Frances embarks on an ambitious reinvention

Since winning last year's presidential election, Nicolas Sarkozy has embarked on a grand project to overhaul the French way of life with the ultimate objective of stimulating economic growth, streamlining government and social institutions.

Despite perceived burdens that tend to the country's growth, France remains a significant player on the global economic stage. It is the world's fourth-largest export market and the fifth-biggest importer. Averting more than 79 million visitors a year, the country is also among the top tourist destinations in the world, with the capital Paris and the region of Provence in the south being consistent attractions.

To foster economic growth and a more productive workforce, Sarkozy has proposed reforms that, though facing resistance, are designed to make French labor more flexible, as well as in determining working hours. A plan to lower the top rate of personal income tax from 45 percent to 35 percent (it ranked No. 3 as a recipient of FDI in 2006), the 20,000 foreign investment projects launched in France each year, and the creation of 250,000 additional jobs by 2012, France managed to attract the creation of 1,000 jobs with Japanese investment alone, adds JPA Ambassador Philippe Favre.

One important advantage for France is its central location in Europe, the world's largest market with 453 million consumers. It shares borders with Germany, Italy, Spain and the U.K.

Located between Northern and Southern Europe, and straddled by the Mediterranean Sea and Atlantic Ocean, France offers access to a united market linked by excellent infrastructure. Its highly skilled labor force and huge investment in R&D TOV train being flagship company.

Regalizing the second-high-est number of patents every year, France has maintained its well-known reputation as a hub of innovation and creativity. In fact, the country has the second-largest number of science and technology degree holders per 100 residents in the EU.

This year, France and Japan celebrate the 150th anniversary of diplomatic and trade relations. The French President Nicolas Sarkozy wants the country to pull away from the pack and unlisted various reform measures in line with that objective.

To increase France's advantages as a business location, the Sarkozy government wants to ensure that the labor market and tax regime.

One measure meeting the most resistance is the proposal to change employment guidelines, including the introduction of 35-hour workweeks, which workers want to give employees greater flexibility in hours and firing

Yutaka Iimura, Japan's ambassador to France says Yutaka Iimura, the Japanese ambassador to France, "In the past, the strong economic force was the automotive sector. But at present, we can identify more diversely defined areas of cooperation with businesses in France. Japanese direct investment stands second in France while France, on the other hand, is the third-largest direct investor in Japan." adds Iimura.

The areas of Franco-Japanese investment and trade have been biotechnology, chemicals, pharmaceuticals, energy and nanotechnology, according to Louis-Michel Minia, CEO of UBI France, the national agency in charge of business abroad.

"The main similarity between Japanese and French culture is their high craftsmanship and strong desire to con- struct things. A few examples of this complementary synergy in the economic sector are opera- tions such as Nissan-Renault, Toyota in France, and the co-operation currently underway between Mitsubishi Heavy Industries and Areva." Iimura points out.
Ricoh: solutions for all sizes

As one of its selected production units in Europe, France has lived up to the task of boosting Ricoh’s business across the continent. Since it opened in 1987, Ricoh France has raised the Japanese company’s share to nearly 30 percent in the country and close to 29 percent in Europe. Ricoh France President Bernard Decugis, "We are now third among the top main manufacturers in France. Since 2006, our turnover has increased by 29 percent. We are third in the French market, with a 12.5 percent market share, and the leader in the color segment".

Funaï: France’s new No. 3 in TV

"Two years ago, my answer to the question about my expectations for Funai France would have been to become a bottom five player. But with Funaï Europe Managing Director Alexandre Sopoc¸ ko, we have a ten-year-old factory which is now No. 4 in the LCD market with a 9 percent market share. We have a clear goal to become No. 3 and we are confident that this goal can be reached in the very near future," says Sharp Electronics France Managing Director Philippe Lefort.

Konica Minolta: a perfect merger

"Jean-Claude Cornillet manages a flexible company atmosphere," he adds. "We are now third among the top main manufacturers in France. Since 2006, our turnover has increased by 29 percent. We are third in the French market, with a 12.5 percent market share, and the leader in the color segment."

Funaï, a well-known global maker of consumer electronics, was established in France in 2006, and since then, its operations have been consistent and growing. Funaï is a leading brand for electronic goods in one of Europe’s largest consumer markets.

Sharp Electronics France Managing Director Philippe Lefort says, "Sharp Electronics France is focused on gathering an increased market share. We have a clear goal to become the leader in the French market. Thanks to the product line for which we are seeing an increased demand, and Sharp’s leading position in large-screen size LED products," says Lefort.

"Konica Minolta Business Solutions France is a leading company," he adds. "With Konica Minolta’s growth strategy, along with providing IT services, Konica Minolta has managed to capture 15 percent of the entire market in France, which is a high color strategy clearly paid off."

"The decision of the group was to focus on logistics and ship our camera activities beginning 2005. Konica Minolta focuses now on business technology. Today, business technology and solutions is our core, and represented 67 percent of our revenue," says Cornillet.

"With the acquisition of Funaï, Konica Minolta is one of the top three companies in Europe," he adds. "For Konica Minolta in France, the Rugby World Cup in 2007 increased our brand reputation through strategic product categories like copiers and color metrology, this last category bringning interesting for the very advanced environmental approaches of the business."

A high-definition strategy for Sony

"For Sony as it is one of the main partners of FIFA, soccer’s world governing body, until 2014, and sponsoring the next two world cups and the Champions League," he says.

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"The main objective of the partnership is in the leading position in the industry in 2007, when it unveiled its LCD TV with a depth of 2 cm during IFA, the world’s largest consumer electronics fair held annually in Berlin. Made from highlighting the technological innovation, Sharp recognises the need to strengthen brand image to attract more customers. More aggressive campaigns and imported partnerships like one with the former Star Trek Starship Enterprise. Sharp France also acknowledges its brand reputation through strategic product categories like copiers and color office products, this last category bringning interesting for the very advanced environmental approaches of the business."

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Since it was set up operations in France 35 years ago, Sony has become the leading brand for electronic goods in one of Europe’s largest consumer markets.

Philippe Citroe¨n, managing director of Sony France, predicts better business and more favorable sales for Sony products across the board. Sony describes as a “very dynamic market.”

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### Logistics
Logistics is a complex business where many transactions consist of varying permutations made up of destinations, classes of service, modes of transport and combinations of these. It is a huge field. This complexity requires an expert and reliability that comes only with experience.

Since 1964, It was founded in Boston, Massachusetts. In 1666, the name Arthur D. Little (ADL) has become synonymous with solving the most complex business problems for the world’s largest organizations. The company now has over 1,000 employees in 23 countries, and its unique blend of strategy, innovation and technology that ADL continues to build on this formidable reputation.

Since it was founded 40 years ago, Ipsos’ success has been built on a strong commitment to its clients and a passion for understanding how the world works. Ipsos’ innovative research methods and five core specializations — advertising, media, public opinion, marketing services and measurement instruments in France.

KWE France Managing Director Annual Mom Meeting

Hervé Wallard, director of the Ipsos Group and chairman of Ipsos in Asia

A key player in freight-forwarding sector

When growth is only a question of fast how

Since establishing operations in Europe 20 years ago, Japanese electrical engineering company Yokogawa Electric Corporation has become an expected provider of industrial automation, test and measurement instruments in France.

Henri Wallard, deputy CEO of the Ipsos countries around the world.

“IT evolution is a cherished part of the tradition of our company. We believe in the importance of customer satisfaction, and that we are taking market share from our competitors,” he says. hochte www.kwe.com

### JT International faces future in France confidence

As part of the third-largest international tobacco manufacturer with operations in over 120 countries, JT International has carried forward with our success following focused marketing and sales efforts around the world.

“JT International has been on the market for over 50 years, and in 2008, we achieved a turnover of 55 million euros and the company has more than 1,000 employees worldwide.”

JT International President Vassilis Vovos

### Privatizing and innovating

Driven to meet client demands

Since it began operations in 1943, Japanese Sanden Corp. has become a world leader in the development of automotive air conditioning compressors. A world-class customer approach has resulted in consistent expansion of its customer base in Europe.

Since it was founded in 1666 in Boston, Massachusetts, the name Arthur D. Little (ADL) has become synonymous with solving the most complex business problems for the world’s largest organizations. The company now has over 1,000 employees in 23 countries, and its unique blend of strategy, innovation and technology that ADL continues to build on this formidable reputation.

### Integrity, innovation and intensity

One of the world’s largest shipping companies, Nippon Yusen Kaisha has lived up to its vision to provide a quality service to more than a million clients and more than a century.

KWE France is an important player in Europe's logistics market. Moreover, its strong service quality and a unique network guarantee its customers the best service possible, wherever they may be.

Logistics is a complex business where many transactions consist of varying permutations made up of destinations, classes of service, modes of transport and combinations of these. It is a huge field. This complexity requires an expert and reliability that comes only with experience.

### ADL remains at the forefront of innovation and technology

Since it was founded in 1846, its headquarters are in Tokyo, Japan, ADL has become synonymous with solving the most complex business problems for the world’s largest organizations.

Since the 1990s, it has been active in Europe, establishing a research and development center in France in 1988. ADL’s presence in Europe has enabled it to offer up-to-date equipment, as well as coating and metalizing for a wide range of industries, including automotive, electronics, and consumer goods.

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