

WSN ACADEMY

Learn
Grow
Innovate



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

bpifrance



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

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

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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

PREPARATION AND DEBRIEFING SEMINARS

IMMERSION IN THE AREA

Conference program, fund and corporate meetings, French Touch events

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



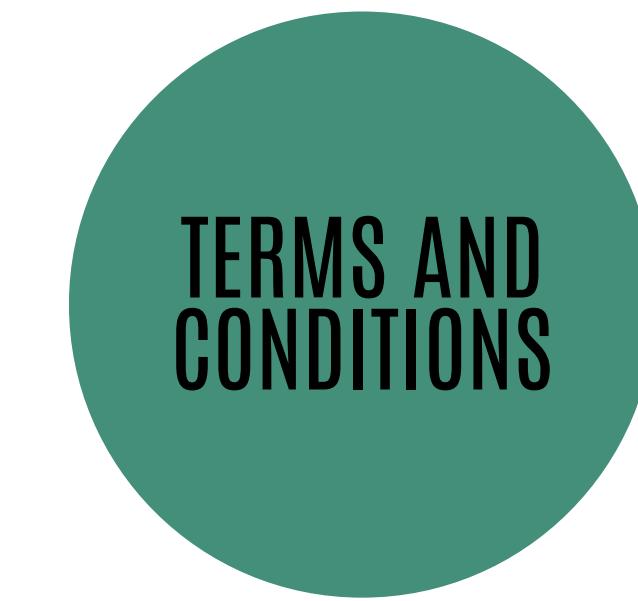
Insure your exports in foreign currency to neutralize the risk of exchange rate fluctuations



French SMEs and mid-sized companies

French exporters and subcontractors

Minimum French share of 20%



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

Multicommende :
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%

WSN ACADEMY



THANK YOU!

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We'd love to hear your opinion!