



**EUROPEAN INTERNATIONAL CENTER FOR
ECONOMIC AND BUSINESS DEVELOPMENT
(FRANCE)**

**INFRASTRUCTURE PARTNER
CHAMBER OF COMMERCE &
INDUSTRY OF GRAND LILLE**

**LILLE CITY
THE MEETINGS POINT**

**ARRAS CITY
PROJECT CENTER**



EICEBD - 12A, 8, RUE DU GÉNÉRAL BARBOT - 62000, ARRAS - FRANCE





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The **EICEBD** in association and cooperation with its Indo – French / European partners is organizing **EUROaideASIA** project is open for all sectors to promote Indian companies in France and access to EU region through a complete market–mix process, which is further explained in this circular.



The aim of developing the ongoing economic awareness between France and India as also to promote Indo–French Trade relations by promoting French and Indian Companies in their mutual markets.

Pursuant to the above said objective, **EUROaideASIA– of EICEBD** would promote French and Indian companies that reflect and genuinely symbolise not only from Innovation and Technology sectors of both the countries but also Ethnic, Arts, Crafts, Cultural, food, fashion or Regional specialties through set–ups of restaurants.



THE EUROaideASIA Project OBJECTIVE towards the Indian perspective All India – Business in France.

To promote the Indian companies who wish to expand their market to Europe by : – creating their sustainable presence in France.

The project duration will be for a fix period ensuing from the date of registration of the company, during which all the registered companies would get a complete exposure to all the possibilities to access the French and EU markets. A separate agreement shall be signed



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THE INDIAN PAVILION

The Indian Pavilion is the meeting point for French and Indian companies where all the business meetings will be held with a showcase of the Indian Companies. The project shall be operated from EICEBD offices in Arras ,Lille, and its allied centers in Paris Brussels and Lyon All infrastructure facilities shall be availed through regional Chambers of Commerce & Industries and World Trade Centers based in France.



TIE-UPS FOR DIRECT RETAILING IN FRANCE

One of the principal goal is to provide opportunities on innovation and direct retailing in France.

PARTICIPATION IN INTERNATIONAL FAIRS AND SOURCING

Besides the above participation, EICEBD would provide extended coverage at International trade fairs in France depending on the company's profile and it's sector.

SOURCING OF FRENCH / EUROPEAN PARTNER

The selected companies will be given an exposure to have an agreement with a partner company in France, which will be decided on case to case basis of the Indian company and one-on-one meetings will be arranged accordingly as per convenience of both parties.



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ABOUT FRANCE:

The economy of France is highly developed and market-oriented. It is the world's seventh-largest economy by 2020 nominal figures and the tenth-largest economy by PPP. As of September 30, 2020, it was the 3rd largest economy of Europe, after the economy of Germany and the Economy of the United Kingdom.

France has a diversified economy, that is dominated by the service sector (which in 2017 represented 78.8% of its GDP), whilst the industrial sector accounted for 19.5% of its GDP and the primary sector accounted for the remaining 1.7%. France was in 2020 the largest Foreign Direct Investment recipient in Europe and Europe's second largest spender in Research and development. It was ranked among the 10 most innovative countries in the world by the 2020 Bloomberg Innovation Index, as well as the 15th most competitive nation globally, according to the 2019 Global Competitiveness Report (up 2 notches compared to 2018). It was the fifth-largest trading nation in the world and second in Europe after Germany. France is also the most visited destination in the world, as well the European Union's leading agricultural power.



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ABOUT ARRAS:

Arras is the capital of the Pas-de-Calais department, which forms part of the region of Hauts-de-France. prior to the reorganization of 2014 it was located in Nord-Pas-de-Calais. The historic centre of the Artois region, with a Baroque town square,

Arras is located in Northern France at the confluence of the Scarpe river and the Crinchon River.

- A small but one of the very dynamic city of France.
- Administrative capital of the Pas de Calais Department.
- Centrally located between Paris, Lille, Brussels and London. Considered as suburbs of Paris – 50 mins by Train (TGV) to the downtown of Paris.
- Organiser of one of the Europe's biggest music concerts every year The Main Square Festival.
- A beautiful stop-over destination for tourists

Arras attracts thousands of visitors every year, who commonly explore the city's architecture and historic buildings.

Some attractions include the Town Hall and its Belfry (listed as an UNESCO World Heritage Site since 15 July 2005), the "Boves" (a maze 10 m (33 ft) beneath the city), the Squares (La Place des Héros and La Grand'Place), the Art District (the Theatre of Arras and the Hôtel de Guînes), the Abbey District (The Saint-Vaast Abbey and the Cathedral of Arras), t



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ABOUT LILLE:

Lille, France, is among the top cities with a free business environment. According to our city rankings, this is a good place to live with high ratings in housing, safety and healthcare.

Lille is a city in the northern part of France, in French Flanders. it is the capital of the Hauts-de-France region, the prefecture of the Nord department, and the main city of the Métropole Européenne de Lille.

As of 2017, Lille had a population of 232,787 within its administrative limits and Lille is the first city of the Métropole Européenne de Lille with a population of 1,146,320, making it the fourth-largest urban area in France. More broadly, it belongs to a vast conurbation formed with the Belgian cities of Mouscron, Kortrijk, Tournai and Menin, which gave birth in January 2008 to the Eurometropole Lille-Kortrijk-Tournai, the first European Grouping. A former major mechanical, food industry and textile manufacturing centre as well as a retail and finance center, Lille is the largest city of a conurbation, built like a network of cities: Lille, Roubaix, Tourcoing and Villeneuve- d'Ascq. The conurbation forms the Métropole Européenne de Lille which is France's fourth-largest.



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The first stage of the project is focused on the projection of the Indian companies products development as per the needs and matching the requirements of the French and European markets.

The Indian companies shall visit « Le palais de la bourse » in Lille the business center of the project for the products showcase, B2B events and follow-up meetings.

At this stage the participants shall prospect the French retailmarket in its peak buying season, fix their product range and pricing, meetings with the supporters of the project, Indo French Chambers of Commerce in India, Chambers of Commerces of the state Hauts de France, WTC, Urbain Community Councils and concerned sectorial authorities to further create their legal company structure and presence in France.

In the second stage of this project, the companies shall participate in a B2B event by showcasing and amplifying their products at the business center and follow-up meetings with their potential French / European Partners to enter. From the outcome, the participants shall further decide to choose a suitable business model, set up logistics, stocks and warehousing, supplychain and choosing the options of local manpower.

In the third and last stage legalization procedures for setting up in France and handle their operations.



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TERMS & CONDITIONS

- ◆ **The company should depute their representative, if needed or demanded by their potential French / European partner identified during the project for market development activities.**
- ◆ **The participants should be equally transparent and honest to provide their real company status and financials to the company's betterment in the project.**
- ◆ **Business travel for this project is required, understanding that the participants follow properly the visa conditions and should attend in case of appointment required by the visa officer to explain your case or demand of extra proofs.**
- ◆ **In case the participant has a low level of English, they are advised to take an interpreter service which is included in the project fee.**
- ◆ **No false documents should be submitted subjected to International Trade Law; if so, the person of the company would be subject to imprisonment as per prevailing laws in France and India.**
- ◆ **Complete transparency of the progress will be provided to the participants.**
- ◆ **Participants should interact directly with the potential project partners for their development activities,
The EICEBD will not be responsible for any direct coordination.**





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