

# WSN ACADEMY



## INTERNATIONAL AMBITIONS: BPIFRANCE'S SOLUTIONS FOR THE SUCCESS OF FRENCH COMPANIES

PRESENTED BY



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**01 IDENTIFY A TARGET MARKET**

**02 BUILD YOUR EXPORT STRATEGY**

**03 PROSPECTING IN AREA**

**04 ENSURING ITS INTERNATIONAL SUCCESS**



# 01 IDENTIFY A TARGET MARKET

# DIAGNOSTIC BUSINESS INTERNATIONAL



## OBJECTIVE

Validate the relevance of a market based on the company's activity

**Preparing the company to meet potential customers**

Identify and qualify between 6 and 10 targets in the area

## TARGETS

French start-ups, SMEs and mid-sized companies

All sectors except international trade and sourcing

**Turnover > €1.5 million**

## PRICES

SME rate: €4,000 excluding VAT after a 47.7% Bpifrance subsidy

**ETI rate: €7,650** excluding VAT, without Bpifrance subsidy

## SPECIFICITES

Execution period: 3 months

**2 DBI per year and per SIREN number**

51 pays



# 02 HIS CONSTRUCTION EXPORT STRATEGY

# ACCELERATOR PROGRAM: EXPORT PROPELLER



## ADVICE

**13 days of individual advice delivered by the Bpifrance Consulting Manager team and an authorized external consultant**

## UNIVERSITY

**6 days of thematic training with Formatex**

**Defining your export strategy, managing and financing your development, and handling international risks**

## NETWORKING

**Genuine spirit of promotion**

**Easy access to offers from Bpifrance and Team France Export partners**

**Offboarding to determine an action plan**

## TERMS AND CONDITIONS

**12-month program - launch on February 17, 2026**

**Price: €12,900 excluding VAT (after a 50% subsidy from Bpifrance, i.e., a total cost of €25,900 excluding VAT)**

**Turnover > €2 million**

# CULTURE EXPORT USA



## 12-MONTH PROGRAM

**Individual support:**  
50 hours of coaching

**Group support:**  
4 two-day workshops

**International immersions:**  
2 trips to the field

## PRICES

**€12,000 excluding VAT per company** (excluding travel/accommodation expenses)

**Total cost of the program:**  
€48,000 excluding VAT (€36,000 excluding VAT covered by Bpifrance and France 2030)

## SPECIFICITES

**Sectors:**  
Music, live performance, visual arts, crafts, video games, museums and heritage, cinema, audiovisual, design, architecture, books/press/communication, fashion design



# 03 PROSPECT ON ZONE



# PROSPECTING INSURANCE



## OBJECTIVE

Funding your  
**prospecting needs**  
while insuring  
yourself against the  
risk of commercial  
failure

**Refundable advance**  
based on turnover  
achieved in the area  
concerned.

## TARGETS

French start-ups,  
SMEs and mid-sized  
companies

**All sectors except  
international trade**

Turnover < €500  
million

## TERMS AND CONDITIONS

Budget minimum :  
**30K€**

Within the limits of  
equity

50% of the advance  
payment made upon  
signing

## TITLE

Up to **3 years of  
prospecting**

Then repayment over  
3 or 4 years

# INTERNATIONAL BUSINESS TRACK



## OBJECTIVE

**Preparing leaders for  
targeted areas**

**B2B meeting**

Immersion and sector visits

Institutional events

## TARGETS

French start-ups, SMEs and mid-  
sized companies

**All sectors except international  
trade and sourcing**

Specific size and sector  
conditions depending on the  
routes

## PRICES

Differentiated pricing  
depending on company  
size (Start-Up, SME, Mid-  
Sized Company, Large  
Company)

**BADGE PLATINUM SXSW  
2026**

## **IMMERSION IN THE AREA**

Conference program, fund and  
corporate meetings, French  
Touch events

**PREPARATION AND  
DEBRIEFING SEMINARS**

## **TERMS AND CONDITIONS**

Cultural and Creative Industries,  
Tourism, Sport

5 000 € HT + options RDVs B2B (  
+ 1500 € HT / participant)

**IMMERSION SXSW  
MARCH 13-17, 2026**

**IN THE PRESENCE OF  
NICOLAS DUFOURCQ,  
CEO OF BPIFRANCE**

**SXSW** 

**bpifrance**





# 04 ASSURER SA REUSSITE INTERNATIONALE



# 04 INSURE YOUR INTERNATIONAL SUCCESS

# ASSURANCE CHANGE



## OBJECTIVE

Insure your exports in foreign currency to neutralize the risk of exchange rate fluctuations

## TARGETS

French SMEs and mid-sized companies

French exporters and subcontractors

Minimum French share of 20%

## TERMS AND CONDITIONS

**Negotiation:**  
interest rate fixed as soon as the offer is submitted

**Multicommande :**  
Fixed rate for 12 months and applicable to each new order

# ASSURANCE-CREDIT



## OBJECTIVE

Cover against the  
**risk of interruption  
or non-payment of  
my export contract  
with a foreign buyer**

On depreciable and  
consumable assets

## TARGETS

French SMEs, mid-  
sized companies and  
large groups

French share  
minimum of **20%** in  
the commercial  
contract

## TITLE

**Short-term credit  
insurance: contracts  
< 24 months**

**Or for all contracts  
of 2 to 15 years**

## SPECIFICITES

All amounts

All strong currencies

Guaranteed  
percentage: large  
groups 95%, SMEs  
and mid-sized  
companies 100%

# THANK YOU !

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We'd love to hear your opinion!