

Press Release

Pramex International in China celebrating 10 years !

Paris, December 9th 2015

Pramex International Shanghai's office opened in 2005. Taking the occasion of the visit of André Lenquette (CEO) and Jérôme Bonnet (International Director) at the end of November, the office celebrated its 10th anniversary with a cocktail gathering about 50 clients and partners.

Back to 2004-2005, China was a booming market. In order to address French companies needs for consulting and advisory services regarding this country, Pramex decided to open there a second office : in Shanghai (after Hong Kong office in 2002).

Market study, sales/industrial/strategic partners search, local entities incorporation and outsourced management, advisory for cross-border acquisitions or joint-ventures set-up ... Pramex Shanghai has advised about 300 French small and mid caps during those 10 years !



Clients cover many different industries, such as retail, consuming goods, services, food & wines, technical engineering, industrial equipments, medical devices.

The team counts today 11 consultants for international development in China, specialized in outsourcing services (accounting, tax, HR, finance, HR, etc), with half of the team with a trilingual ability (French-English-Chinese), and 5 M&A specialists. Pramex Hong Kong office strengthens those expertises, with 7 consultants dealing on a daily basis with « Greater China » projects (Hong Kong + mainland China).

Find out our Country teasers for China and Hong Kong (in French) on www.pramex.com > Actualités > Dossier Pays including an interview of Aline Renard-Wang, our Shanghai's office General Manager and French Foreign Trade Advisor since 2014, as well as a company's business case which has settled in China thanks to Pramex International.

About Pramex International

Pramex International, a subsidiary of Groupe BPCE, the second-largest banking group in France, is the leading French consulting firm for international development and transactions, dedicated to small- and mid-caps, number 1 on foreign subsidiaries management. With the support of the Banques Populaires network, Pramex International mission has been since 1975 to advise and support business leaders in successfully developing their internationalization projects relying on two major assets :

- In 13 countries, an integrated operational network of 15 offices composed by more than 100 multicultural consultants specialized in the various disciplines of Small & Mid Caps business development,
- In France, a business oriented sales team of eleven consultants accross French regions, that benefits from the local economic knowledge provided by the Banques Populaires network.
Pramex International professionals rely on a unique know-how offering solutions for each phase of the international expansion, from the definition of the strategy right through to its operational implementation, with a long-term approach which is key to our clients' success.

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