losier hangar at Le Bourget airport: L 50 m x H 15 m.

Architectural door.





CONNECTING PEOPLE, DEVELOPING BUSINESS

CCI France Qatar is a division of Maison de la France, and a member of CCI France International, one of the largest business networks with more than 115 Chambers and 34,000 member companies. It works closely with French institutions such as the Economic Department of the French Embassy and Business France, as well as Ministries and official agencies in Qatar.

1 Services

Relevant services to help you set up and develop your business in Qatar

2 Intelligence

Sectoral Committees and Business Clubs for knowledge sharing and advocacy

3 Networking

Targeted conferences and networking events to accelerate your development

JOIN US!

Membership is open to French and Qatari companies with a particular interest in France. More than 70 companies are already members of the Council, with a strong presence in Energy, Construction, Security and Hospitality.

contact@ccifq.com - ccifq.com



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