

# FRENCH-AMERICAN CHAMBER OF COMMERCE

## Serve & Connect the Business Community in Texas

Grow businesses further, faster, and larger



TEXAS





# FACC TEXAS

Non-Profit Organization

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

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KEY ACTIONS

Networking, Market Intelligence,  
Business Service support



# TEXAS: A LAND OF OPPORTUNITIES

Texas has one of the youngest, fastest-growing, and most diverse populations in the world.

#1

BEST STATE FOR BUSINESS

BEST STATE FOR CORPORATE EXPANSIONS  
AND LOCATIONS FOR BUSINESS

FASTEST-GROWING STATE ECONOMY

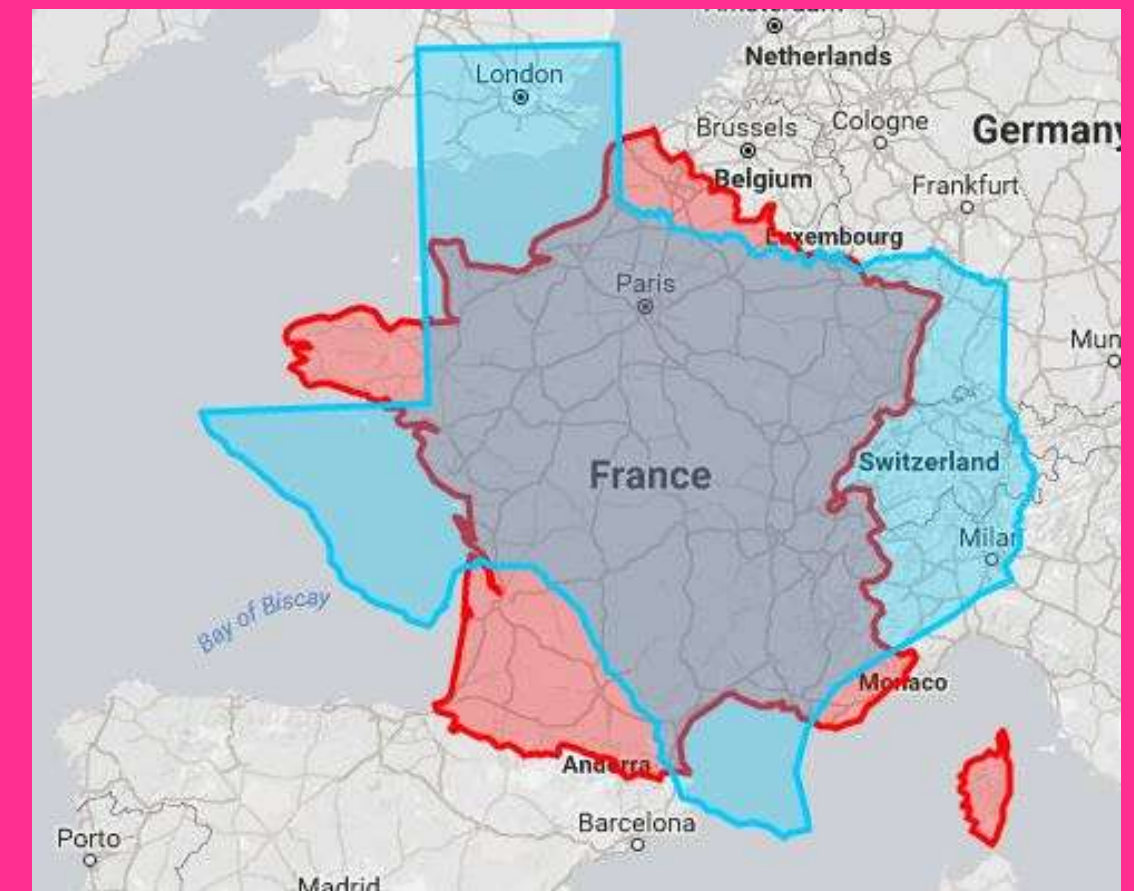
LARGEST ECONOMY IN THE U.S.  
*And #9 in the world*

LARGEST STATE IN THE U.S.  
*20% larger than France*

FRENCH NETWORK:  
FRANCE 2ND FOREIGN EMPLOYER  
*60,000 employees in Texas*

#2

EVERYTHING  
& BIGGER  
& BETTER  
IN TEXAS





## A GLOBAL & INTERNATIONAL STATE IN A STRATEGIC LOCATION

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

## 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

## QUALITY OF LIFE: CULTURAL, CULINARY, AND 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 best medical services in the world



# Texas Business Sectors

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## TOP INDUSTRIES

### ENERGY

**#1 STATE FOR ENERGY PRODUCTION (TRADITIONAL & RENEWABLE)**

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

### BIOTECH & LIFE SCIENCE

**LARGEST MEDICAL COMPLEX IN THE WORLD**

*Leader in biopharma innovation & cancer research*

### INFORMATION TECHNOLOGY

**SOFTWARE DEV CLUSTERS, TECH WORKFORCE, INNOVATION**

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

### 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 LEADERSHIP

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



**Franck Avice**  
FACC President  
FACC Houston



**John Eldridge**  
FACC Chairman  
Partner  
Haynes & Boone



**Jerome Pelletan**  
FACC Treasurer  
CFO NA  
Air Liquide



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



**Richard de Moucheron**  
Hr Director Total Talent  
Management  
Schlumberger



**Patrick de Talancé**  
Head of NA Energy  
Crédit Agricole



**Elizabeth Hunter**  
Managing Director and  
Senior Banker  
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



**MaryAnne Brelinsky**  
President  
EDF Energy Services



**Franck Trochet**  
VP Finance US  
Total



**Marie Maitre**  
Communication Advisor  
Total



**Nicolas de Coignac**  
Senior Vice President  
Vallourec North America



**Bruce Rutherford**  
International Managing  
Director  
JLL



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



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



**Steven Newton**  
Partner  
Russell Reynolds



**Laurent Pagnon**  
VP External Technology  
TechnipFMC



**Arlecia Williams**  
Regional Sales Director  
United Airlines



**Manuel Orillac**  
Corporate Transactions Partner  
Shearman & Sterling



**Dennis Petito**  
FACC Honorary Chairman  
Montrose Energy Capital Advisors



**Stephen Vuong Nguyen**  
VP Business Banking  
BBVA



**Ed Hirs**  
Managing Director  
Hillhouse Resources



**Jacques Fox**  
Chef & Owner  
Artisans Restaurant



**Jean-François Bonneté**  
CEO  
BCI Bonneté





# FACC Network

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





# WHY CHOOSING THE FACC TEXAS?

## **MARKET KNOWLEDGE AND NETWORK IMPACT:**

The FACC Houston has a large network of members, partners, and key actors of the local business scene. This network allows us to have access to the right people that might share with us essential information for the current mission.

## **EXPERTISE OF OUR TEAM AND BOARD MEMBER LEADERS:**

Our team is dedicated to the mission's success. Our executive team has strong expertise in the U.S market and has already completed successful business missions for different industry sectors. The board of directors is composed of leaders and VPs of the energy, tech, medical, and retail industries of the local Texas scene, and are a true resource for business connections.

## **A STRUCTURED-EFFECTIVE APPROACH AND TRANSPARENCY:**

We work according to a structured method, and make sure to set up a follow up according to your needs.

We provide the plan, set up a communication calendar, share the reporting, and built a transparent and accessible budget with you.

## **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
  - Meetings with key contacts
  - Find your office/store/warehouse
  - Business plan & market study
- Business Development & Prospection
- Human Resources
  - Hosting: Portage salarial & V.I.E
  - Talent Recruitment
- Marketing, Communication & Events






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# 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.

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



## METHOD

## MEETINGS WITH KEY CONTACTS

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

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.

Minimum 3 meetings

**\$750**

MEMBERSHIP INCLUDED

## FIND YOUR OFFICE/STORE/WAREHOUSE

Location can play 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 temporarily 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

## 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





# PROSPECTION & BUSINESS DEVELOPPEMENT

Open an office, hire people or send team members is a very sexy option but the cost can be prohibitive. The first step and one of the safest strategy to expand your business internationally or on new market is to work with a sales representative.

The FACC offers to take over or accelerate the commercial prospection of its member with a dedicated mission.

The FACC attributes the business development effort to a member of its team, define with the member the time invested and the results expected. Because the mission requires a time of training and specific prospection, the FACC demands a minimum of a 3 months mission. This is a reasonable time to provide good results. The member can decide to continue and can stop at any time after the 3 months.



- The chamber will test out the new market with your product or service and you will be ready to-go-to market.
- FACC is an established organization with strong expertise and a high-level network.
- Low cost and high reward first step



# PROSPECTION & BUSINESS DEVELOPEMENT

## METHOD

### Key milestones of the process:

- Define goals and scope of work
- Studying all commercial and market elements submitted by the member
- Identity target list and market segmentation
- Creation and validation of the KPI
- Create and share the report spreadsheet
- Define the reporting schedule (follow up meeting)
- Share contacts with the member
- Set up a business meeting with leads
- Introduce the member to leads
- Member to finalize the deal according to its specifications

## 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



# BUSINESS DEVELOPPEMENT & PROSPECTION

## QUOTATION

**\$8,000 / \$10,000 / \$16,000**  
MEMBERSHIP INCLUDED

- Annual FACC Membership included ( value \$1,000)
- Work schedule will be set up as followed - \$8,000
  - 1st month: 30h (studying all elements submitted, start the market study, launch prospection, reporting)
  - 2nd month: 20h (extended market study, prospection, reporting)
  - 3rd month: 10h ( prospection, reporting)
- Following months: 10h (prospection follow-up and reporting) - \$1,000  
The work schedule can be review upon request. However, a minimum of 10h per month is necessary for the scope of this mission.
- Engagement options:
  - 3 months
  - 6 months
  - 12 months



# 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

## V.I.E PROGRAM: HIRE A YOUNG PROFESSIONAL

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
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- The FACC leverages its network to attract candidates and increase sourcing
  - Save time & drive down costs, meet only the best candidates
  - Short-term tasks

## RECRUITING MISSION EXAMPLE:

- Creation of the job description
- First selection by call
- Interview to select the best candidates and provide you a short list proposal
- Recommendation on the compensation package

## 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

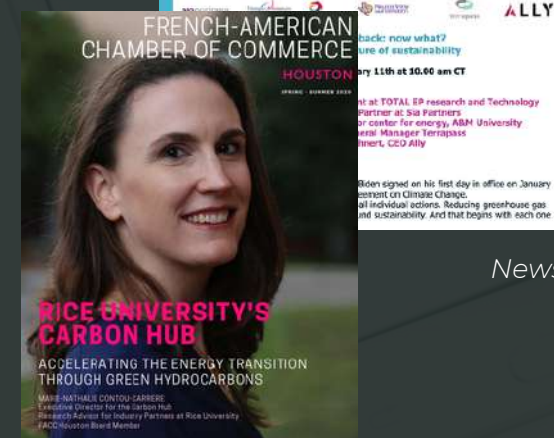
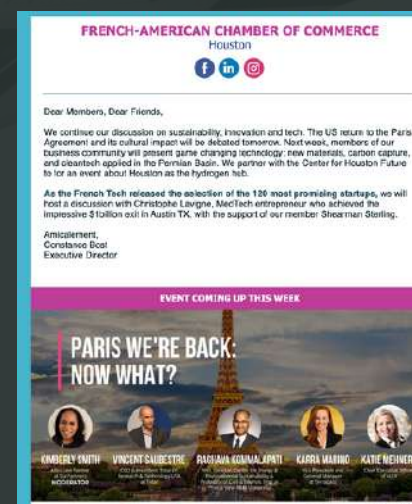
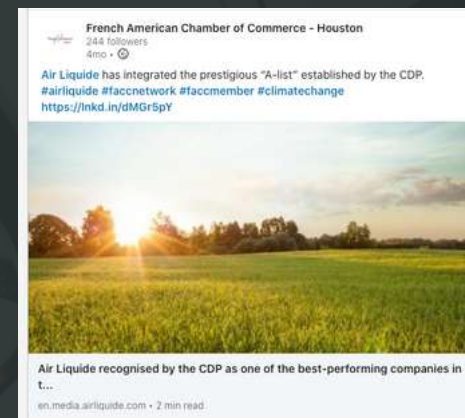
## SOCIAL MEDIA

- 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

Social Medias



FACC Magazines

## 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:



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## ON-DEMAND SERVICES

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

Let us know!

[contact@facchouston.org](mailto:contact@facchouston.org)