



STORY OF THE MONTH | SUCCESSFULLY STARTING IN FRANCE

*This **Story of the Month** is brought to you by NFCC Gold Member Oryx.*

France offers numerous opportunities for Dutch SMEs, but entering the French market successfully requires thorough preparation. Here are six concrete tips to increase your chances of sales success:

1. Know the French Market: It's essential to understand the French market. Know which regions have potential, which sales channels are suitable, and who your customers are. Adapt your offer to local needs and trends.
2. Build a Local Network: A strong local network is crucial. Local partners or collaborations can open doors and provide valuable information to strengthen your position.
3. Speak the French Language: While English is increasingly spoken, speaking French makes a strong impression. It lowers communication barriers and shows respect for your conversation partner.
4. Understand the French Business Culture: French culture differs from Dutch culture. The French value personal relationships and trust. Take the time to build this and approach situations with humility.
5. Know French Legislation: Ensure that you comply with French legal requirements. Legal and fiscal advice can help you avoid mistakes and pitfalls.
6. Be Patient and Trust the Process: Success in the French market requires patience. Building relationships and trust takes time but pays off in the long run.

Conclusion: To successfully sell in France, market knowledge, networking, language skills, patience, and a local presence are essential. Consider hiring a local sales colleague for a strong start.

Are you considering hiring a colleague in France to kickstart your business? [Click here](#) to learn more about Oryx or meet them on the 14th of November at our event in Tilburg.



WELCOME TO OUR NEW MEMBERS

Loading Systems is a large independent family business company providing loading and unloading overall solutions – Industrial doors & docking systems. As a European market leader and pioneer, we manage the entire process from design to installation and service. For over 50 years we have been leading pioneers in this field assuring flexibility and continuity in service. We have offices across Europe, Middle East and South-East Asia! Spare parts and products are provided by our own efficient and automated factories located in Europe. Learn more about Loading Systems [via this link](#).



TESTIMONIES | WHAT OUR MEMBERS SAY ABOUT US

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DINESH PERSAD

Interactive Robotics | Participant GMEP Program



SECTOR SPECIFICS | CYCLING IN FRANCE



The use of bicycles as a mode of transport has significantly increased in France in recent years. Driven by the pandemic, the upcoming Olympics, and a growing demand for sustainable mobility, more French people are opting for cycling. This trend presents opportunities for Dutch cycling companies. Our report '**Pedaling Progress – A Dutch Solution for Bicycle Parking**' highlights opportunities for public-private partnerships in developing bike parking facilities. Download the market report [via this link](#).

Interested in the French cycling sector and its opportunities? Contact nk@nfcc.fr.

JOB OPPORTUNITIES

Each month, we highlight career opportunities for the French market from our NFCC members.

Our member Comfective is looking for a motivated Technical Manager. Learn more about this offer at this dynamic and fast-paced company via the button below.

[Learn more](#)

UPCOMING EVENTS



Maastricht University | NFCC Networking ...



Oct 3, 2024
(15:00 – 19:00) (GMT+2)



Tapijnkazerne
Maastricht, Limburg, The Netherlands



CFO's: France meets the Netherlands



Oct 10, 2024
(17:00 – 21:00) (GMT+2)



Hôtel d'Avaray
Paris, Île-de-France, France



Cracking the Code: Mass Distribution & S...



Oct 15, 2024
(11:00 – 12:00) (GMT+2)



Rendez-vous Réussi: Wat komt er kijken b...



Nov 14, 2024
(15:00 – 18:00) (GMT+1)



Buitengewoon de PHIL
Tilburg, Noord-Brabant, The Nethe...



Cracking the Code: Effective B2B Sales f...



New Members Meeting | December



Nov 28, 2024
(10:00 – 11:00) (GMT+1)



Dec 6, 2024
(10:00 – 11:00) (GMT+1)

MADE POSSIBLE BY OUR MEMBERS



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