

En partenariat avec



"Mission of Excellence: ASEAN Infrastructures" – Bpifrance and Societe Generale, in partnership with Business France, bring the flagships of the French infrastructure industry to Southeast Asia

Bpifrance and Societe Generale, in partnership with Business France, have selected 16 cutting-edge companies in the infrastructure segment that hail from every region in France and represent French industrial excellence. On Monday, they begin an intense week of customised meetings and coaching with prospects and partners in Singapore and Malaysia. The main objective of this mission is to help them better understand the needs of these two markets and sign contracts with local market players.

For the first time, Bpifrance is teaming up with a private bank, Societe Generale, to promote the globalisation of French industry. The two have sealed an unprecedented partnership to organise the second "Mission of Excellence: ASEAN Infrastructures." They have selected 16 highly innovative industrial SMEs and mid-sized firms for this comprehensive eight-month programme, to open the doors for them to the markets of Southeast Asia and provide them with the expertise of Business France. The program begins with a week of prospecting from Singapore to Kuala Lumpur, from Monday 30 May to Friday 3 June. Coached and supervised on site by the Business France teams, the companies will benefit from the expertise and follow-through of Bpifrance and Societe Generale for every contact they make.

The 16 SMEs and mid-sized companies, which are clients of Bpifrance and Societe Generale, were selected from among 45 previously identified companies. Most come from the **Bpifrance Excellence** community, and five of them are part of one of the two groups that completed the *Accélérateur PME* or 'SME Accelerator' programme in public banking. Already seasoned in exports, all of them offer innovative products and solutions in sync with the needs of Singapore and Malaysia **in the industrial equipment and major infrastructure segment** (railway, ports, airports, BPW, etc.). This mission will increase their export-market presence by establishing them on these markets where they were not active before, as well as putting them in touch with large groups that are clients of Societe Generale. Contact between SME/mid-sized firms and large groups is a major focus area of the guidance programmes set up by Bpifrance, specifically through its 'Accelerator' programmes.

Ranked #1 and #5 worldwide for the attractiveness of the infrastructure segment by Dutch firm Arcadis, Singapore and Malaysia have announced significant advances in their infrastructure to support their strong growth. This is a real opportunity for French industrial groups to develop their export business and penetrate the entire Asian market.

For **Alain Renck, Mission Head, Export Bpifrance**: *"This mission demonstrates our capacity for working in harmonious partnership with private banks for the purpose of developing French businesses internationally. With Bpifrance's guidance combined with Societe Generale's expertise and backed by the Business France teams in ASEAN, 16 cutting-edge industrial SMEs and mid-sized firms will be able to infiltrate promising markets that were hard for them to access until now."*

For **Pascal Augé, Head of Global Transaction and Payment Services for Societe Generale**: *"The fact that Bpifrance and Business France chose Societe Generale for this first mission confirms the Trade teams' expertise and Societe Generale Group's standing abroad, in 66 countries on five continents. As the leading bank in France for International Trade, Societe Generale provides French businesses with proven solutions that are designed to support their strategy. In addition, eight out of 10 client businesses report that they are clients of our bank abroad."*

For **Frédéric Rossi, Head of Business France Singapore and for the ASEAN zone**: *"ASEAN countries have colossal infrastructure needs. This segment is absolutely critical for supporting the zone's economic growth and intensive urbanisation. Singapore and Malaysia are looking for innovative solutions in all segments, and French businesses are enjoying recognised expertise on site. We're pleased with this partnership with Bpifrance and Societe Generale, which provide their clients with export guidance in the international network of Business France. Together, we are opening the doors to these promising markets for France's international companies."*

The press kit on the Mission's phases and all participating companies can be accessed [here](#)

Media contacts:

Bpifrance
Anne-Sophie de Faucigny
Tel: +33 1 41 79 99 10
Mob: +33 6 46 01 52 86
as.defaucigny@bpifrance.fr

Societe Generale
Joelle Rosello
Tel: +33 1 42 14 02 17
Mob: +33 6 08 68 69 18
joelle.rosello@socgen.com

Business France
Clément Moulet
Tel: +33 1 40 73 35 31
Mob: +33 6 75 55 73 19
clement.moulet@businessfrance.fr

About Bpifrance:

Bpifrance, a subsidiary of the Caisse des Dépôts et de l'État and a trusted partner to entrepreneurs, guides businesses from start-up to IPO, on credit, guarantees and equity capital. **Bpifrance** also provides coaching and intensive support for innovation, external growth, and export, in partnership with Business France and Coface.

Bpifrance offers businesses a financing continuum at every critical step in their development, and services that are keyed to their region.

On the strength of 42 regional locations (90% of decisions are made regionally), **Bpifrance** is a tool for economic competitiveness in service of entrepreneurs. **Bpifrance** acts in support of public policies carried out by the State and the Regions to meet three objectives:

- promoting the regions' economic development
- participating in France's industrial renewal
- bringing forth tomorrow's champions.

With **Bpifrance**, businesses have a powerful, close, and effective resource for meeting all their financing, innovation, and investment needs.

More information at: www.bpifrance.fr –Follow us on Twitter: @bpifrance

About Societe Generale:

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees in 66 countries, we accompany 31 million clients throughout the world, offering a broad range of financial consulting and solutions to individual, corporate and institutional customers in three complementary core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, comprehensive range of omnichannel financial services on the leading edge of digital innovation.
- **International retail banking, insurance and financial services** to corporates and leading specialised businesses.
- **Corporate and investment banking, private banking, asset management and securities services**, with expertise, top international rankings and integrated solutions.

Societe Generale is included in the main sustainable development indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) of Ethibel, and 4 of the STOXX ESG Leaders.

For more information, you can follow the Twitter account [@societegenerale](https://twitter.com/societegenerale) or visit www.societegenerale.com

Global Transaction Banking



Global Transaction Banking (GTB) incorporates cash management, correspondent banking, international trade financing, factoring, and associated foreign exchange services within Societe Generale. These various areas of expertise are provided to medium and large companies involved in international business and to multinationals.

Operating in more than 50 countries, GTB's teams provide domestic and international solutions that are customised and secured to optimise day-to-day management of financial transactions and commercial operations.

Frequently recognised for its teams' expertise, GTB has been awarded "Best Cash Management Services in EMEA" (EMEA Finance Magazine 2015), "Best Bank for Cash Management and Liquidity Management in Central and Eastern Europe" (TMI Magazine 2015), "Best International Trade Financing Bank in France" (Global Finance 2015), and "Best Trade Finance Services in EMEA" (EMEA Finance Magazine 2015). In July 2015, CGA – Compagnie Générale d'Affacturage, a wholly-owned subsidiary of Societe Generale, won the silver medal for "Best Factoring Institution" from TFR.

About Business France:

Business France is the national agency for the globalisation of the French economy.

It is tasked with the international development of companies and their exports, as well as prospecting and welcoming international investment in France. It promotes the appeal and economic image of France, its businesses, and its territories. It manages and develops the VIE (Volunteer for International Experience) programme.

Business France was created on 1 January 2015 by the merger of UBIFRANCE and AFII (French agency for international investment). Business France has 1500 employees in France and 70 other countries. It relies on a network of public and private partners.

For more information: www.businessfrance.fr – Follow us on Twitter: [@businessfrance](https://twitter.com/businessfrance)