

Press release
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Setting up abroad: a key success factor for SMEs

Natixis Pramex International, the Natixis Group consulting firm, and Paris-Dauphine University demonstrate in a study published today that, far from causing job losses and lower activity, Direct Foreign Investment does quite the reverse. How to dispel received opinions...

The study was conducted using official statistical sources and demonstrates that French SMEs investing in a presence abroad export more from France than companies content to remain domestic.

In addition, SMEs with an international presence generate more jobs in France than other companies of the same size. They also pay higher salaries. Companies with an international presence across industry have 24% more staff and pay 19% higher salaries than their domestic counterparts.

“There is a tendency to consider international development programs the opposite of foreign trade and, of course, employment in France”, notes Natixis Pramex International Managing Director Philippe Garsuault. “This is mistaken. The research we conducted clearly demonstrates this and confirms the experience of companies we support on a daily basis”.

“Only 2% of French SMEs have a presence abroad, compared to 8% in Germany”, was the emphasis made by Professor Jean-Marc Siroën, Paris-Dauphine University. “This major difference had never been analysed as one of the causes of the French foreign trade deficit”.

The results of the study published today by Natixis Pramex International and Paris-Dauphine University indicate a possible solution to bolster French foreign trade. “We must change our approach with regard to international investment for companies. Operations abroad bolster our economy; they don’t make it poorer”, stated Philippe Garsuault.

About Natixis Pramex International

As the leader in support for SMEs and MidCaps internationally with other 600 companies supported each year thanks to a network of 21 operations worldwide, Natixis Pramex International offers a comprehensive range of services to advise and support companies in their development programs (market studies, devising a tailored international strategy, establishment and management of local structures and identification and acquisition of target opportunities). Natixis Pramex International is a Natixis subsidiary.

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