

# Strategic Alliance and Creation of a Unique CCI France in the UAE

Tuesday 1 June 2021

# SPEAKERS



**Geoffroy**

**BUNETEL**

President

FBC, Dubai &  
Northern Emirates



**Eric**

**COHU**

President

FBG, Abu Dhabi



**Agnès**

**LOPEZ CRUZ**

Managing Director

FBC, Dubai &  
Northern Emirates



**Hélène**

**DANIEL**

Managing Director

FBG, Abu Dhabi



***MODERATOR***

**Nathalie**

**AMIEL-FERRAULT**

Vice President

FBC, Dubai &  
Northern Emirates

# AGENDA

## 12.00-12.20pm: Presentation of the Strategic Alliance Project

- Why coming together ?
- Our Strategic Alliance Agreement
- Our Strategy
- Articles of Association: What will change? Key highlights
- Strategic Advisory Committee
- Our Brand

## 12.20-12.40pm: What are the benefits of the Strategic Alliance?

- Benefits for our Members
- Coverage of Activities and Services
- Our Future Organization
- Road Map

## 12.40-1.00pm: Q&A session

# Presentation of the Strategic Alliance Project

- Geoffroy BUNETEL, President – French Business Council, Dubai & Northern Emirates
- Eric COHU, President – French Business Group, Abu Dhabi
- Moderated by Nathalie AMIEL-FERRAULT, Vice President – French Business Council, Dubai & Northern Emirates

# Why coming together?

- We are partnering to **be stronger and more effective** in serving the interests of our business communities.
- Our alliance is inspired by the **evolution of the Emirates** and will be highly symbolic in this **year of the Federation's jubilee and Expo 2020**.
- **The access to our services in the UAE will become simpler** for our members and any French company wishing to establish itself in the Middle East.
- We will **keep two offices** (one in Abu Dhabi and one in Dubai) to best meet the needs of our members and local authorities.
- **A new branding** will allow us to strongly capitalize on our network of 124 French Chambers of Commerce in 95 countries.

# Our Strategic Alliance Agreement

- **Adoption of New Articles of Association:** similar governance to be voted by both entities. Extraordinary General Assembly organized on the same day, on Wednesday 23rd June 2021.
- **Election of a common Board ensuring a unique Governance:** election of the new Board in November 2021.
- **Common Membership and common Directory.**
- **Common Permanent Team and Management:** at least until 30 June 2022, the heads of the Permanent team will be:
  - Managing Director: Agnès Lopez Cruz in charge of the common general management.
  - Deputy Managing Director: Hélène Daniel in charge of Abu Dhabi office and New Business development.
  - Deputy Managing Director: Milena Chemin in charge of Dubai office.



# Our Strategy

## 1 – BUILD AND ACTIVELY ENGAGE THE FRENCH BUSINESS COMMUNITY IN THE UAE

- Deliver an outstanding member journey and community experience
- Be knowledgeable about French businesses in the UAE
- Build a personalized relationship with our members
- Cover all of the UAE, with a physical base in AD and Dubai

## 2- OFFER INNOVATIVE, HIGH VALUE AND SEGMENTED SERVICES

- Targeted and VIP networking
- Offer Business Development options
- Share strategic and segmented Content

## 3- ENABLE BUSINESS RELATIONS WITH LOCAL AUTHORITIES AND MAJOR NATIONAL COMPANIES

- Deep and personalized relationships
- Introduction to high level personalities
- Advocacy on hot topics

## 4- BE A HUB FOR REGIONAL BUSINESS DEVELOPMENT

- Be a catalyst for regional CCIFI entities
- Create an alternative network for territories with no CCIFI presence
- Act as the Economic Hub between Africa, Southwest Asia, and the Near and Middle East

## 5- BE THE PREFERRED PARTNER WITHIN THE TEAM FRANCE EXPORT, FOR FRENCH BUSINESS IN THE UAE

- Deep expertise in the TFE players, processes and services
- Guide our members in their interactions with the TFE
- Develop partnerships aligned to our members' needs

# Articles of Association: What will change?

## Key highlights

- Election for 2 years of a common Board of 15 directors: Minimum of 3 Directors resident of Dubai and minimum 3 Directors resident of Abu Dhabi. The Board will govern, oversee and supervise the continuity and directions of the entity.
- Election of an Executive Committee of 7 Officers by the Board via a secret ballot. The Exec-Com will meet as often as necessary upon the request of the Chairperson, the General Secretary, the Treasurer, or the Managing Director.
- Appointment of a Strategic Advisory Committee for 2 years by the Board.
- Quorum is 51% of ordinary members for an Extraordinary General Assembly and 33% for a General Assembly.
- The common fiscal year is from 1<sup>st</sup> January to 31<sup>st</sup> December.



# Strategic Advisory Committee

The Strategic Advisory Committee is composed of:

- HE the French Ambassador to the UAE
- Head of the French economic department based in the UAE
- Honorary Chairperson(s)
- Chairperson and the 2 vice-chairpersons of the Board of Director of this Chamber
- Managing Director
- 5 members of this Chamber appointed for a term of 2 years by the Board
- 5 U.A.E. Nationals appointed for a term of 2 years by the Board

The Strategic Advisory Committee is co-chaired by HE the French Ambassador to the UAE and the Chairperson and will meet at least once per year upon invitation from the Board.

Meetings of the Strategic Advisory Committee may be held during external official events such as France and UAE bilateral business convention or conferences.

# We are Members of the CCI France International Network



- 124 French Chambers in 95 countries.
- Named “French Chamber” or “CCI France”

# Our new Commercial Brand

We actively support and commit to the Global Brand of French Chambers established in 95 countries worldwide, delivering:



- ✓ A consistent and immediately recognizable Brand to Expatriates and French businesses worldwide
- ✓ A commitment to our new territory, the U.A.E.
- ✓ A clear reference to our core function “Chambre de Commerce et d’Industrie”.

# What are the Benefits of the Strategic Alliance?

- Agnès LOPEZ CRUZ, Managing Director – French Business Council, Dubai & Northern Emirates
- Hélène DANIEL, Managing Director - French Business Group, Abu Dhabi
- Moderated by Nathalie AMIEL-FERRAULT, Vice President – French Business Council, Dubai & Northern Emirates

# Benefits for our Members



**A wider geographical coverage:** our ambition is to offer a complete coverage of the United Arab Emirates, and therefore maintain our physical footprint in Dubai and Abu Dhabi. Our service offering will be extended throughout the country.



**A strategic position with the authorities:** the CCI FRANCE UAE will be a key player with the French and Emirati authorities to defend the interests of its members and French companies wishing to establish in the country.



# Benefits for our Members



**A wider and diversified service offering:** this union will allow us to offer the business community a wider range of sectorial and functional committees, covering all of the United Arab Emirates. Depending on the nature of our events, the industries they relate to, they will be scheduled either in Dubai, Abu Dhabi or online.



**A stronger and larger business community:** our members will have an easier access to a larger business community, to network and develop business opportunities.



**A powerful and impacting visibility:** all of our communication tools and platforms will be mutualized. This will give CCI FRANCE UAE and our members more visibility and enable a more personalized service.

# Coverage of Activities and Services

## Events

### **8 sectorial committees:**

Construction, Food & Beverage, Healthcare, Luxury & Retail, New Tech & Innovation, Energy, Supply Chain, Sustainability

### **6 functional committees:**

MarCom CFO, HR, Diversity, Women Empowerment, Legal, CDO

*Events will take place in Dubai, Abu Dhabi, or online.*

## Business support and back office

admin., finances, events, communication, marketing...

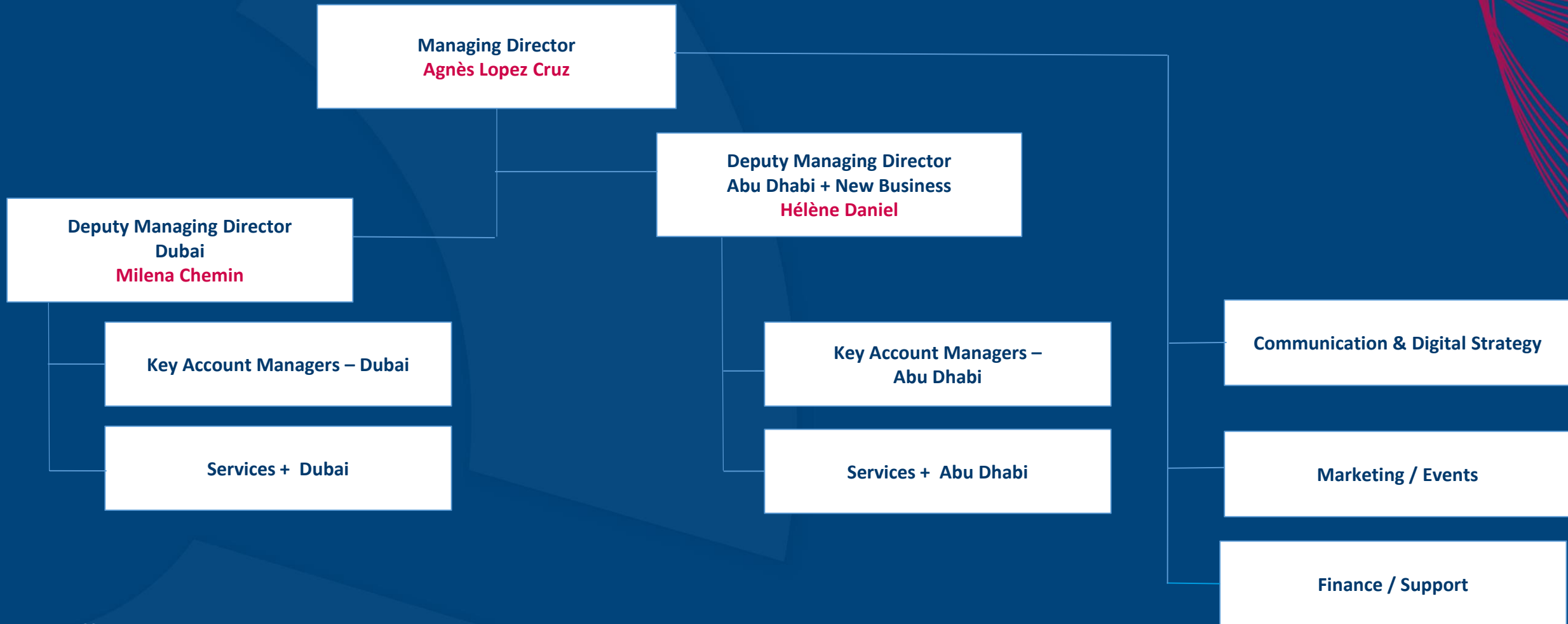
**Optimizing tools:** one website, one CRM, common social media pages, one Members' Directory, one invoicing system.

## Business consulting services

commercial support, business set up consultancy, business centre, VIE coaching, B2B Mentoring, recruitment...)

## New businesses and partnerships

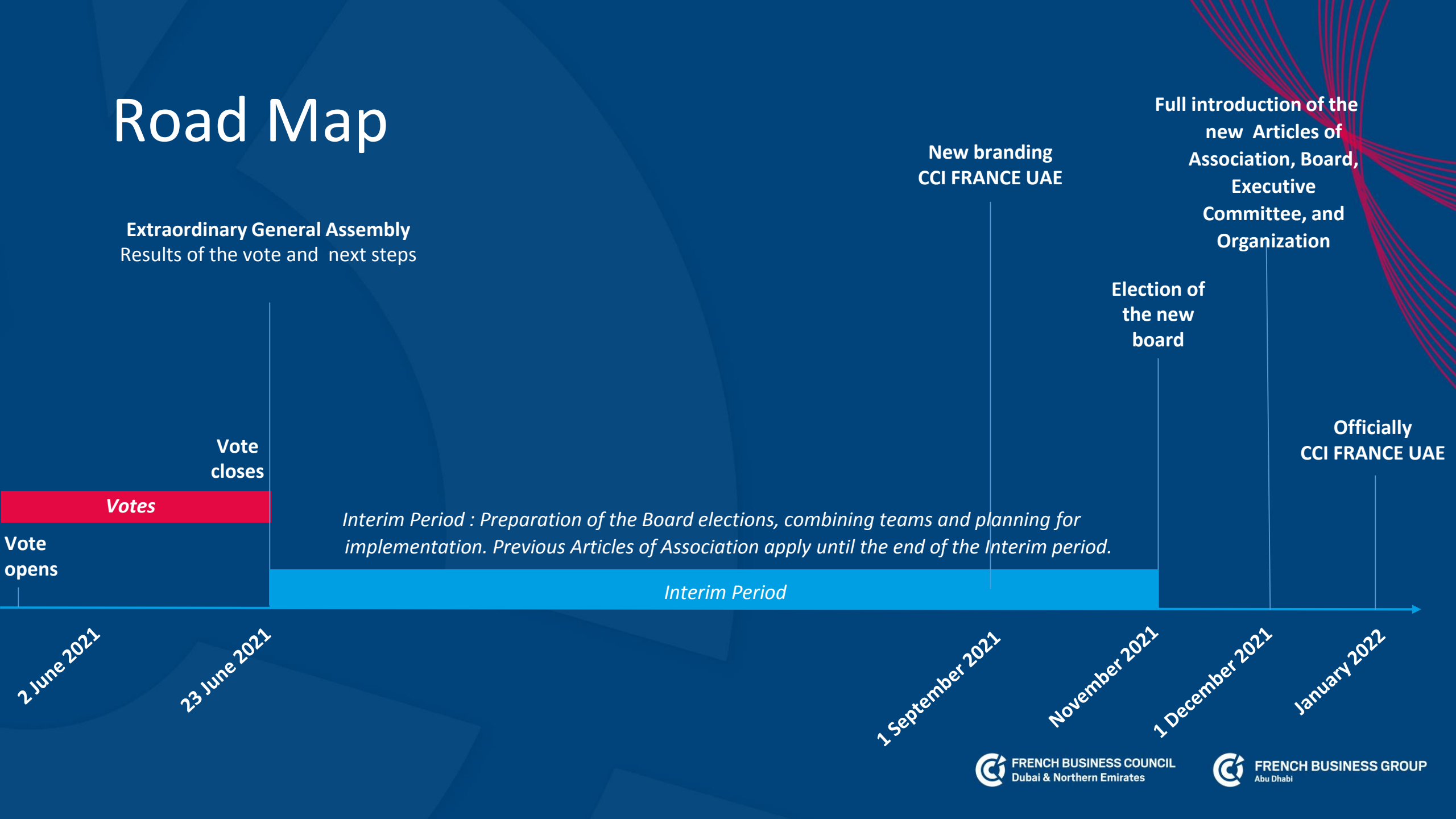
# Our Future Organization – 17 employees



Offices in Dubai and Abu Dhabi will be maintained.

# Road Map

**Extraordinary General Assembly**  
Results of the vote and next steps



# Members, we Count on Your Vote !

- **Voting Members:** The official representatives of your company listed on the directory will be able to **vote online from Wednesday 2 June to Wednesday 23 June 2021, 7.30pm.**
- On Wednesday, 2<sup>nd</sup> June, you will receive an email from [invitations@mail.electionbuddy.com](mailto:invitations@mail.electionbuddy.com) containing a unique access key which can only be used to vote once.
  - If you don't receive it, please check your spam.
  - If you still don't receive it, please contact us at: [fbc@fbcdubai.com](mailto:fbc@fbcdubai.com) or [events@fbgabudhabi.com](mailto:events@fbgabudhabi.com)
- Your vote will remain anonymous.



# Questions & Answers



Thank you.

The Vote will open tomorrow,  
Wednesday 2<sup>nd</sup> June.  
We count on you !