



www.france-cincinnati.com

French-American Chamber of Commerce Greater Cincinnati Chapter

Newsletter

Winter/Spring 2004

Dear member,

This is our first year of operation as a fully-fledged chapter of the French-American Chamber of Commerce. We start it on a positive note, as we have welcomed 15 new members in the last 3 months. We are now above the 100 corporate members mark.

We will have the opportunity to celebrate all these accomplishments during our next gala, April 21st. Please mark your calendar, if you not already done so. Not only does this promise to be a very fun event, but also we will be honored by the presence of the Ambassador of France to the U.S., Mr. Jean-David Levitte

At the end of September, we will send our 2nd trade mission to France. You will note that we are organizing the mission in cooperation with the Boston Chapter, a perfect example of what the FACC network can bring us.

We are also happy to welcome two new board members, Yves Maitre from Key MRO and Steve Hirschberg from WVXU. Steve has agreed to be our new Media-Communications VP.

We have also changed our president! As you know, our organization encompasses people and companies from different horizons: large and small businesses, French and American companies, expatriates (bound to come back to France) and people calling the Queen City home.

The first 2 presidents, Gerard Laviec and myself, represented the same "category": expatriates working for large French companies. We believe it is time to have somebody from the local community as a president; and I am delighted that Joe Dehner has accepted this position. Please join me in thanking Joe for assuming the responsibility to take us to an even higher level.

A bientôt

Pierre Fabre

September 27 –October 1, 2004 One Trade Mission, Two Goals

The French-American Chamber of Commerce is dedicated to enhancing the business relationship between France and the Greater Cincinnati area. This means bringing more French businesses into the tri-state as well as helping American businesses sell their products or start operations in France.

One of the many ways to achieve these goals is to organize trade missions to France. This year we will send a delegation to the **trade show Micronora** (www.micronora.com) in Besançon (Doubs region). It is the largest *micro-technologies* fair in Europe it will attract more than 850 exhibitors and 15,000 visitors. A visit to the Microtechniques Transfer Center and the Microtechnology Institute will be organized as well.

Besançon is the *European microtechnology center*. The city is located in eastern France, not far from other key French cities and regions, including Strasbourg in Alsace, Lyon in Rhone-Alpes and Dijon in Burgundy. It is one of the most industrialized areas in France. Its constantly developing sectors include the **automotive industry, mechanical construction and microtechnology**. Besançon is also ideally situated close to European markets, mainly Switzerland, Germany and Italy. The region's workforce and industries include skills and expertise in the following areas:

- **Metal work** : micromechanics, precision mechanics, machining, cutting, stamping, surface preparation and treatment.
- **Plastics**: molding, surmolding.
- **Electrical, electronic**: cabling, soldering, winding, automatic working, with applications in various sectors : **transport, precision industries (medical, connectors, watches-clocks-jewelry), electrical and electronic equipment, telecommunications, industrial equipment items.**

Some of the companies in these fields are:

Automotive manufacturers and suppliers: Peugeot-Citroen PSA, Alstom Transport SA, Faurecia, Delphi Packard, SLI Miniature Lighting, EAK Components

Fine metal works & Mechanisms: Framatome Connectors International, Stanley Tools, Bourgeois, Schlumberger Systems

Luxury and jewellery: Michel Herbelin, Hermès, Cheval

Three of these companies have already subsidiaries in our Tri-State area.

We will also spend **2 days in Paris** to meet with business leaders and/or visit companies that fit your needs. In addition, we will have a stopover in **Reims**, the heart of the Champagne region.

This trade mission, **co-organized with the Boston Chapter of the FACC**, and will benefit from the help of Invest in France Agency and the French Trade Commission (French Embassy) in Chicago. It will achieve two goals:

First goal: To bring businesses from the tri-state area to Micronora and take advantage of one-on-one meetings that we can, upon request, arrange with key experts, potential partners or distributors.

Second goal: To market Cincinnati to business leaders in a French region that has many things in common with the tri-state area.

For any questions regarding this trade mission or to share your interest, please contact Brigitte Cordier, Executive Director of the FACC at 513-852-6510 facc@france-cincinnati.com.

**French-American
Chamber of Commerce
Mission Statement**



The French-American Chamber of Commerce of Greater Cincinnati ("FACC") is the youngest chapter of the French-American Chamber of Commerce, the oldest bilateral chamber of commerce in the United States.

The FACC is a non-profit, non-political organization whose mission is to encourage the trade of goods and services, promote investment, provide information for business expansion, coordinate the efforts of international agencies, and foster global understanding between France and the Greater Cincinnati area

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After successfully growing from 6 to 15 members, the European Union is now preparing for its biggest enlargement ever in terms of scope and diversity. 13 countries have applied to become new members: 10 of these countries - Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Slovak Republic, and Slovenia are set to join on 1st May 2004. They are currently known by the term "accessing countries". Bulgaria and Romania hope to do so by 2007, while Turkey is not currently negotiating its membership

In order to join the Union, they need to fulfill the economic and political conditions known as the 'Copenhagen criteria', according to which a prospective member must:

- be a stable democracy, respecting human rights, the rule of law, and the protection of minorities;
- have a functioning market economy;
- adopt the common rules, standards and policies that make up the body of EU law.

Enlargement is one of the most important opportunities for the European Union at the beginning of the 21st century. It is a unique, historic task to further the integration of the continent by peaceful means, extending a zone of stability and prosperity to new members. The planned 40 billion euro expansion is four years in the making and will expand Europe's borders as far as Russia in the North, Ukraine in the East, and onto the Middle East's doorstep in the South.

However, the enlargement facing the EU today poses a unique challenge, since it is without precedent in terms of scope and diversity: the number of candidates, the area (increase of 34%) and population (increase of 105 million), the wealth of different histories and cultures.

Third countries will significantly benefit from an enlarged Union. A single set of trade rules, a single tariff, and a single set of administrative procedures will apply not only just across the existing Member States but across the Single Market of the enlarged Union. This will simplify dealings for third-country operators within Europe and improve conditions for investment and trade.

Source : www.europa.eu

French multinational companies in good shape

Compared to 8 in 2001, 11 French multinational firms are ranking among the world top 100 groups in 2002. French companies are catching up with their German counterparts (13 groups). Since some American groups have suffered from financial scandals (ENRON), the High-Tech crisis (WORLD.COM) and the reinforcement of the Euro, some European groups like Nokia or Bayer made their way up.

But some also attribute the growing presence of French groups in the top 100 by the successful implementation of French business models in the world, which gives French companies competitive advantages compared to some local competitors.

French multinational companies ranking among the top 100 in the world in 2002 and percentage of their turnover made abroad:

- 11th: TOTAL, 80%
- 23rd: CARREFOUR, 49%
- 31st: VIVENDI UNIVERSAL, 45%
- 35th: PSA PEUGEOT CITROEN, 67%
- 47th: EDF, 37%
- 49th: FRANCE TELECOM, 41%
- 50th: SUEZ, 76%
- 72nd: RENAULT, 62%
- 92nd: SAINT-GOBAIN, 70%
- 93rd: VEOLIA ENVIRONMENT, 57%
- 95th: EADS, 52%

But in addition to those 11 important players, France also counts a fair number of smaller-sized companies that are leaders on their respective markets. This is the case for L'Oreal, LVMH, BOUYGUES or SODEXHO.

Unfortunately, the French impulse due to bigger turnovers should not hide the high decrease in the profitability of those groups. In fact, most of the 11 French multinational firms saw dramatic drops in their results in 2002.

Source: *L'Expansion*, December 2003, # 681

Annual Gala Dinner

- **Mark your calendar for this exceptional event : April 21st 6:00 pm: "Spring in Paris": Annual Gala dinner of the FACC at the Krohn Conservatory with His Excellency Jean-David Levitte , Ambassador of France.**

Tables are already on sale for \$800: contact us at 513-852-6510

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Student Members

Benjamin Bonnefoy

American trainees in France

In partnership with the French Embassy Cultural Services, FACC-New York sends students from all across the U.S. to some of the top international companies in France. These students or recent graduates participate in international business and experience French culture first hand. These programs are of great interest to French, business, and international affairs students. Organizations such as the International Herald Tribune, KPMG, Christian Dior, Intel, Coudert Frères, and BNP Paribas have recently benefited from our "out-bound" program, and we expect participation to grow in 2004.

For further information:

French-American Chamber of Commerce ICDP Dept.

Tel: 212-765-4460
E-mail: icdp@facnyc.org
Web: www.facnyc.org

French Embassy, Cultural Services Internship Program

Tel: 202-944-6011
E-mail: saima.ashraf-hassan@diplomatie.fr
www.frenchculture.org

Credit card payment now available for all FACC events.

From now on, you will be able to pay in advance by phone, simply by giving us your credit card (Visa and Mastercard) details. This new way of payment is safe for you and will allow us to gain time and accuracy in registering procedures.

FACC Greater Cincinnati Chapter launches its new website!

Click on: www.france-cincinnati.com

MEMBERSHIP UPGRADES

FROST BROWN TODD LLC : to Sustaining + member

LEE KNOSE & COMPANY : to Sustaining + member

BARNES AEROSPACE : to Corporate member

NEW MEMBERS

PERNOD RICARD USA, LLC, Sustaining member

Pernod Ricard USA is one of the world's top three leading operators in the wine and spirits industry. Among other famous brands, its subsidiary, Pernod Ricard USA produces Wild Turkey® Bourbon and Seagram's Extra Dry Gin™ and imports other premium brands such as Chivas Regal® Scotch Whisky, The Glenlivet® Single Malt Scotch Whisky, Jameson® Irish Whiskey, and Jacob's Creek® and Wyndham Estate® wines.

In 2001, Pernod Ricard USA purchased nearly 40% of the assets of the former wine and spirit giant, Joseph E. Seagram & Sons, including, the largest spirits distillery in the world: The Seagram Lawrenceburg Distillery, in Lawrenceburg, Indiana. Today, the distillery is proudly owned and operated by Pernod Ricard USA, which is headquartered in White Plains, New York.

For more information: www.pernod-ricard-usa.com

Or contact Dan Gibb, Vice President North America Operations, Tel: 812 537 0700

WVXU 91.7FM, Sponsor member

WVXU signed on the air in 1971 as a student-run 10 watt fm station. In 1976 the station brought in its first professional manager, Dr. Jim King. Since that time the operation has grown to a 26,000 watt full-time FM station with 6 additional stations comprising the *X-Star Radio Network*, which is headquartered at Xavier University in Cincinnati, Ohio. WVXU-FM in Cincinnati, broadcasts one of the most unusual and diverse program schedules in radio today.

Contact Steve Hirschberg, News Department, Tel: 513-458-3163, shirschberg@xstarnet.com

COLLEGE OF BUSINESS, UNIVERSITY OF CINCINNATI, Corporate Member

The University of Cincinnati's College of Business is a leader in experienced-based education and high-impact research. The College has a long-standing partnerships with Audencia, Nantes Ecole de Management, and ESC Toulouse, through which they exchange undergraduate students, MBA students, and faculty. Their commitment to promoting Franco-American relations has also included sponsoring Alliance Francaise speakers.

For more information: www.cba.uc.edu, phone: 513 556 7002

ENVIRONMENT QUALITY MANAGEMENT, Corporate Member

Environmental Quality Management, Inc. (EQ) is an environmental engineering and remediation company headquartered in Cincinnati, Ohio. They employ over 200 people and maintain offices throughout the country. In addition to Cincinnati, they have offices in Chicago, Denver, Durham, (North Carolina) Las Vegas, New Orleans, Portsmouth (Ohio), Roanoke (Virginia), Sacramento, San Antonio, and Seattle.

For more information: www.eqm.com,

contact: Fred Hall, Senior Project Manager, TEL: 513 825 7500

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Paul Bergé

Honorary Member:

Gérard Laviec, founding President

NEW MEMBERS

LA PETITE PIERRE, Corporate Member

La Petite Pierre began as the vision of a cozy French Bistro by Suzy and Michele Adrian at a very early age. The two siblings showed an interest in fine French cuisine from the start. You will enjoy the quality service and fine cuisine offered by this small Maderia café and catering.

7800 Camarguo Road, Cincinnati, Tel: (513) 527-4909

Open Tuesday-Friday, 11:30 am-2:00 pm for lunch, 6:00 pm-9:00 pm for dinner

Contact Michele Adrian Vollman, michele@lapetitepierre.com

PIXEL PANACHE, Corporate Member

PIXEL PANACHE provides graphic design services, including websites, ads, trade show displays, and brochures. The company was started in 1992, and has been doing website design and production since 1995. PIXEL PANACHE designed the FACC website.

For more information: www.pixelp.com, contact: Paul Schliesser, TEL: 513 489 0394

SANDIA IMAGING SYSTEMS, Corporate Member

Located in Dallas, Texas, SANDIA IMAGING is engaged in the sale and production of plastic card-based printing solutions, including the sale of plastic cards printing equipment and software. Sandia's technology addresses the millions of driver licenses, credit cards, facility passes, membership cards, national ID cards and access control cards which are issued each year worldwide. SANDIA IMAGING made the FACC membership cards.

For more information: www.sandiaimaging.com,
contact : Bertrand L. Pelletier, CEO TEL: 800 605 8188

STONYBROOK RESEARCH SUPPORT, Corporate Member

Stonybrook Research Support has provided services in marketing research since 1990. As a full-service provider, clients can expect expert study design and execution including respondent recruiting, data collection and analysis.

Contact : Lauren E. Woodiwiss, President, stonybrook@fuse.net, TEL: 513 961 3404, Fax: 513 961 3238

ARCADIA RESIDENTIAL SUITES, Associate Member

Arcadia Residential Suites is a new all suites, extended-stay hotel in Cincinnati's near north suburb of Sharonville, just off I-75 and I-275. It features homelike amenities with upscale décor, having fully-equipped kitchens, complimentary in-room high-speed Internet and common area wireless access, an indoor pool and much more. Special weekly and monthly rates apply.

For more information: www.residentialsuites.com, contact: Les Koch, TEL: 513 354 1000

INVEST IN FRANCE AGENCY, NORTH AMERICA, Associate Member

The Invest in France Agency is the French government agency for international investment. Their mission is to help clients find the most profitable and competitive solution for their business in Europe. Invest in France Agency North America (IFANA) provides U.S., Canadian and Mexican executives with customized, confidential, complimentary services and information. In addition to access to financial and fiscal incentives, IFANA's services include key industry contacts, site selection studies and regulatory information, as well as assistance in identifying potential partners and acquisition opportunities.

For more information: www.ifana.org, contact : Michel Gilbert TEL: 312 628 1054

PREMIER FINANCIAL SOLUTIONS, Associate Member

This advisory firm helps businesses who are frustrated with the quality of their 401K plan, or confused about providing important managers with benefits such as "golden handcuffs" deferred compensation or financial planning – especially International and Resident Alien financial planning. Further, the firm helps people who are unsure about their investments – whether domestic or international.

For more information: www.pfs-advisors.com, or contact Martin Wilhelmy at 513 885 2111

Peter Bason, Associate Member

Tel : 513-542-2761, E-mail: peter_bason@yahoo.com

Minh Thu Leroy, Associate Member

Minh Thu Leroy: artist, paper designer. Tel: 513-871-2180

Juliet A. Zavon, Associate Member

After a number of years of doing project management and international business development for a major multi-national company in the food industry, Juliet A. Zavon decided 8 years ago to become an independent consultant in the food industry and agribusiness.

Tel: 513-333-0688, E-mail: Jzavon@compuserve.com

Catherine M. Meguire, Associate member

Catherine M. Meguire is a translator. Tel : 513-871-1219, Email: cmeguire@fuse.net

Benjamin Bonnefoye, Student Member

E-mail: Flint_sk8@hotmail.com