

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[View this email in your browser](#)**Event in NL | 10 March 2023 | Going Global by Getting Agile**

Are you a company that exports products to France or the UK? And would you like to know more about supply chain management, fulfilment, forwarding, transport and warehousing?

Together with **NLBC**, **NBCC** and **fulfilmentcrowd**, **De Boer Transport** organises the event "Going Global by Getting Agile" about optimising logistics and supply chain.

When? Friday, March 10, 2023 from 12:30 PM to 4 PM

Where? Novotel Amsterdam City, Europaboulevard 10 1083, AD Amsterdam, Netherlands

This event is for companies exporting a product to France and/or the UK.

Interested? Sign up [here](#).

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ENSURING BRAND IMPACT ON THE FRENCH MARKET

THURSDAY MARCH 30 | 9H30 - 10H30 | WEBINAR



josiane



INCUBATOR
Growth Catalyst

Webinar | 30 March 2023 | Ensuring brand impact on the French market

Are you a successful company from the Netherlands, but are you struggling to crack the code of communication in France? Do you need more knowledge of the French culture to make sure your message is well adapted and received?

NLBC, Josiane and Incubator Studio co-organise the event
"Ensuring brand impact on the French market" about reworking your positioning and your message.

Josiane is an agency that aims to be different from other Parisian advertising agencies: they rely on openness and culture to amplify creativity. **Incubator Studio** is a branding and web marketing agency for solopreneurs, startups and SMEs.

When? Thursday, March 30, 2023 from 9h30 to 10h30

Where? Online

In this session you will learn

How to set up your brand in French territory
How to get to know the French consumer
How to roll out your campaign

Speakers

Laurent Allias, Founder of Josiane

Aurélié Bécot, Positioning Expert & Brand Therapist fighting economic waste, Co founder of Incubator Studio

Interested? Send an e-mail to gz@nlbc.fr

News



Ambassadeprijs 2022

Nomineer de beste buitenlandse post voor de Ambassadeprijs 2022!

Op 30 maart 2023 reiken **evofenedex**, **VNO-NCW** en **MKB-Nederland**, ondersteund door het **Ministerie van Buitenlandse Zaken**, voor de 20e keer de Ambassadeprijs uit.

Bent u ook enthousiast over de **Nederlandse Ambassade in Frankrijk** en hebben de evenementen, marktstudies, missies of algemene support bijgedragen aan het succes van uw bedrijf in Frankrijk?

Vul dan **deze** enquête in én nomineer de Nederlandse ambassade in Parijs voor de Ambassadeprijs 2022.

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France shares new business opportunities related to the 2024 Olympics in Paris. We share the highlights with you. Sixteen public tenders have been added, in the categories event management and production, operations management and branding and marketing (using the Paris2024 brands and logos on products). Read more [here](#).



Firing an employee in France - what's the cost to your business? by Alexandra Dabrowiecki

Alexandra DABROWIECKI lawyer at VOLTAIRE AVOCATS takes us through French employment law. This time it is about firing an employee in France.

When working with an employee is no longer possible because it negatively affects your business, termination may be your best option.

Faced with this situation, the first question that comes to mind will probably be: how much is it going to cost? Alexandra DABROWIECKI gives us an overview of the two main costs that should be envisaged. Read more [here](#).

Kermesse Néerlandaise in Lyon

De Dutch Business & Culture Rhône Alpes (DBCRA) organiseert samen met de Nederlandse school 'De Oranje Leeuw' uit Lyon op zondag 11 juni 2023 een Kermesse Néerlandaise. Leden van de school en de DBCRA, evenals Nederlandse en Vlaamse bedrijven, kunnen hun tweedehands spullen, verkoopwaren en diensten te koop aanbieden in Sourcieux-les-Mines. Meer informatie? Stuur een e-mail aan [Kermesse Néerlandaise](#).



New members

Randstad

Randstad is the global leader in the HR services industry. By serving as a trusted human partner in today's technology-driven world of talent, they help people secure rewarding jobs and stay relevant in the ever changing world of work. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands.



KR Hospitality and Events

KR Hospitality and Events started as an inbound agent for tour operators worldwide, and simultaneously developed MICE services to European and American companies. KR H&E reached its pinnacle during the Pyeongchang Winter Games 2018, where they established themselves as the main supplier of accommodation, hospitality and training venues to a wide range of clients. KR H&E will use the knowledge and experience to offer services during the Paris Summer Games 2024.

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BÜRO KIF is a boutique design studio situated in the heart of Amsterdam, serving clients throughout Europe. Their style is to effortlessly blend elements of heritage and tradition with a cosmopolitan vibe. They believe each space, like each individual, has its own narrative. From concept to completion, their designs combine innovative spatial planning, modern concepts, craftsmanship and beautiful layers. They seek to create unique, perfect spaces that touch your heart.

BÜRO KIF
INTERIOR DESIGN



Bollegraaf

Bollegraaf Group is a world-leading expert and innovator in the waste sorting and recycling sector. Furthermore, their reputation is based on the unique quality of equipment in terms of separation performance, robustness, and ease of maintenance. A premium quality complemented by their engineering expertise allows delivering the best solutions to the specific challenges of each of their customers.

Number of the month

In February, consumer price inflation stood at 6.2%, up from 6% in January, as a result of accelerating food and service prices. The index calculated according to the European methodology, which is important for the ECB, stood at 7.2% compared to 7% the previous month.

In detail, while in the other European countries, the contribution of energy to inflation is becoming negative, energy continues to contribute significantly to inflation in France. This is due to the revision of the tariff shield which has led to an increase in household gas and electricity bills. As in other countries, food inflation in France continues to rise and is expected to continue to rise.

Ultimately, the February data indicates that French inflation has not yet peaked, and that inflation will continue to rise in the coming months. More generally, the French economic situation is slightly better than expected in the first quarter. The risk of a recession this winter is receding. Nevertheless, there are many risks for the French economy for the rest of the year. Ultimately, the French economy is likely to remain weak throughout 2023, but also in 2024. We expect GDP growth of 0.7% in 2023 and 2024.

Charlotte de Montpellier, Senior Economist ING



HR in France



Labor Laws with PRO PAIE CONSULTING

Once a month **PRO PAIE CONSULTING** informs the NLBC network about all the ins and outs of French labor laws. This month we learn more about the complementary health insurance (mutuelle). Read more [here](#).

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Every month NLBC presents job opportunities of members in France and the Netherlands. Do you offer a job? Let us know and we will post it on our [website](#) and LinkedIn!

- [Josiane](#) is looking for entrepreneurial agency people. They seek advertising high potentials with solid experience in account management, business development, and a new business or a managing director from big network agencies. Interested? Mail your application to leo@josiane.fr



Upcoming Events



Let's meet for International Women's Day | 8 March 2023 (Amsterdam and Paris)

On Wednesday 8 March at 12.00 PM, we will meet in Paris and in Amsterdam for a lunch. During this lunch we will meet, network and celebrate women's achievements and exchange on the theme of this year: [#embraceequity](#).



Zakendoen in Frankrijk | 9 maart, 2023 (Nieuwegein, NL)

Op donderdag 9 maart 2023 organiseren [Koninklijke Metaalunie](#) en de Netherlands Business Council France (NLBC) een informatieve en inspirerende bijeenkomst over zakendoen in Frankrijk.



Autonomy Mobility World Expo | March 22-23, 2023 (Paris, FR)

[Autonomy](#), the leading trade fair dedicated to sustainable urban mobility solutions, will return to Paris on March 22 and 23, 2023. The [Embassy of the Netherlands in France](#) and [NLBC](#) join forces in the organisation of the Netherlands pavilion at Autonomy. Want to know more? Send an e-mail to: llp@nlbc.fr

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THURSDAY MARCH 30 | 9H30 - 10H30 | WEBINAR

**Ensuring Brand Impact on the French Market** | March 30, 2023 (Online)

Together with NLBC [Josiane](#) and [Incubator Studio](#) will organise the webinar 'Ensuring Brand Impact on the French Market'. Interested? Send an e-mail to gz@nlbc.fr

New Members Meeting**New Members Meeting** | March 31, 2023 (Online)

Bimonthly meeting for new members to discuss issues and to share insights about doing business in France. For more information please contact lp@nlbc.fr.



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