



FALL 2014

## Shape Up Your Future, Best Is Yet To Come ...

Formerly an English teacher, I have worked for more than twenty years for multinationals and medium-size companies in Paris and London as a language trainer and delegate for international activities. Last February, I spread my wings and founded a freelance business English and international skills activity.

I wish this newsletter were a link between us and thank you to contribute with your suggestions on my internet [contact](#) page to make it dynamic and give it life.

« Success breeds success and makes everyone proud to be part of it. »

Y.Tuval, CEO, KPMG Consulting France, Paris, 2001

*Sophie Francon*



### 'Haute-Saône, Terre d'Industrie'

Parc Expo, Vesoul, 8-9 Oct. 2014, was the offspring of a genuine concept offering visitors and exhibitors an unusual experience. Stands, demos, lectures, learning schemes, meetings with industrial and institutional advisors and experts made it a multi-exchange

crossroad instrumental in speeding up the area economic development.

Connecting regional actors open to international opportunities, it was also an unparalleled occasion for laypeople to get acquainted with crafts, products and industrial processes and for institutions to offer enterprise-dedicated services.

Nowadays enterprises strive against the international competition to survive. In such a tough economic environment, **innovation** and **globalization** are definitely the keys to competitiveness and success.

Occasions were also granted to meet with multiple industrial decision-makers and pave the way for international development and training synergies.

## Partnering in 2014 for ESL face2face/skype/tel training with ...



## Doing Business with China

Backed up by [Cenci's sawmill](#) (Ronchamp) full-fledged field experience in China, a tuition meant to help companies improve their 'guanxi' (relationship) with Chinese partners will be available early in 2015.

Stay tuned for more updates!

## Spread The Word!

Un million d'auto-entrepreneurs rapporte un milliard d'euros à l'économie française. Pourtant, émanation du gouvernement précédent, ce statut a failli disparaître en juin dernier.

Pour contrer cette aberration économique et faire en sorte que savoir-faire, motivation et flexibilité continuent à servir nos entreprises, merci de soutenir notre statut !



## « Grow Local, Think Global »

**Export Franche-Comté**  
(Septembre 2014)

15<sup>ème</sup> région sur 22  
8,7 milliards d'euros

60% automobile + micro-mécanique  
mais l'export régional enregistre une baisse de 20% depuis 2011

Pour pallier cette tendance, dans un article paru sur [Tracescritesnews.fr](#), la Directrice de Franche-Comté recommande aux entreprises de cibler les pays émergents (BRIC, Afr. Sud) et à fort PIB.

De plus, la loi de février 2014 investit la région de « l'animation de réseaux d'aide à l'exportation pour les entreprises, soutenus par les CCI, le CCEF, UniFrance, BPI France, la Coface et l'Etat. »