

FRENCH-AMERICAN CHAMBER OF COMMERCE

Serve & Connect the Business Community in Texas

Grow businesses further, faster, and larger



TEXAS

- **TEXAS LAND OF OPPORTUNITIES.....3**
 - Key figures
 - Advantages
 - Top industries

- **FACC TEXAS.....6**
 - Mission
 - Leadership
 - Network
 - Why FACC

- **FACC SERVICES.....10**
 - **Soft landing**: Find key partners, find your office, know your market
 - **Meet your clients**: Prospection & Business development
 - **Human Resources**
 - > **Hosting**: "Portage salarial" & V.I.E
 - > **Talent Recruitment**
 - **Marketing, Communication & Events**

CONTENT

TEXAS: A LAND OF OPPORTUNITIES

One of the youngest, fastest-growing, and most diverse population in the world

#1

Best State for business

Best State for corporate expansions and locations for business

Fastest-growing state economy

Largest economy in the U.S.

And #9 in the world

#2

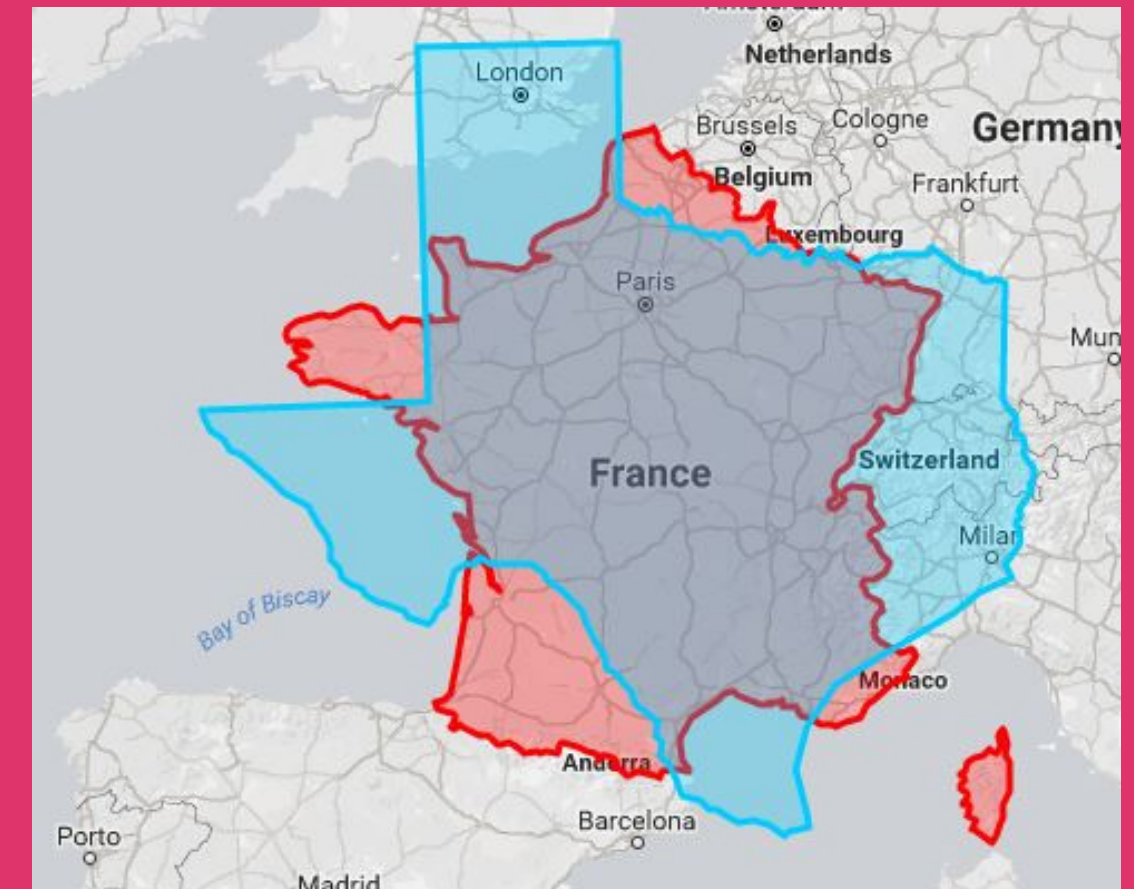
Largest state in the U.S.

20% larger than France

French network:
France 2nd foreign employer

60,000 employees in Texas

EVERYTHING
& BIGGER
& BETTER
IN TEXAS



TAX ADVANTAGES AND LOW INSTALLATION COSTS

- **No corporate income tax or personal income tax**
- **Maximum franchise Tax: 1%**
(A fee that a company must pay for the privilege of doing business in a city or state.) 0% if < \$1,180,000 in 2021
- **Sales tax exemption** for manufacturing machinery and equipment and R&D-related materials, software, and equipment or a maximum of 8.25%
- **Powerful incentives**

A LARGE MARKET FOR INNOVATIVE COMPANIES

- Texas, home of most **innovative cities**
- Home of 50 Fortune 500 headquarters, 90+ Fortune 1000 headquarters
- Growth of **VC investment**
- A large and growing population of wealthy consumers

A GLOBAL & INTERNATIONAL STATE IN A STRATEGIC LOCATION

- **Ideally located:** 3 hours flight to the main U.S. cities & Mexico
- **Key talents & skilled workers:** A State as diverse as it is big
- **Multimodal access** to the world: Land, Sea & Air

QUALITY OF LIFE: CULTURAL, CULINARY, & RECREATIONAL OPPORTUNITIES

- **Low housing costs** / Real Estate Prices
- **High-quality education**, some of the high-ranking higher education institutions
- **Work-life balance**
- **National Sports league** franchises: NBA, Football, Baseball, ...
- Warm weather
- Access to the **best medical services in the world**

Top Industries



ENERGY

#1 state for energy production
(traditional & renewable)

Texas: 1st in the U.S. for wind & solar



INFORMATION & TECH

Software dev clusters, tech
workforce, innovation

+17,600 tech firms: Apple, Dell, Google



BIOTECH & LIFE SCIENCE

Largest medical complex
in the world

Leader in biopharma innovation
& cancer research



AEROSPACE & DÉFENSE

#1 air transportation
employment, industry innovation

Home of NASA, Space X, military bases, Boeing



LOGISTIC & TRANSPORTATION

#1 state in exports for 19th
consecutive year

380 airports, 16 seaports & more miles of public
roads and freight rail than any other state



ADVANCED MANUFACTURING

Deep pool talent in automotive,
semiconductors, electronics,
chemicals and more

Access domestic & global markets and
competitive incentive programs



CORPORATE SERVICES

Corporate offices, data centers & regional headquarters
Some of the most iconic and influential companies choose to
Go Big in Texas



FACC TEXAS

**The FACC facilitates
business connections and
foster business
opportunities between
Texas and France.**



KEY ACTIONS

Networking, Market Intelligence, Business Services

FACC TEXAS LEADERSHIP

An outstanding Board of Directors of high-level French & American executive & business owners.

The operational team receives the active support of the President and the Board of 24 Directors considered by the French-American business community of Texas. They design the FACC strategy and provide ongoing support to the team.



Franck Avice
FACC President
FACC Houston



John Eldridge
FACC Chairman
Partner
Haynes & Boone
haynesboone



Jerome Pelletan
FACC Treasurer
CFO NA
Air Liquide
Air Liquide



Marie-Helene Ben Samoun
FACC Secretary
Partner & Managing Director
Boston Consulting Group
BCG



Richard de Moucheron
Hr Director Total Talent
Management
Schlumberger
Schlumberger



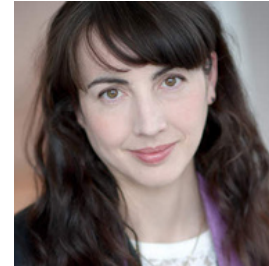
Patrick de Talancé
Head of NA Energy
Crédit Agricole
CRÉDIT AGRICOLE
CORPORATE & INVESTMENT BANK



Elizabeth Hunter
Managing Director and
Senior Banker
Société Générale
SOCIÉTÉ GÉNÉRALE



Alexis Andres
Consul General of France
in Houston
Consulate of France in Houston



Gwenaelle Avice-Huet
EVP Engie Group
& CEO North America
Engie
ENGIE



MaryAnne Brelinsky
President
EDF Energy Services
EDF



Franck Trochet
VP Finance US
Total
TOTAL



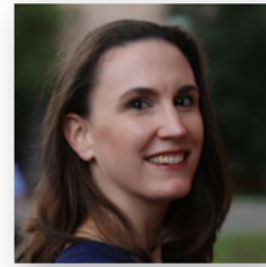
Marie Maitre
Communication Advisor
Total
TOTAL



Nicolas de Coignac
Senior Vice President
Vallourec North America
vallourec



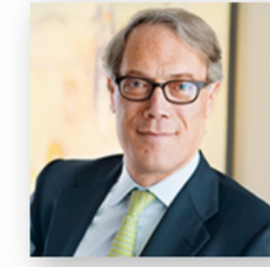
Bruce Rutherford
International Managing
Director
JLL
JLL



Marie-Nathalie Coutou-Carrere
Research Advisor for Industry
Partners
Rice University
RICE



Kimberly Johnston
Partner E&Y
& Founder, Good Works Houston
EV



Steven Newton
Partner
Russell Reynolds
Russell Reynolds
ASSOCIATES



Laurent Pagnon
VP External Technology
TechnipFMC
TechnipFMC



Arlecia Williams
Regional Sales Director
United Airlines
UNITED



Manuel Orillac
Corporate Transactions Partner
Shearman & Sterling



Dennis Petito
FACC Honorary Chairman
Montrose Energy Capital Advisors
FRENCH AMERICAN
Houston



Stephen Vuong Nguyen
VP Business Banking
BBVA
BBVA



Ed Hirs
Managing Director
Hillhouse Resources
HILLHOUSE
RESOURCES



Jacques Fox
Chef & Owner
Artisans Restaurant
artisans
Cuisine & Service faire



Jean-François Bonneté
CEO
BCI Bonneté
BCI
BONNETÉ INC

FACC Network

The FACC Network builds on strong partnerships with keys industry players and business hub.



WHY CHOOSING THE FACCC TEXAS?

MARKET KNOWLEDGE AND NETWORK IMPACT:

A large network of members, partners, and key actors of the local business scene

EXPERTISE OF OUR TEAM AND BOARD MEMBER LEADERS:

- 40 years in Texas
- +200 Business partners
- Experienced team
- Board of directors: Leaders and VPs of the local Texas scene

A STRUCTURED-EFFECTIVE APPROACH AND TRANSPARENCY:

INCREASE YOUR REACH :

- Benefit from all communication channels and from our 12k qualified contacts database
- Have access to 50 events per year
- Make connections with relevant people and companies from our network
- Get support from a dynamic team at any time

FACC SERVICES

- **Soft Landing.....11**
 - Meetings with key contacts12
 - Find your office/store/warehouse.....12
 - Business plan & market study.....12
- **Meet your clients: Business Development & Prospection.....14**
- **Human Resources.....18**
 - Hosting.....18
 - >Portage salarial.....19
 - > V.I.E.....20
 - Talent Recruitment.....21
- **Marketing, Communication & Events.....23**



SOFT LANDING

START IN TEXAS

Start or implement your business in one of the best ecosystems in the USA. We walk you through the process of opening or developing your business in Texas. Working with the FACC allows you to go faster and secure reliable partners.

SERVICES

- Meetings with key contacts (lawyer, bank, accounting, peers, etc.)
- Find your office/store/warehouse
- Business plan & market study to build a reliable project and convince customers, investors, or suppliers.



- Experienced team
- Diverse industries in our network (energy, medical, retail, manufacture, etc.)
- High-level networking
- Be guided - don't waste time and money

METHOD

FIND YOUR KEY PARTNERS

Our strong business network and our involvement with the community allow us to constantly evaluate service providers (Banks, Lawyers, Accountants etc) and gather feedback from their clients.

Banks, Lawyers and service providers in our network know our quality standards and our expectations for our members. They are used to working with us, and take pride in assisting the French companies we recommend, with a competitive ratio price-quality of service.

DELIVERABLES

\$750

MEMBERSHIP INCLUDED

Turn-key solution:

The FACC will plan meetings with the experts you need, and set up the agenda of the discussion, and prepare the meeting to ensure all the key actions get done.

Save time and work with reliable partners recommended by our network.

Minimum 3 meetings

FIND YOUR OFFICE/STORE/WAREHOUSE

Location plays a major role to develop your business and can be a time-consuming process. We help you set the criteria for choosing the best location and we introduce you to the right real estate professionals. We can also host your business in our office, the hub of tech companies, located downtown.

1. Criteria definition
2. First visits by the ACC
3. First selection by the FACC
4. Site visit (virtual or physical) with the company on the selection
5. Support to move forward when all the requirements are met

\$850 - \$1,500

MEMBERSHIP INCLUDED

- Listing of potential locations
- Site visits

KNOW YOUR MARKET: BUSINESS PLAN & MARKET STUDY

- 1st Meeting to ensure to be aligned on the business
- Market Study (business intelligence, quantitative study, qualitative survey)
- Key milestones & meetings with the project leader to be aligned
- A shared folder will be created to inform in live the entrepreneur

Complete folder:

- Executive Summary / Company Description
- Products & Services
- Marketing & Sales (Market Study, SWOT, Pricing, Promotion)
- Operating Plan (Location, Human Resources, Equipment)
- Management (Advisors, Compensation, Ownership)
- Finance (Projections, Sources of Funding)
- Action Plan (Goal & Timeline, KPI)
- Appendix

\$8,500 - \$16,800


MEMBERSHIP INCLUDED

SOFT LANDING



MEET YOUR CLIENTS:


PROSPECTION & BUSINESS DEVELOPPEMENT

A hand in a white shirt sleeve holds a black pen, pointing at a tablet. The tablet displays a flowchart with nodes labeled A, B, C, 01, 02, 03 and a circular diagram with segments labeled OPI, TDS, PPO, FNV, J10, J01, K02, M03, A04, D05. The background is a blurred office scene with a teal overlay.

The FACC team can take over or accelerate your commercial prospection in the US.

Our team has a strong experience in business development and a solid knowledge of the Texan market. The FACC will reach out to potential partners to present your solution and secure business meetings for you.

The FACC secures commercial meetings for your company, and a database of potential clients.

- 
- A plus sign icon with a green vertical bar and a yellow horizontal bar.
- You benefit from the well established brand of the Chamber of Commerce and its network.
 - You get rapid commercial results and market intelligence, without the cost and time investment of hiring a commercial representative or employee.

How it works

- 1- Define goals and scope with FACC
- 2- Provide communication materials to the FACC
- 3- Identity target list of clients and market segmentation
- 4- Creation and validation of the KPI
- 5- Create and share the report spreadsheet
- 6- Define the reporting schedule (follow up meeting)
- 7- FACC shares the prospection list, contacts and prospects
- 8- FACC sets up business meetings with leads for you

DELIVERABLES

- Market study with targeted partners and clients
- Spreadsheets with direct contacts in the targeted companies
- Report on the responses from the targets
- Monthly detailed report on the prospection and actions
- Leads database

QUOTATION

STARTING AT \$7,500

MEMBERSHIP INCLUDED

- The price of the mission is defined by the number of hours attributed to the FACC business developer.
- Depending on your needs and goals, we define a number of hours you want us to work during the month.
- We require a minimum of 35h the first month to cover the training of the team on the solution, start the market study, launch prospection, reporting)
- We require a minimum of 3 months of prospection, a reasonable time to bring you great results.
- Following months: 10h (prospection follow-up and reporting)
The work schedule can be review upon request. However, a minimum of 10h per month is necessary for the scope of this mission.
- Membership to access all the FACC contacts
- Hourly cost: \$100
- Engagement options:
 - 3 months
 - 6 months
 - 12 months



MEET YOUR CLIENTS



HUMAN RESOURCES - HOSTING

PORTAGE SALARIAL

FACC offers a powerful tool to work in foreign countries without administrative constraints!
We take care of the administrative, legal and financial procedures.

- We pay the salary to the staff and all the expenses mentioned in the contract.
- We can help your staff (expert/consultant) to prepare his mission
- All procedures are simplified
- Costs optimized

METHOD

Key milestones to host an employee for a FACC business member.

1. Defining the need of the company and scope of responsibilities
2. Identifying the profile of employee needed
3. Include a recruiting mission or not
4. Defining the contract FACC - Member
5. Defining the contract FACC - Employee
6. Background check
7. Attorney review and signature

QUOTATION

Each contract is specific, depending on the legal responsibilities undertaken by the FACC.

- FACC Membership 2021 - \$1,000
- \$1,500 to start the legal process
- 12% of the annual salary

Not included: Attorney fees, offices fees if physical hosting needed

The Volontariat International en Entreprise (V.I.E), created in 2000, allows companies based in France to send a young professional between the ages of 18 and 28 on an assignment abroad to help grow the company.

The FACC Houston is offering to host your company in accordance with the regulations on hosting, lodging, coaching, and supervision of the V.I.E during its assignment.



- Simplicity: paperwork managed by Business France
- Competitiveness: lower cost for your company & financial benefits
- Flexibility
- Qualitative: pool of qualified candidates

Examples:

- Develop your brand in the United States
- Create partnerships with key players in the oil & gas industry in Houston

METHOD

Welcoming the V.I.E

- The FACC represents the legal structure that hosts the V.I.E
- The FACC coordinates the operations between the different actors

Coaching & supervision

- The FACC defines the goals and objectives of the V.I.E
- The FACC ensures the integration of the V.I.E (professional assignment as well as everyday life)
- The FACC communicates on V.I.E's the company with its contacts
- The FACC offers access to its members and network
- The FACC invites the V.I.E to its events (Innovation Forums, workshops, etc.)

QUOTATION

The supervision and hosting represent \$14,400 annually.



HUMAN RESOURCES - RECRUITMENT

Save time when hiring employees & talent for your organization. The FACC selects candidates, using the strong experience of our HR team and board of Directors. We support you in any scope of work:

- Full-time position: to expand your team
 - Short-term tasks: to build a pool of experts for one-off tasks
 - Recurring projects: for a go-to team with specialized skills
-
- The FACC leverages its network to attract candidates and increase sourcing
 - Save time & drive down costs, meet only the best candidates
 - Short-term tasks

METHOD

Key milestones of the recruitment process:

- Creation of the job description
- Post of the job description
- Share the job offer within our network (FACC's communication channels)
- Review applications and select a shortlist of profiles
- Phone screening and reporting to member
- In-person interview and reporting to the member
- Meeting with the member to define top 3 candidates
- Professional background check-up if needed*
- Set up an interview with the member
- Follow up upon contract signature

*Option: U.S criminal background check before hiring. Fees applied to submit an official application.

QUOTATION

- FACC Membership 2021: \$1,000
- \$1,500 to start the recruitment process immediately.
- 15% of the new hire's salary upon hiring contract signed.



MARKETING, COMMUNICATION & EVENTS

Gain visibility and benefit from our wide range of advertising tools to reach new key business players in Texas and increase your exposure:

- Digital marketing: emailing, website, social media, press, magazine
- Events: Speaking opportunity
 - Access to our C-level networking events
 - Access exclusive FACC audience

NEWSLETTER

- + 12K qualified contacts
- Average: + 27% open rate / 10% click rate
- Opportunity to create dedicated e-blast, articles, human resources needs of our members

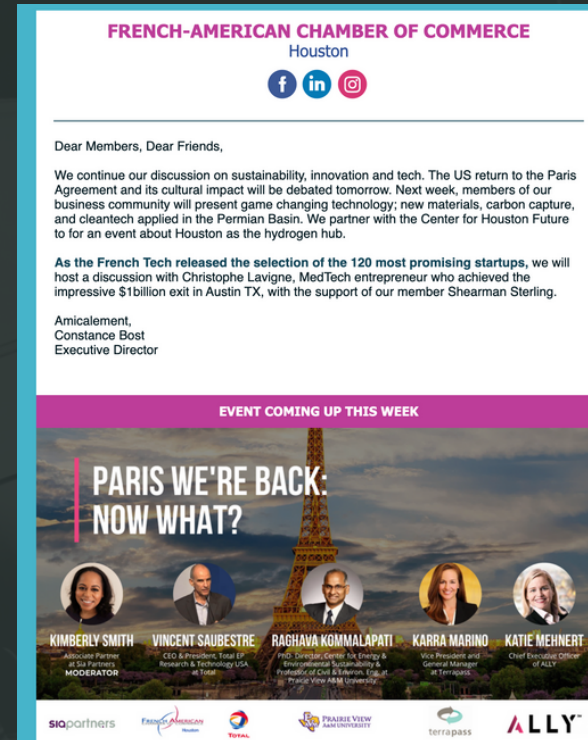
SOCIAL MEDIA

- Facebook / Instagram / LinkedIn -> 4k followers
- Increase followers in company pages
- & share members' posts and news
- Engage with a targeted audience

FACC MAGAZINE

- Reach: +12K people
- 2 to 4 publications a year
- Share what is happening in our community
- Showcase our members' activities

Newsletter

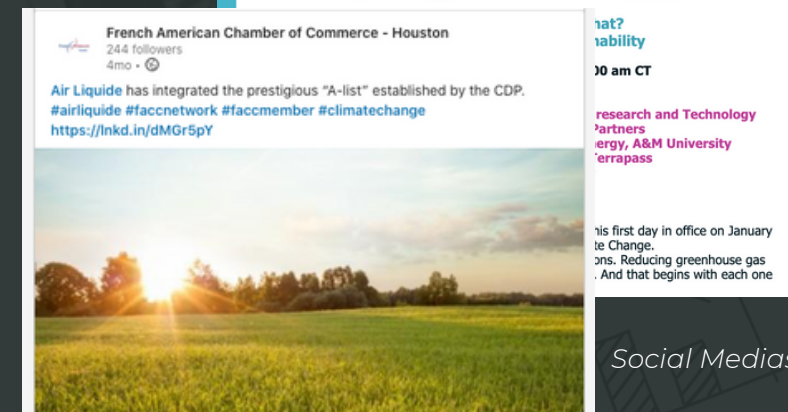


METHOD

- Define goals and scope of work
- Identity target list, audience + key contacts
- Creation 1st drafts (digital marketing)
- Share drafts with the member + change if needed
- Communication campaign launch + event

QUOTATION

- FACC Membership: \$1,000
- Digital Communication: \$3,500
- Event:



Social Medias



FACC Magazines

MARKETING,
COMMUNICATION
& EVENTS

ON-DEMAND SERVICES

Do you need additional assistance to accelerate your growth or start your company?

Let us know!

contact@facctexas.com



TEXAS