

## Press Release

Paris, June 6th 2012

### Advisory & International development partnership between UBIFRANCE & Pramex International

UBIFRANCE, the French agency for the international development of companies, and the advisory firm of international development of Groupe BPCE sign an agreement to coordinate and put in place their similar services on offer to French SME's and Mid Caps.

Throughout this partnership, Pramex International, subsidiary of BPCE, number 1 bank for French SME's will assure that all events and trade missions organised by UBIFRANCE in France or abroad will be promoted and all clients will be notified. Pramex International will furthermore propose UBIFRANCE's services in the countries in which our firm is not located.

Pramex International has become a partner of the agency and will be able to assist UBIFRANCE with its external growth and subsidiary creation services.

The cooperation get under way through a series of regular exchanges between the UBIFRANCE offices & Pramex International subsidiaries, and by common regional events such as the « Cap sur l'international » organised by the Banque Populaire Rives de Paris , where the agreement was actually officially signed on June 6th 2012.

"The activity of Pramex is more and more orientated towards international development & establishment advisory, through organic or external growth which is quite similar to the services that UBIFRANCE provides" says André Lenquette, CEO of Pramex International. "To allow the Banque Populaire & Natixis clients to benefit from the largest range of services possible, it was only natural that we decided to merge our services"

*"This agreement confirms that the similarity of services provided by Pramex International and UBIFRANCE facilitates the internationalisation of SME's and Mid Caps. For several months now, UBIFRANCE has committed itself successfully to a minimal threshold of developing current business on behalf of its clients. The services provided by Pramex International will constitute an important shift to prolong the action of UBIFRANCE" says Christophe Lecourtier, CEO of UBIFRANCE*

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## **About UBIFRANCE**

*UBIFRANCE is the French agency for international development of companies. It is an industrial and commercial public establishment operated by the Minister for the Economy, Finance & External Commerce and the Direction Générale du Trésor.*

*UBIFRANCE is now equipped with its own network of employees, in France and around the world: 6 inter-regional UBIFRANCE networks, established in France, local partners such as Chambers of Commerce, contribute in encouraging companies to export. 80 offices present in 60 countries, accompanying companies on the field, with more than 1400 international colleagues dedicated to assisting SME's in exporting.*

*UBIFRANCE is also the provider of the V.I.E programme (Volontariat International en Entreprise)  
[www.ubifrance.fr](http://www.ubifrance.fr)*

## **About Pramex International**

*Pramex International is the international development consulting firm of BPCE, the second-largest banking group in France.*

*In supporting the business development of its clients, PI can rely on two major assets:*

- an integrated worldwide network of consultants specialized in the various disciplines of business development and located in 16 countries;*
- a network of consultants in Paris and across the regions working on all business internationalization procedures.*

*The firm's top-notch banking affiliation allows access to the leading financial institutions around the world.*

## **About BPCE**

*Groupe BPCE is the second-largest banking group in France, comprising two autonomous and complementary retail banking networks: the network of 19 Banques Populaires, and 17 Caisses d'Epargne. It is a major player in investment banking, asset management and financial services with Natixis and in property with Crédit Foncier, Foncia and Nexity. Groupe BPCE has more than 36 million clients and enjoys broad coverage in France with 8,000 branches, 117,000 employees and more than 8 million cooperative shareholders.*

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