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**GENERAL GUIDELINES**

**Highlight your company’s potential**

**Please send your completed application by 29 May, 2020 to** [fernando.alves@businessfrance.fr](mailto:fernando.alves@businessfrance.fr) **&** [sarida.bendjeddou@businessfrance.fr](mailto:sarida.bendjeddou@businessfrance.fr) **.**

**A completed application must include:**

* **Signed *Engagement de participation*** (en annexe).
* **The application form** (page 2-3): this document is for internal use only. You can fill it in English or French.
* **The executive summary in an editable version 1 page maximum** (page 4): the executive summary provides the selection committee with the information necessary to evaluate your company’s potential for breakthrough onto the Australian market through participation in the Maritime Connection Days. The document must be completed in English.
* **Franco -Australian Jury**: A jury of experts will select companies based on predetermined criteria. Evaluation criteria include: description of your Australian plan, management team behind the project, product and its features, financial Resources needed to support your Australian strategy.
* A PowerPoint presentation of your technology/service in English.

**Additional hints for presenting to an Australian audience:**

* **Don’t repeat yourself.** There is one specific place to present each aspect of your company; clear, concise language is key.
* **Mention key metrics**. Where relevant, include key numbers such as the amount of money or time your client will save/earn with your product/service, average **return on investment** for your customers, **time needed to install or adopt** your solution.
* **Develop an elevator pitch.** What is the key point your reader should remember after reviewing this application? Your tagline should convey this factor and be the document’s guiding force.
* Successful applicants will benefit from a coaching session in Paris on the 2nd semester 2020!

**Timeline: 10 months**

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**APPLICATION FORM**

This document is designed to determine the export approach that you plan to take so that we can select the most relevant local contacts. Therefore, please reply to this questionnaire as accurately as possible.

The application form is for internal use only. You can answer the questions in English or French.

1. Your export experience

Do you have an international activity? (yes/ no)

If yes, please state your export countries/areas:

So you commercially export?

If yes, in what form do you trade overseas?

Agent

Distributor

Joint-venture

Branch

Agent

Direct sales

Industrial partner

Other (please specify): ………………………………………

Do you take part in foreign trade shows? (yes/ no)

If yes, which? (country, date and name of the trade show(s))

Have you previously used Business France services for your export strategy?

If your company already has an overseas set up success story, please specify below:

1. Your export project:

Objective(s) sought in the target country/area:

Search for industrial or technological partners

Commercial establishment/ Franchise/ Joint venture

Search for distributors or agents

Other (please specify):

Do you already export to Australia? (yes/ no)

Profile of the targeted companies (field of activity, size, location, etc.):

Profile of target decision makers (function/department):

Do you wish to target (a) particular firm(s)? (name and contact details)

Do you have any contacts in the country? (yes/ no)

If yes, please specify:

Main competitors *(France and abroad with a focus on Australia)*:

Do you already do business with major naval contractors? If yes, please specify in which countries

What is the expected added-value of Business France maritime accelerator program?

Other useful information:

## **COMPANY LOGO**

**Company name and tagline**

**Company introduction:**

Short introduction. What problem are you addressing? Who suffers from this problem? (this is your target market) What solutions currently exist?

Mention key metrics, when relevant. The more statistics, research you can cite, the more convincing your case will be. **(7 lines)**

**Problem and sectors addressed:**

What problem are you addressing? Who suffers from this problem? (this is your target market) What solutions currently exist? What is wrong with them (i.e. too costly? Time consuming?)

Mention key metrics, when relevant. The more statistics, research you can cite, the more convincing your case will be. **(7 lines)**

**Product / Solution description:**

Concise description: what is your product/service (Hardware, Software, platform, component, system, etc.)? What does it do and for whom? What are the main features? What are the benefits of each feature?  Is your brand/service/solution protected by Australian patents? **(5 lines)**

***Images / Charts if relevant***

**Australian market strategy:**

How will you differentiate yourself and what is your strategy to do so in Australia? What are the characteristics of your prospective clients? **(4 lines)**

***Images / Charts if relevant***

**Execution:**

How will you approach the Australian market (timing and strategy)? State your project plan for the upcoming 6 months, and after 12 months (resources, team, deployment). **(4 lines)**

**References:**

If you already have references that you can mention, please add them here.

**(4 lines)**

***Images / Charts***

**Company data:**

* 2019 Employees:
* 2019 Revenues:
* 2019 Export sales (%):
* 2019 Results:
* Founding year of company:
* *Anything else you feel strongly represents your company (R&D Investment, Capital raised?)*

## **COMPANY REPRESENTATIVE NAME**

## **Position**

## **COMPANY NAME**

[website](https://www.ariasystems.com/)

Address

Ph. [phone](tel:+14158527250) number

Dir. [phone](tel:+14158527250) number

e. email address

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Référence de votre commande à reporter sur la facture qui vous sera envoyée - A nous transmettre OBLIGATOIREMENT en amont de la facturation (Ordonnance n°2019-359 du 24 avril 2019) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ENGAGEMENT DE PARTICIPATION**

**A retourner complété à l'adresse suivante :**

Business France - Service Client - Espace Gaymard - 2 place d'Arvieux - BP 60708 - 13572 Marseille cedex 02

**Fax : +33 (0)4 96 17 68 51 - Courriel : service-client@businessfrance.fr**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evènement** | | Maritime Connection Days - Australie | | |
| **A retourner avant le : 5 juin 2020** | |
| **Pays** | AUSTRALIE | | **Référence évènement** | 0Y862 |
| Date | 22/06/2020 | | **Responsable**  **Téléphone** | Sarida BENDJEDDOU Chef de projet activités opérationnelles Tél: +33 (0)4 96 17 25 29 |

**Je soussigné** *(nom, prénom)*: Fonction :

agissant pour le compte de l’entreprise ci-après :

**1- BENEFICIAIRE**

Participant à l’évènement: *(nom, prénom)*: …………………………………………………. Fonction :

Raison sociale**\*** :

Activité de la société *(le cas échéant)* :

Groupe d’appartenance *(le cas échéant)*:

Adresse**\*** :

Tél**\*** :

E-mail**\*** : ………………………………………………………………..Site : http://

Responsable du suivi du dossier **\*** :

**2- ENTITÉ FACTURÉE**

Raison sociale (si différente**\*)** :

Adresse de facturation *(si différente****\*****)* :

E-mail (si différent \*) :

N° de SIRET**\*** : ……………………………………………….. NAF : ……….……….... N° d’identification TVA :

**\*** champs obligatoires (si non rempli, votre commande ne pourra pas être prise en compte)

|  |  |  |  |
| --- | --- | --- | --- |
| **Prestations** | **Montant HT** | **Montant TVA** | **Net à payer TTC** |
|  Maritime Connection Days Australie 2020  Frais de participation au programme  (durée : 10 mois) | 8500,00 € | 1700,00 € | 10200,00 € |
|  Participant supplémentaire  (hors session PITCH) | 800,00 € | 160,00 € | 960,00 € |
| **TOTAL** |  |  |  |

**La prestation sera soumise au taux de TVA en vigueur au moment de la facturation.**

**Règlement à trente (30) jours nets date de facture.**

**Je reconnais avoir lu et accepté les conditions générales de vente Business France accessibles à l'adresse** [**http://www.businessfrance.fr/mentions-legales/**](http://www.businessfrance.fr/mentions-legales/) **et m'engage à les respecter sans réserve, notamment concernant mon obligation de compléter les questionnaires de satisfaction et d’impact qui me sont adressés par Business France. J’atteste sur l’honneur avoir souscrit une police d’assurance qui couvre tous les risques liés à ma participation aux événements Business France et en particulier ma responsabilité civile.**

**Bon pour engagement de participation**

***Date, cachet et signature autorisée de l’entreprise***