WHITE **PAPER**







# **Export,** an important **development axis** for the French economy

**INTERNATIONAL**

# PREAMBLE




**Ellisphere** is a major player in the market of economic, financial and legal information on companies around the world. The company has inherited more than 100 years of experience in collecting, managing, analyzing and distributing qualified information.

In the digital age, its team of more than 300 employees, spread over six major centers of excellence, develops 100% digital solutions that offer online information on nearly 225 companies in more than 230 countries and territories.

Since its creation, Ellisphere has been supporting marketing and sales departments in their various challenges:

- Analysis of their markets and development of their customer knowledge.
- Improving the performance of their marketing and sales operations.
- Qualification of their customer and prospect databases and industrialization of their data management.

## *Revenue development based on a reliable customer portfolio*

The digital transformation, digitalization, personalization of the business relationship and the exponential growth of the data to be processed are pushing marketing and sales departments to reinvent themselves. Regarding these new concerns, organizations must be innovative to meet these challenges and prepare for tomorrow.

To face these challenges, it is essential to identify the relevant internal and external data within their information systems in order to improve market segmentation, customer knowledge and sales prospecting.

In order to accomplish its missions and support its customers, Ellisphere relies on:

- A BtoB data repository powered by our teams and a network of international partners.
- A multidisciplinary team in direct contact with your marketing/commercial/IT teams.
- A structured approach, regardless of the profile of your company, with a contextual review, a technical audit and a 3 part accompaniment:
  - A personalized data-set
  - A distribution mode
  - Expert guidance

This « stakes-based » approach, based on consulting, allows us to develop the solution which best suits your needs.

Ellisphere's ambition is to be at the service of our clients' sustainable business growth.

In this white paper dedicated to the international market, we will see that export is very important for the development of the French economy. The second part of the book will deal with BtoB customer/supplier risks abroad, followed by an interview with Stephen LORD, president of BIGnet. The fourth and fifth parts will be devoted to best practices. Finally, this white paper will end with a customer case study and the testimony of Michelin, an Ellisphere customer.



OUR EXPERTS



## STEPHEN LORD
HEAD OF INTERNATIONAL

Head of International at Ellisphere, Stephen Lord is a graduate of the University of Bradford (UK) and the Conservatoire National des Arts et Métiers (France).

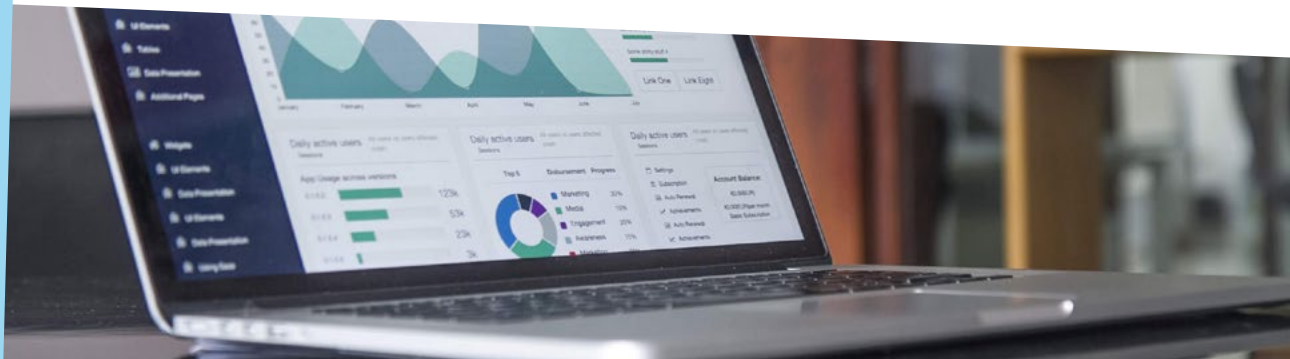
With more than thirty years of experience in the business information industry, he has successively managed commercial aspects, production, as well as the development of tools and offers. Stephen is currently Head of International at Ellisphere, and President of BIGnet e.V., the association of Europe's leading business information companies. He has also been instrumental in strengthening partner networks in Europe and around the world. Finally, Stephen Lord represents Ellisphere within FEBIS (Federation of Business Information Services).



## OPHELIE LE DÛ
INTERNATIONAL SALES OFFICER

Ophélie Le Dû joined Ellisphere as an International Sales Officer. After a Masters degree in International Business, she works for different companies in various sectors both in France and abroad.

Since the beginning of 2022, Ophélie Le Dû has been supporting Ellisphere's sales representatives in their customer relationships, leading the partner network and developing communication tools to assert the quality of the company's offer and network of international partners.





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# Context

## *Exporting, an important axis of development for the French economy*

*Exporting represents real opportunities for French companies. It allows them to take advantage of additional growth leverage, promote innovation, diversify business opportunities, and at the same time reduce the risks of dependence on a single market.*

In the first quarter of 2022, France had **138,700 exporting companies**, a 20-year record! It is the dynamism of intra-EU trade that is restoring our exports. Compared to the first four months of 2019 (before the crisis), our goods exports are 10% higher in 2022. This increase is comparable to that of Germany and is in addition in a not very favorable global context.

French companies are exporting more and more, and international trade is a real growth lever.

In 2021, exports represented 29.4% of France's domestic product (GDP) (+17% compared to 2020), which puts France in 6th place worldwide for exports of goods and services.

By comparison, there are approximately **400,000 German exporting companies** (almost 33% of GDP in 2021). The country is classified by the WTO as the 3rd largest exporter in the world. In 2022, France was no longer behind Germany as far as competitivity is concerned.

Beyond the emergency measures decided by the French government at the beginning of the health crisis, the plan « France Relance », presented in September 2020, provides for an export component with multiple aids allowing particularly the return of SMEs-ETI to foreign markets.



*Sources : DOUANES, INSEE, Diplomatie France*

# Europe

## very active with a proposed €807 billion NextGenerationEU stimulus package

**NextGenerationEU is a temporary stimulus package of more than €800 billion to repair the immediate economic and social damage caused by the coronavirus pandemic. It is the largest recovery plan ever signed in Europe.**

**The objective of this project is to build a post-COVID-19 Europe that is much more environmentally friendly, more digital and stronger to meet current and future challenges.**

**NextGenerationEU, is a part of the package that represents 672.5 billion euros distributed to the 27 Member States, in the form of loans and grants. It will allow the States to finance the investments and reforms necessary to meet the demands of the recovery, to help them in their various ecological and digital transitions and to enable them to cope with future shocks.**

## A SERIES OF CRISES...

The impact of the pandemic has been considerable for businesses, whether they operate on an international or local scale. Most governments have stepped in to support the economy and businesses during this period. We thought the worst was behind us...

Today, world trade is once again facing new crises such as the war in Ukraine and the various geopolitical tensions.

- The effect has been to highlight the strong dependencies in the energy sector in particular.
- The sanctions against Russia are forcing some companies to review their supplies or exports. It has become imperative to identify customers and suppliers at all levels, down to the actual beneficiaries, in order to avoid potential fines.
- We are witnessing a shortage of certain products and raw materials and all sectors are experiencing inflationary pressures.
- While manufacturers were hoping for a normalization of their supplies during the year, the war in Ukraine, the Chinese confinements and now spreading covid cases locally are upsetting forcasts. Reflection on the resilience of value chains and their possible shortening becomes urgent with the succession of crises.
- Ellisphere's global network of partners, thanks to exhaustive databases and their knowledge of the local economic fabric, can react to this situation and propose solutions adapted by country.

## THE FIRST RESULTS IN 2021:

- French trade is clearly recovering after the sharp decline induced by the health crisis
- In 2021, France imported goods worth €585.6 billion (+18.8% compared to 2020) and exported goods worth €500.9 billion (+17% compared to 2020).

These results are part of a global context characterized by a strong recovery despite tensions on supplies. Global activity has returned to its pre-crisis level and exports are returning to their 2019 levels.

Nevertheless, the pace of global trade is decelerating after a strong rebound. Activity is expected to continue to grow in 2022, but uncertainties are weighing on the recovery of emerging countries in particular. However, exports continue to play a key role in the strategy of SMEs and SMIs.

## **Nota Bene** - Corporate support plan



**EMERGENCY AID**
to get through crisis



**RELAUNCH PLAN**
for exporters



**BETTER INFORM**
companies



Make
**PROSPECTING**
easier



**SUPPORT YOUTH**
with the V.I.E. program



Reinforce
**FINANCING TOOLS**
for companies



**PROMOTE**
the brand « France »

# International BtoB customer / supplier risks

## DOES EXPORT RISK MANAGEMENT DIFFER ACCORDING TO GEOGRAPHICAL AREAS?

### ACCESS TO INFORMATION AROUND THE WORLD

Customer and supplier risk management has existed in various forms for a long time and is constantly evolving, particularly with technological advances allowing better access to information. However, even today, disparities persist. There are factors which are often consistent with post-World War II history. One could then believe that Western countries are the most advanced on the subject due to the stability and organization of their institutions.

Let's take the example of business registration and identification numbers. In France, every economic entity has a SIREN number, whereas abroad, the systems for registering entities are all different. Indeed, even for economies close to ours, the cases vary. For example, there is no national identifier in Germany. In the United Kingdom, the

«registration number» is only assigned to companies with capital and not to sole traders. As you can imagine, there are as many differences as there are countries in relation to the identification of economic actors.

**In order to better understand the accessibility of business information throughout the world, we have divided it into 4 main areas:**



### WESTERN EUROPE: A MATURE MARKET

We are talking here about **Western, Northern and Southern Europe**. The presence of digital registers with identification information, the possibility of retrieving financial data from most companies, and regulations have encouraged the development of mass processing tools. With a few exceptions such as VSEs and certain SMEs exempted by European and/or local legislation, access to balance sheets is generally good, facilitating the retrieval of financial information used in company scoring algorithms.

It is important to add that the European institutions want to implement Open Data, which will revolutionize access to information. The question will no longer be how to access information, but how to process and understand it. If Western Europe is an area where information is the most accessible, Central Europe, although geographically close, has a different story.



### CENTRAL EUROPE: A LATER DEVELOPMENT

Before the fall of the Berlin Wall and the return of free trade, there was no need for BtoB business information. The advent of the Internet in the 90s, the integration of some countries of the Soviet bloc into the European Union, and then the development of new information technologies have finally made it possible to make up for this delay in terms of regularity of obtaining information. Today, in spite of less obvious beginnings than for the rest of Europe, access to business information is much simpler than in the rest of the world. So much so that it is possible, via Ellisphere's tools, to be directly alerted of any changes specific to a trading partner by putting them under monitoring, thus making it possible to secure a global transaction as simply as a local one.



## FROM WEST TO EAST

When it comes to Western countries, Europe is not the only continent concerned. North America and especially the United States and Canada are both countries with stable institutions. Business information has existed for over a century in these countries, but its organization and access has taken a different path, mainly for cultural reasons. For example, in the United States, the culture of business secrecy is very strong and only a small minority of the companies listed on the stock exchange are required to publish their annual balance sheets. This does not favour the calculation of a score from a balance sheet, so local players have opted to use payment experiences in the scoring algorithms. To do so, they have built up very large repositories of ledgers and payment experiences.

Regarding the rest of the world, particularly in Latin America and Africa, institutional systems are often close to European countries. Thus, we will sometimes find registers, official documents and balance sheets. But the organization and the economic situation of certain countries often influences its ability to compile qualitative information on a regular basis. This remains possible, but sometimes requires human intervention which can increase the cost of obtaining information.

The Middle East, for its part, has had an eventful history over the last fifty years. Access to company information varies considerably from one country to another and will depend on the type of the subject company. It is therefore particularly important to have local partners with the contacts, the field knowledge, the language and cultural skills to enable the best possible retrieval of information directly. Moreover, as there are no exhaustive databases on these territories, information providers focus on companies with an import/export interest, and orient their research and updates on this population of companies. If the economic actor sought is not in the database of the local service provider, it is quite possible to request a specific investigation to obtain the information.



## ASIA AND OCEANIA: BIG EXPORT, LAST BUT NOT LEAST

If Oceania remains a timid trade zone for France, the situation is quite different for Asia with the globalization of trade. In Asia, the availability and ease of access to information varies enormously; the question of language complicates matters further. For example, a name anglicized for international use will not necessarily correspond to the name registered in the country of origin. In China more specifically, there are seven registers.

The information on each company registered in China is publicly available and can be accessed through the electronic database of each local Administration of Industry and Commerce (AIC). Among other details, this register can indicate whether the company is an officially registered company in China, the name of the legal representative, what the company's business scope is and where it operates. However, the site is only available in Chinese.

# International BtoB customer / supplier risks



## ELLISPHERE'S NETWORK

For more than a century, Ellisphere has been the French reference for business information. Its customers and partners recognize the quality of its digital solutions. Thanks to the expertise of its employees and its international network of partners, Ellisphere is positioned as a leading player in the collection, processing and analysis of business information worldwide.

In order to ensure that the quality of information on international companies is equivalent to that obtained on French companies, Ellisphere has surrounded itself with information leaders in many countries. With the BIGnet Alliance network, of which Ellisphere is president, it is now possible to access the quality of all these databases, both in terms of the number of companies included and the depth of the information offered. In this respect, the calculation of scores distributed by certain members of the BIGnet Alliance is recognized by ESMA (European Securities and Markets Authority).

Like Ellisphere, each member of the network is recognized locally for the expertise of its analysts. It is through this network that Ellisphere is able to provide its clients with online company information from 230 countries and territories, with monitoring of companies in 40 countries.

### STANDARDIZATION OF INFORMATION RETRIEVAL

We saw that we were able to collect a lot of information about companies from all over the world. However, is it conceivable to provide this information as it is? Not quite... Not only do we need to **translate** it, but above all we need to **analyze** it to make it **easily usable**! Ellisphere has structured all the information collected in a repository so that it can be returned to its customers in a standard format, regardless of the country of the company. It is thus possible to find the same information in the same place, analyzed in the same way, whether it is a **French, Chinese or Peruvian company**.

This standard format not only makes the information report easier to understand, but above all it allows clients working internationally to easily integrate this data into their own information system. Finally, the structuring of the information also makes it possible to propose a failure probability score on the same scale for all companies.




So how can this information be accessed? Quite simply through a secure web interface, which allows you to identify your business partners and receive reports from all over the world. This application facilitates the management of this mass of information through multi-site access, filtering options, the creation of customized lists and data exports. There is also the option of implementing web services, which is a means that is increasingly being used, especially by large companies with complex and multiple information systems such as CRM-ERP.

## CROSS CHECKING, A MUST TO ENSURE DATA QUALITY

A company can, if it wishes, handle the processing of information on its own, but beware of the dangers in the aggregation, processing and analysis of all this information. The quality of the raw information is not always up to scratch. There may be errors or inconsistencies between the different sources of information. These inconsistencies need to be detected by sophisticated checks and must be dealt with as a matter of urgency.

An information service provider whose core business it is, will be better able to meet these requirements. Indeed, the pulling together and interpretation of thousands or even millions of data, and their qualification requires knowledge and a significant mobilisation of resources (human, technical, financial).

DISCOVER BIGNET



**STEPHEN LORD**

Head of international at Ellisphere and president of BIGnet

## WHAT IS BIGNET?

Created more than 30 years ago, BIGnet is an association of European and North American leaders in economic and financial business information. Its mission is to facilitate international trade and commerce through the provision of high-quality corporate information reports in a standardized format.

## HOW DOES THE NETWORK DEAL WITH THE CHALLENGES OF EXPORTING FOR COMPANIES?

In BtoB, mastering an inter-company credit policy requires going far beyond the simple collection of raw data on commercial partners. The stakes are high. The reliability and accuracy of the information used is therefore essential. Value-added that can help informed decisions are the key to successfully managing your credit risk.

Globalization today takes different forms. It can be economic, financial, ecological or cultural. In this context, many companies are looking for development opportunities abroad, especially when the domestic market is sluggish or simply mature. Nevertheless, selling for export is a different commercial approach than the one traditionally used on the domestic market. This requires a good knowledge of one's business partners, taking into account the specificities of each country, particularly regulatory and cultural issues regarding access to information. This approach is often complex to carry out without support, with an increased risk if one is not sufficiently prepared for it.

BIGnet provides the necessary coverage, depth and analysis of information.

## FACED WITH THE COVID CRISIS, HOW DID BIGNET REACT?

We were all surprised by the health crisis and the war in Ukraine, impacting several sectors of the world's economies. Nobody was prepared for it.

If the health crisis has impacted all economies without distinction, some sectors of activity have suffered more than others (air transport, tourism, restaurants...). It is therefore essential to closely monitor the financial health of companies in the most affected sectors.

The BIGnet network, with its exhaustive databases on companies in each country and its analysis tools, is ideally placed to monitor risks.

In the context of the war in Europe, the economic sanctions imposed by the international community against Russia will impact the economies of both sides. Asset freezes and embargoes will have direct consequences on the Russian economy, but also on Western operators who will be deprived of export opportunities.

All of these events raise uncertainties (inflation, rising interest rates, political uncertainty...). The expertise of the BIGnet network, our surveys, our analyses help our clients to make credit decisions more serenely.

Furthermore, digitalization has made a huge breakthrough. Companies will sell differently and find customers differently. BIGnet members must continually adapt to effectively inform business decision makers about the status of their business relationships.

## WHAT TO EXPECT FROM BIGNET IN THE COMING YEARS?

The BIGnet network will be faced with new challenges. What are they?

### REGULATIONS

They impose new constraints both for the information industry and for the companies themselves.

- The GDPR (general data protection regulation) imposes very strict rules on the use of personal data. This applies to the internal processes of companies (payroll, statistics...), as well as to the transfer of information on partners as in the management of customer and supplier risks.
- Compliance with regulations aimed at combating tax evasion, money laundering and the financing of terrorism.

### THE DIGITALIZATION OF PROCESSES

- The integration of data in corporate information systems (CRM, ERP) and attention to the user experience, the watchwords are simplicity and efficiency.
- The position of information in the supply chain.

### THE SHARING OF INFORMATION

- The possibility to integrate and combine official (external) information sources with those of companies (internal) in order to benefit from a 360° vision and thus be able to offer tailor-made information.
- Open data: even if the development of free access to certain information is already underway, the mass processing of billions of pieces of data will always require the use of information specialists such as Ellisphere. Indeed, these service providers have the human and technological resources to set up quality controls and carry out high value-added analyses. If until recently, it was mainly a question of providing raw information, today it is essential to deliver qualified, up-to-date data with established traceability, combined with scoring type solutions based on the best of new technologies.

BIGnet

BIGnet must continue to consolidate its position as an international leader in business information, by focusing on three major areas of development:

- Maintain a high level of satisfaction of existing customers
- Develop its digital communication strategy
- Positioning itself as an Expert in the industry

# Best practices in credit management

## **Take care** of your cash flow and **identify** bad debts

The objective is to conquer foreign markets durably and/or to ensure the sustainability of its suppliers. If this implies taking risks, these risks must be controlled. To do this, it is necessary to surround oneself with the right partners, and to obtain the right tools. A decision-maker needs to map, learn enough about potential business partners, and monitor risks over time.

Ellisphere helps exporting companies get the right information for recruiting new, reliable customers and retaining existing ones, managing credit risk (customers) and purchasing risk (suppliers), as well as complying with regulations against money laundering, terrorist financing and corruption.

## The **digitalization** of customer-supplier relationship management

The pandemic was a « wake-up call » for credit management and purchasing departments, highlighting the impact of exogenous events on corporate cash flow. Default in payment affects SMEs in particular, and this in all countries, often with a snowball effect. At the same time, the total or partial withdrawal of credit insurers forces companies to act differently and quickly.

**In this context, the indispensable actions to be taken are:**

- Setting up digitalized information solutions that promote process efficiency
- Obtaining an accurate and complete mapping of customers and suppliers
- Assessing the risks before a new relationship is established
- Tracking risks over time



# **Agility** and **monitoring**

- **BUSINESS CONTINUITY PLANS**: suppliers will increasingly have to demonstrate their ability to continue to meet their commitments, even in circumstances of economic crisis. These business continuity plans highlight the resilience of the company.
- **STRESS TESTS**: in different areas, purchasing departments will multiply crisis resistance tests to ensure the ability of their suppliers to cope with exogenous shocks.
- **GREENING**: many companies will accelerate the « greening » of their offer (and of their purchases), either under the constraint of the market (evolution of the consumer, of public opinion), or under the constraint of the States which will have financed them and which will expect from them (in the form of a formal or informal commitment) a greener trajectory, in particular in the following sectors: energy, automobile and associated services, aeronautics, tourism, etc.
- **CSR**: beyond purely environmental issues, the entire scope of CSR (Corporate Social Responsibility) could become more important. According to CSR expert David Bousquet, companies which, before the Covid crisis, had already sought to « modernise their governance while laying the foundations for virtuous and responsible development have withstood the health crisis better than others ».

# **Data** and **compliance**

*To export, yes, but not just anywhere nor with just anybody*

The numerous regulations and directives on anti-corruption (SAPIN II Law - Article 17), anti-money laundering and combating the financing of terrorism (AML - Anti Money Laundering / KYC - Know Your Customer) require companies to comply as part of their management of third party risks (customers, suppliers, intermediaries).

## THE STEPS:

**Identifying with certainty the counterparty (third party)**

**Analyzing financial risk**

**Checking the sanctions lists**

**Detecting politically exposed persons**

# Best practices in exporting




## REGAIN A FOOTHOLD IN YOUR MARKETS AS QUICKLY AS POSSIBLE

- To follow closely the evolution of countries, sectors and distribution channels and to position oneself as quickly as possible.
- Outsource certain sales functions to be as close as possible to the markets from day one without having to travel.
- Follow closely the logistics solutions that work in each target country.

## APPROACH NEW MARKETS

- Anticipate new market needs and identify new players.
- Find agile forms of commercial presence to quickly reach potential customers.




## ADOPT NEW PRACTICES OF EXPORT AND INTERNATIONALIZATION

- To master all aspects of working remotely and with digital tools, to transform its management and operational organization in consequence.
- Rethinking prospecting methods to compensate for the reduction in travel and trade shows.
- Develop a collaborative approach to exporting (networks, pools of exporters) to share resources, go faster, be more efficient together.

## MONITOR THE MAIN CHANGES

**Although they may be industry-specific, or even firm-specific, weak signals are more specifically due to the following reasons:**

- Changes in purchasing behavior: new customer expectations.
- Changes in the consumer's target price level.
- Transformation of distribution channels: e-commerce, convenience stores.
- Changes in payment methods.
- etc.

**New marketing practices:**

- New promotional levers: social networks, video communications, influencers, etc.
- Trends to address customers: new types of messages used by competitors, etc.

**Changes in market players:**

- Appearance of new players.
- Withdrawal of certain players (companies that stop exporting) and disappearance of existing players (bankruptcy filings).

**Stimulus plans in the different countries:**

- Sectoral measures.
- Research projects and supply policy adopted.
- Foreign trade financing.



**Influence of civil society:**

- Expectations expressed by the actors involved (NGOs, think tanks, etc.).
- Positions taken by political parties.
- etc.

**Changes in the regulatory framework:**

- Possible limitations on market access.
- New standards, non-tariff barriers in preparation.

**Financing conditions:**

- Access to credit.
- Changes in payment terms.
- Behavior of international donors.

**Changes in markets and recovery conditions:**

- You must be able to detect the recovery in each of your markets beforehand.
- It is possible to use « proxies », variables that are easier to measure than the indicators of your markets and correlated with them. For example, the level of Saturday traffic jams is a proxy for retail consumption.
- According to the BCG Henderson Institute, the intensity of movement of people and goods, the level of production and confidence would be interesting « proxies » to anticipate the recovery in your different markets (and countries).

**In any sector of activity, export will impact your cash flow, whether it is to invest, receive payments from your customers and/or sometimes even pay a fine if you do not respect the local legislation in force. This is why it is important to find out beforehand.**

**In order to export and gain international market share, you need to have a good knowledge of the market and the companies with which you trade.**

## THE STEPS TO FOLLOW

1. Rethinking prospection: introduce notions on a specific sector with search criteria (country, sector, turnover, workforce, company typology...) solvency, resilience.

2. Analyzing the search results by observing the score of each entity and sort out the highest scores.

3. Observing the beneficial owners and capital ties of companies finally targeted to meet the KYC/KYS and SAPIN II obligations that protect against money laundering, terrorist financing, organized crime and corruption (see article Michel Afonso).

4. Contacting companies that meet your criteria for which Ellisphere provides best of breed information and default probability scores and meet the standards for sustainable export business.

5. Tracking at-risk entities through monitoring or by commissioning new surveys to obtain accurate information.

# Case study and testomonials

*« How to harmonize your customer database in Europe and optimize your credit policy? »*

**OUR ADVICE**

Step 1

## DEFINE YOUR REAL NEEDS

Is it a single database or is it necessary to consolidate several databases used by different departments within the company? Are all customer accounts active or can some be deleted?

Step 2

## TO RECONCILE AND CLEANSE YOUR REPOSITORY

Identify with certainty the companies and if necessary correct the corresponding data.

Step 3

## MESURE YOUR RISK

Enrich your customer portfolio with information to evaluate companies and make the right decisions to optimize business relationships.






# MICHELIN TESTIMONY

By Alexia Claire,
Director Group Credit at Michelin.

**What was your initial need and what problems did it pose for your organization?**

Michelin is a leader in sustainable mobility, innovation and assistance with travel and restaurant reservations. Headquartered in Clermont-Ferrand, France, the company is present in more than 170 countries and has more than 110,000 employees.

In order to harmonize its customer base in Europe and optimize the management of its customer credit, Michelin was looking for a solution for its European organization that could meet this need with multi-site access to its customers' economic and financial data together with access to a single, high-performance scoring system for all countries.

Michelin also required the implementation of a connector with its internal tool for real-time feeding and updating of its customer portfolio.

**Why did you call on Ellisphere to meet these challenges?**

First of all, the coverage and quality of its international base.

The audit of Michelin's customer portfolio in more than 40 countries demonstrated the excellent coverage provided by the Ellisphere solution. Work on the availability of information, particularly financial information, confirmed that it was possible to provide the type of data required.

From a technical point of view, Ellisphere offered a one-stop-shop solution and was able to call upon its experience in data integration, with a collaborative project and a roadmap including dedicated contacts. As this was a European project, English-speaking contacts were also needed.

**How was the collaboration between your teams and those at Ellisphere?**

Once the project team was formed on both sides, work began. It was important to maintain dedicated and stable participants throughout the project. On one hand, it was a matter of making progress on the technical implementation, and on the other hand, dealing with the user aspects with contacts based in Clermont-Ferrand and/or other sites in Europe.

**What has this new organization allowed you to improve?**

A single access for all countries with qualified, standardized information that is automatically integrated into Michelin's credit system for Europe.

We have been able to simplify and centralize our purchases of French and international information within the same contract with a single, simple process.

# Conclusion



**STEPHEN LORD**

Head of International
at Ellisphere

*« International trade opens up real opportunities to develop turnover by diversifying sources of income. Any commercial strategy must respond to steps including search for commercial partners, risk management attributable to these same partners and the monitoring of regulations in the fight against money laundering, terrorist financing and corruption.*

*Each country has its own specificities; it is therefore essential to be accompanied by a trusted service provider who is a leader in the information market.*

*Ellisphere and its partners have the authority to use economic, legal and financial data on companies. This is confirmed by the accreditations of the European Securities and Market authorities, His Majesty's Treasury in the United Kingdom (Credit Reference agency), as well as various labels such as the Privacy Protection Pact Label, ISO 90001:2015* (and others).*

*This expertise is made available to all economic players to enable them to carry out all types of international projects. And this, while taking into account their needs and challenges ».*



**Design, production and sale of databases, reports and similar products of credit, business, and marketing information. Invoice management and debt collection services.*

Appendix

# Ellisphere's country fact sheets

**Business opportunities are numerous, in every country. You will find below some concrete examples highlighting certain national specifics.**

**AUSTRALIA:** During his visit to Sydney in September 2022, Olivier Becht, in charge of foreign trade, praised the merits of French urban transport champions such as Keolis and Transdev, which are already well established in Australia, and the role they could play in reducing the dependence of Australian cities and states on the car.

## COUNTRY FACT SHEET

### COUNTRY

AUSTRALIA



| | |
|---|---|
| Population | 25.6 million |
| GDP | 1.376 trillion |
| Companies | 630 thousand |
| Currency | AUD dollar |
| Average Payment days | 30-45 |
| Bankruptcy rate | 0.35% |

Country Partners

| | 18.8 Bn US $ IMPORT | 22.5 Bn US $ EXPORT |
|---|---|---|
| 1 | China | China |
| 2 | United States | Japan |
| 3 | Japan | South Korea |
| 4 | Singapore | India |
| 5 | Germany | United Kingdom |

### PARTNER

GlobalCIS Credit Information Services

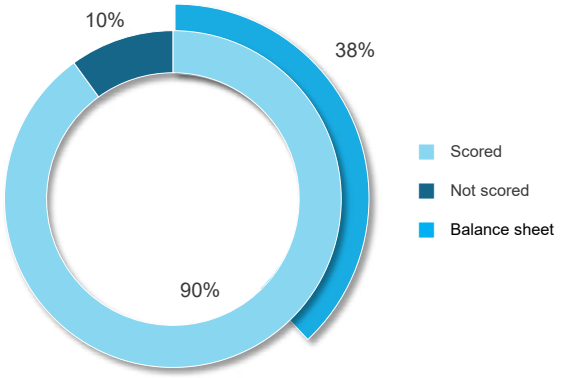
Companies that are successful globally rely on people who know how to analyze companies. The team behind GlobalCIS® are the established corporate credit reporting professionals - people who have specialized in the industry for more than 48 years. With offices and distributors in 230 countries globally and a fulltime team of 1,540 staff dedicated to updating the database and related reports.

**Information Sources**

Update basis : daily

- Australian Securities and Investments Commission
- Australian Chamber of Commerce and Industry
- Australian Chamber of Manufactures
- Department of Customs and Excise
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

| | |
|---|---|
| Registration number (ACN) | ACN023 456 789 |

Local identifier composed of the three capital letters of the register ACN, plus 9 digits.

| | |
|---|---|
| Registration number (ABN) | 12345678901 |

Local identifier composed of 11 digits.

### DATA

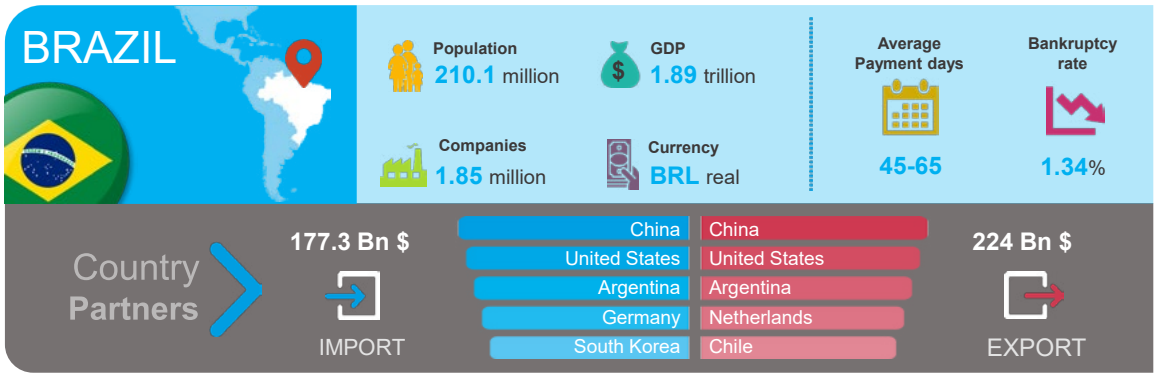
| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | n/a |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✓ |
| 12. | Bounced Checks | ✓ |
| 13. | Charges/Mortgages | ✓ |
| 14. | Fixed Assets (Land & Building) | ✓ |

*Legends*
✓ Yes
✓ Limited Access
⚠ Private firm are not required to disclose

**BRAZIL:** Brazil is one of the world's 30 largest exporters and importers and the country has enormous economic potential. As the EU is Brazil's second largest trading partner, they are working on a free trade agreement - as part of the EU's association agreement negotiations with the Mercosur countries.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

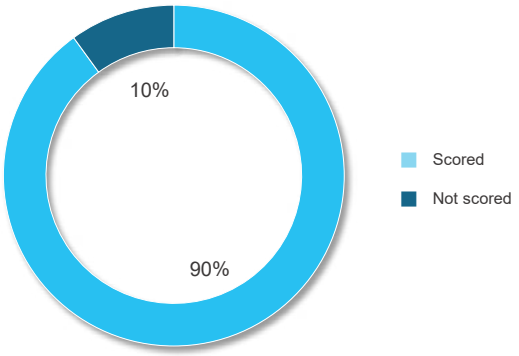
GlobalCIS Credit Information Services

Companies that are successful globally rely on people who know how to analyze companies. The team behind GlobalCIS® are the established corporate credit reporting professionals - people who have specialized in the industry for more than 48 years. With offices and distributors in 230 countries globally and a fulltime team of 1,540 staff dedicated to updating the database and related reports.

**Information Sources**
Update basis : daily

- Departamento Nacional De Registro Do Comercio
- Brazil Chamber of Commerce and Industry
- Federal Revenue of Brazil
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits

C.N.P.J. — 01234567/0001-89

Local identifier composed of 8 digits, one slash, three zeros and a one, a dash and the two last numbers.

N.I.R.E. — 12345678901

Local identifier composed of 11 digits.

### DATA

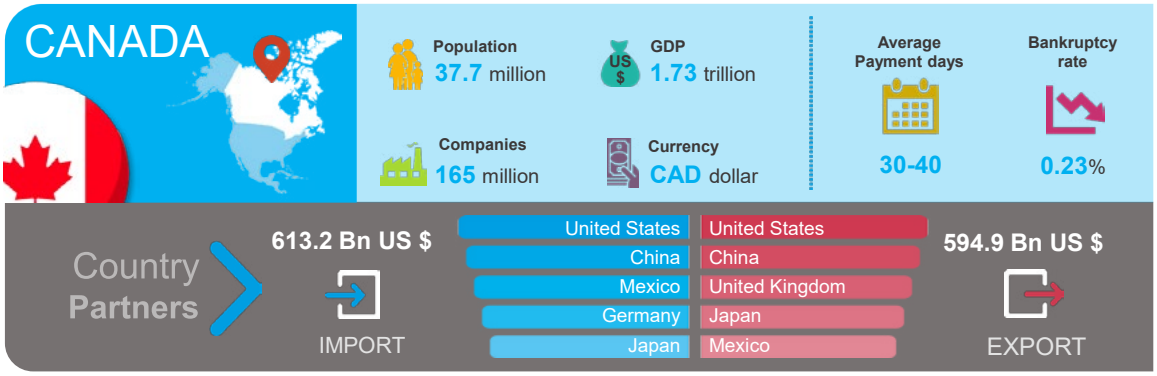
| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | ✓ |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✓ |
| 12. | Bounced Checks | ✓ |
| 13. | Charges/Mortgages | 🏭 |
| 14. | Fixed Assets (Land & Building) | ✓ |

*Legend*
✓ Yes
✓ Limited Access
Due to the lack of centralized source, not possible to correlate data
⚠ Private firm under the following conditions

**CANADA:** Following the global trend, Canadian trade rebounded strongly in 2021 (+16.7%). Canada benefited from the dynamism of the energy sector to record its first trade surplus since 2014 (CAD 4.5bn/€3.4bn).

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

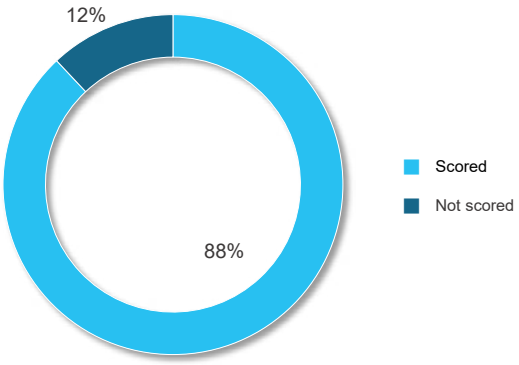
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**Information Sources**

Update basis : daily

- Ministry of Consumer & Business Services
- Canadian Chamber of Commerce
- Customs and Excise
- Canadian Manufacturers & Exporters
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits

| | |
|---|---|
| Incorporation number | 1234567 |

Local identifier composed of 7 digits, the last one may be separated by a dash.

| | |
|---|---|
| Tax number | 123456789RC1234 |

Local identifier composed of 9 digits; two capital letters and four digits.

### DATA

| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | n/a |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✓ |
| 12. | Bounced Checks | ✓ |
| 13. | Charges/Mortgages | 🏭 |
| 14. | Fixed Assets (Land & Building) | ✓ |

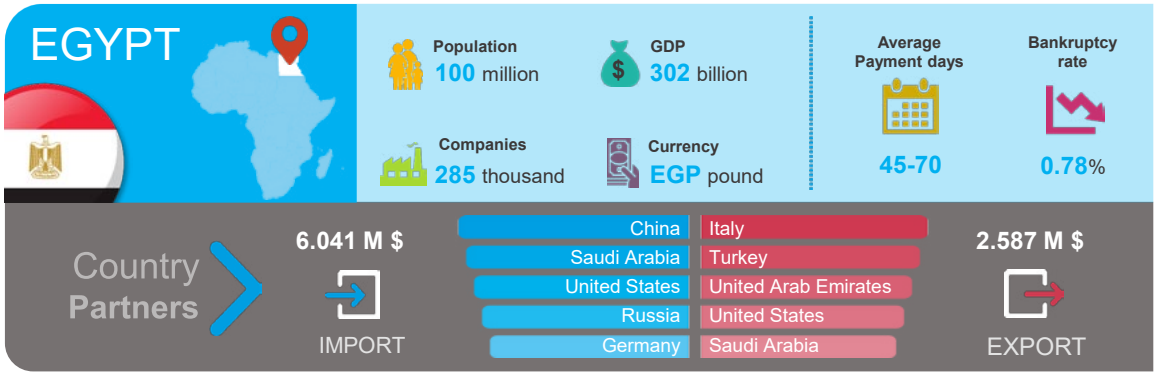
*Legend*

✓ Yes
✓ Limited Access
🏭 Due to the lack of centralized source, not possible to correlate data
⚠ Private Firm are notrequired to disclose

**EGYPT:** Egypt remains, above all, a commercial and geostrategic partner for the French state. The two countries have many political interests, notably in Libya and in the Eastern Mediterranean, where France wants to counteract Turkish expansion.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS
Credit Information Services

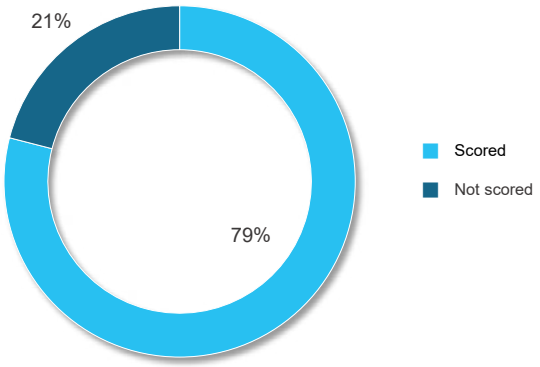
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**Information Sources**

Update basis : daily

- Commercial Registry Office
- Egyptian Chamber of Commerce
- General Authority for Investment & Free Zones
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

| | |
|---|---|
| Trade register | 12345(6) |

Local identifier composed of 5 or 6 numbers.

| | |
|---|---|
| Tax number | 123-456-789 |

Local identifier composed of three numbers, one dash, three new numbers, another dash and three last numbers.

### DATA

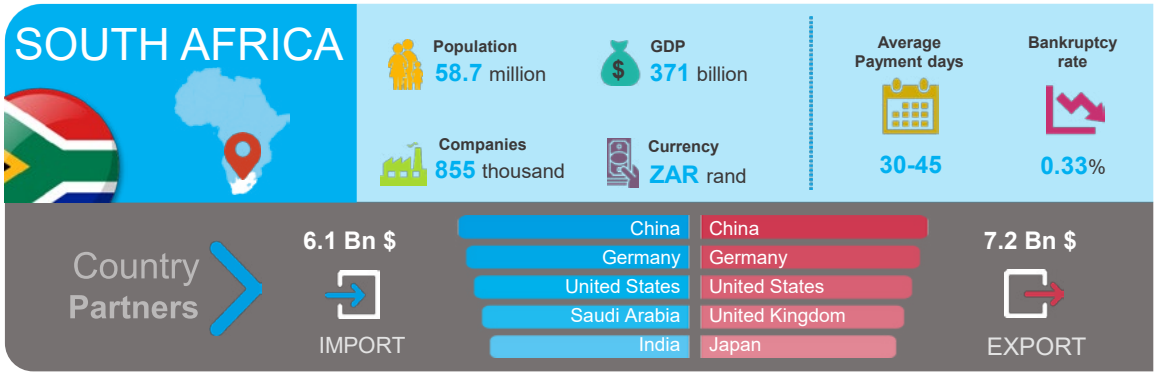
| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | ✓ |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ✓ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✗ |
| 12. | Bounced Checks | ✗ |
| 13. | Charges/Mortgages | ✗ |
| 14. | Fixed Assets (Land & Building) | ✗ |

*Legend*
✓ Yes ✓ Limited Access ✗ No disclosure

**GERMANY:** The Franco-German Day highlights the unique friendship between our two countries and invites all citizens to celebrate - or discover it! The Franco-German Day is celebrated every year on January 22 - a special date in the history of Franco-German relations: On January 22, 1963, Charles de Gaulle and Konrad Adenauer signed the Elysee Treaty - the birth certificate of the Franco-German Youth Office.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS
Credit Information Services

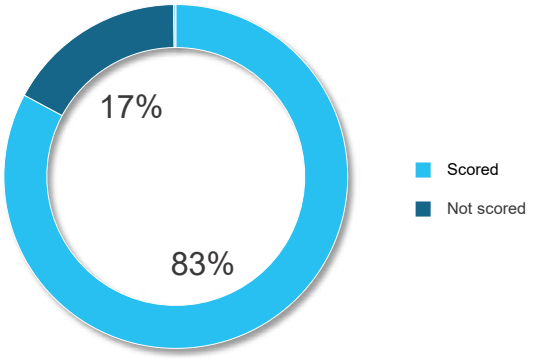
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**Information Sources**

Update basis : annual on panel and/or on demand

- Companies and intellectual Property Commission
- South African Chamber of Commerce and Industry
- Customs and Excise
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

Registration number (CIPC) — 2007/123456/01

Local identifier composed of the creation year, a slash, 6 digits, another slash and the two final digits.

VAT number (SARSO) — 1234567890

Local identifier composed of 10 digits.

### DATA

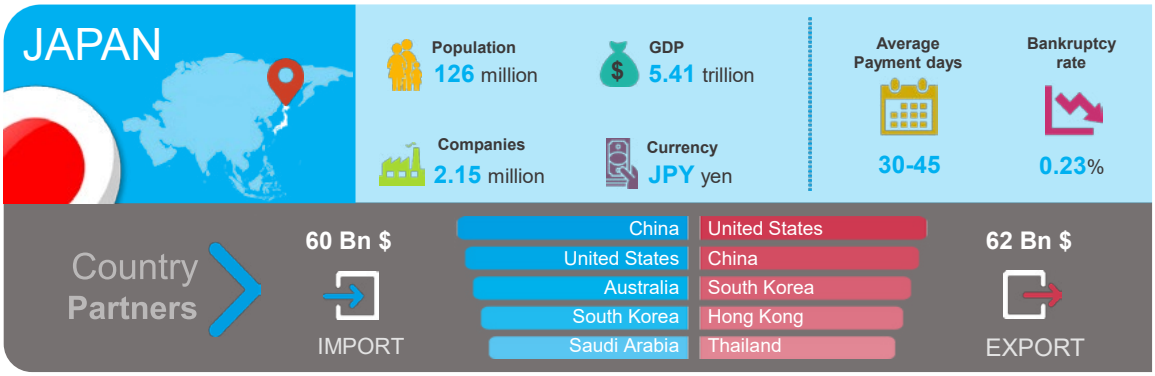
| | |
|---|---|
| 1. Company Name - English | ✓ |
| 2. Company Name - Local language | n/a |
| 3. Registered Address | ✓ |
| 4. Registered and Paid-up Capital | ✓ |
| 5. License Number & Types | ✓ |
| 6. Registered Business Scope | ✓ |
| 7. Directors/Owners | ✓ |
| 8. List of Shareholders | ✓ |
| 9. Detailed Financial Statements | ✗ |
| 10. Change of Company Name | ✓ |
| 11. Litigation & Court Records | ✗ |
| 12. Bounced Checks | ✗ |
| 13. Charges/Mortgages | ✗ |
| 14. Fixed Assets (Land & Building) | ✗ |

*Legend*
✓ Yes ✗ No disclosure

**JAPAN:** In 2021, Franco-Japanese trade will regain some of its losses, with an 8% increase in exports to Japan in the first half of 2021. The outlook remains promising in many sectors that are already benefiting from a dynamic recovery: in aeronautics, aircraft deliveries in the first half of the year contributed to a 65% increase in exports in the sector.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

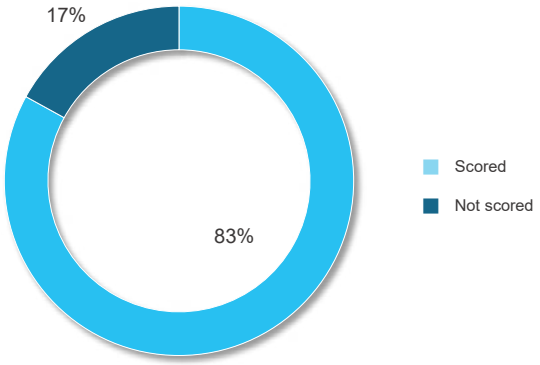
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**Information Sources**

Update basis : daily

- Legal Affairs Bureau, Ministry of Justice
- Japan Chamber of Commerce and Industry
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

Registration Number 0100-01-008650

Local identifier composed of four digits, a dash, two more digits, another dash and its six last digits.

### DATA

| | | |
|---|---|---|
| 1. | Company Name - English | |
| 2. | Company Name - Local language | ✓ |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | n/a |
| 5. | License Number & Types | n/a |
| 6. | Registered Business Scope | n/a |
| 7. | Directors/Owners | |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✓ |
| 12. | Bounced Checks | ✓ |
| 13. | Charges/Mortgages | |
| 14. | Fixed Assets (Land & Building) | ✓ |

*Legends*

✓ Yes ✓ Limited Acces

⚠ Private firm are not requiredto disclose

Due to the lack of centralized source, not possible to correlate data

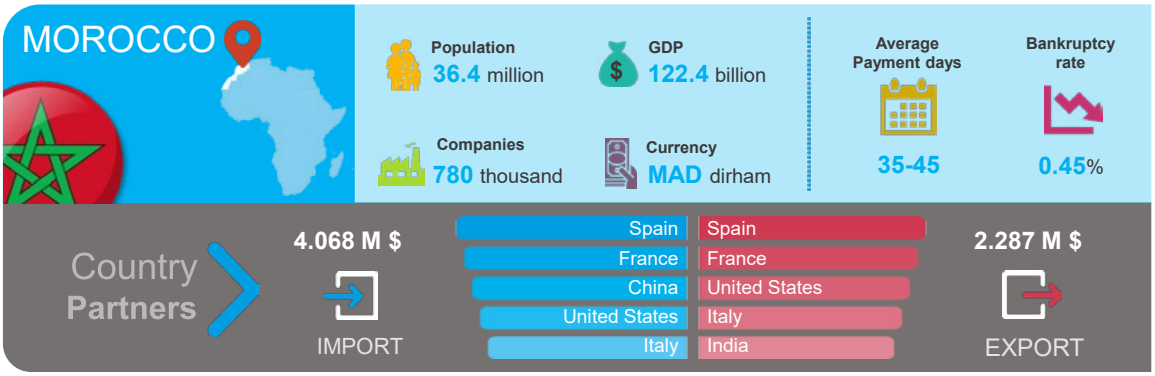
Private firm under the following conditions:

1. Paid up capital less than the minimum requirement
2. No of employees not more than 50s

**MOROCCO:** Despite all the concerns that may remain, relations between Paris and Rabat are very strong. France is the second largest trading partner and the first foreign investor in Morocco with a network of 1,000 companies established. For this reason, the two countries are bound to cooperate.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

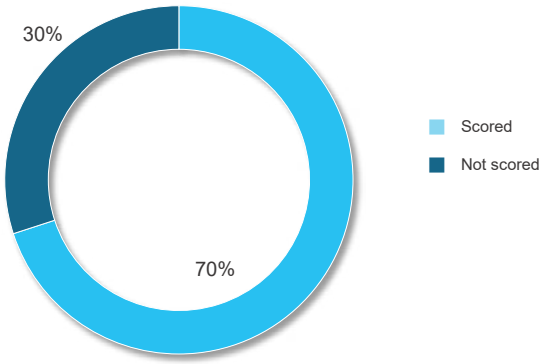
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**Information Sources**

Update basis : daily

- Commercial Registry Office
- Moroccan Chambers of Commerce and Industry
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

**Trade Register** — 12345

Local identifier composed of 5 digits.

**Patent Number** — 12345678

Local identifier composed of 8 digits.

### DATA

| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | french |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✗ |
| 12. | Bounced Checks | ✗ |
| 13. | Charges/Mortgages | ✗ |
| 14. | Fixed Assets (Land & Building) | ✗ |

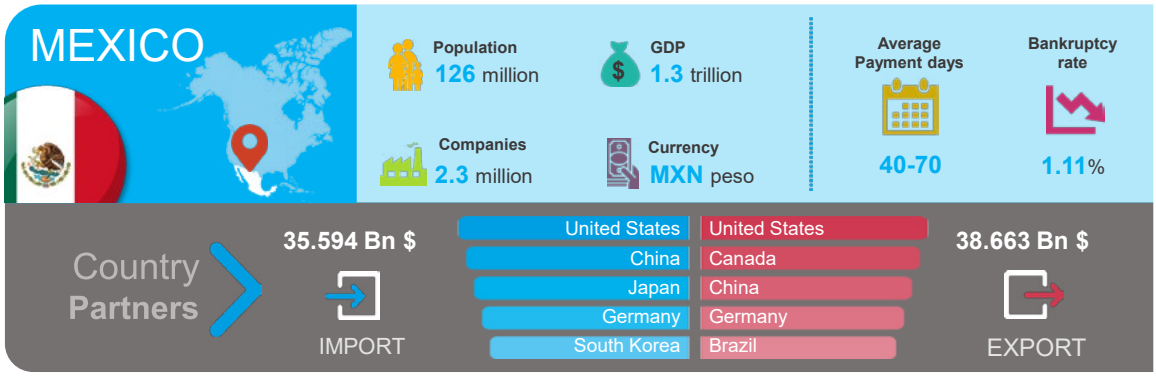
*Legend*

✓ Yes ✗ No disclosure
⚠ Private firm are not required to disclose

**MEXICO:** Mexico is heavily dependent on trade relations with its main trading partner - the United States - which accounts for more than three-quarters of the country's exports. Other destinations for Mexican exports are the EU (6.7%) and Canada (4.4%). As for imports, the main origins are the US (54.4%), China (14.4%), the EU (11.3%) and Japan (2.9%).

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

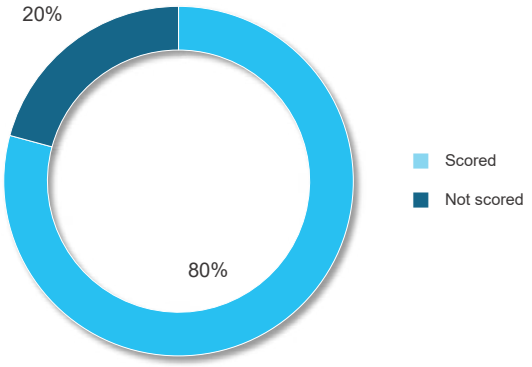
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**Information Sources**

Update basis : daily

- Public Registry of Property & Commerce
- Mexican International Chamber of Commerce & Industry
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

RFC — ABC-123456-X0X

Local identifier composed of three capital letters, a dash, six digits, another dash and three either letters or digits.

Registration number — 12345

Local identifier composed of 5 digits.

### DATA

| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | ✓ |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✓ |
| 12. | Bounced Checks | ✓ |
| 13. | Charges/Mortgages | 📊 |
| 14. | Fixed Assets (Land & Building) | ✓ |

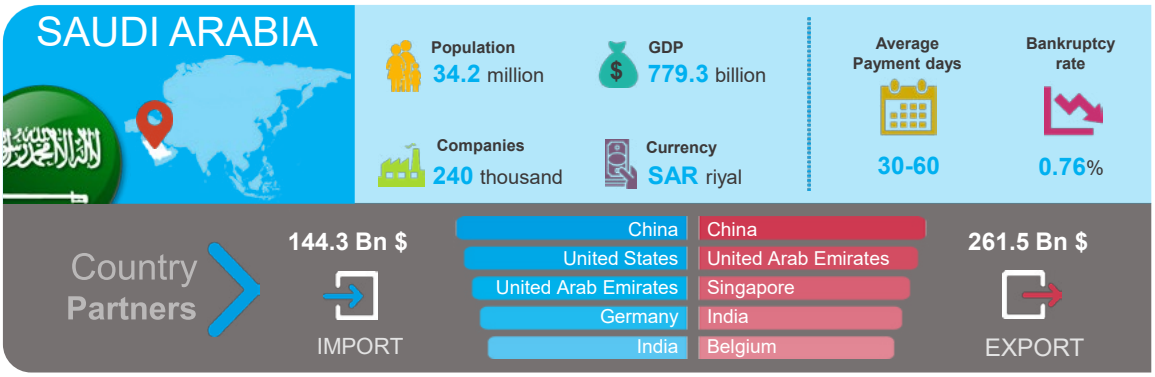
*Legend*

✓ Yes ✓ Limited Access
Due to the lack of centralized source, not possible to correlate data
⚠ Private firm are not required to disclose

**SAUDI ARABIA:** In 2021, trade in goods between France and Saudi Arabia amounted to €6 billion, up 25% compared to 2020. Our exports rose by 18% to €2.7bn, mainly due to an increase in aeronautical deliveries.

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

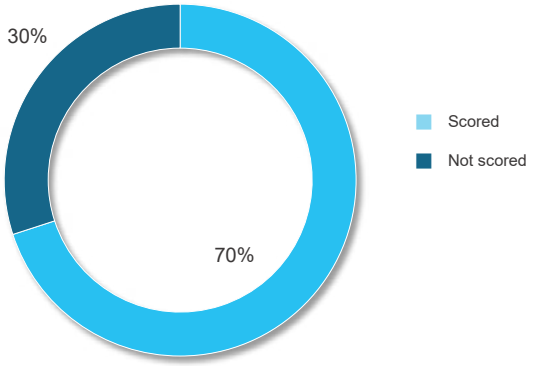
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**Information Sources**

Update basis : daily

- Chamber of Commerce
- Ministry of commerce - Companies Dept;
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

| | | | |
|---|---|---|---|
| Trade register (MOC) | | | 1234567890 |

Local identifier composed of 10 digits.

### DATA

| | | |
|---|---|---|
| 1. | Company Name - English | ✓ |
| 2. | Company Name - Local language | ✓ |
| 3. | Registered Address | ✓ |
| 4. | Registered and Paid-up Capital | ✓ |
| 5. | License Number & Types | ✓ |
| 6. | Registered Business Scope | ✓ |
| 7. | Directors/Owners | ✓ |
| 8. | List of Shareholders | ✓ |
| 9. | Detailed Financial Statements | ⚠ |
| 10. | Change of Company Name | ✓ |
| 11. | Litigation & Court Records | ✗ |
| 12. | Bounced Checks | ✗ |
| 13. | Charges/Mortgages | ✗ |
| 14. | Fixed Assets (Land & Building) | ✗ |

*Legend*

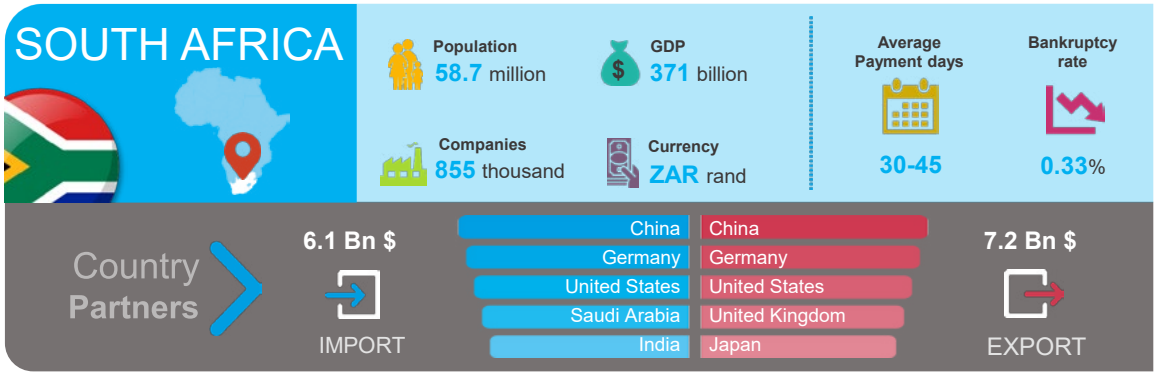
✓ Yes ✓ Limited Access ✗ No disclosure

⚠ Private firm are not required to disclose

**SOUTH AFRICA:** After being strongly affected by the crisis, trade between France and South Africa increased by more than 20% in 2021, reaching EUR 2.6 billion. South Africa is very open to international trade, which represents 56% of the country's GDP (World Bank).

## COUNTRY FACT SHEET

### COUNTRY




### PARTNER

GlobalCIS Credit Information Services

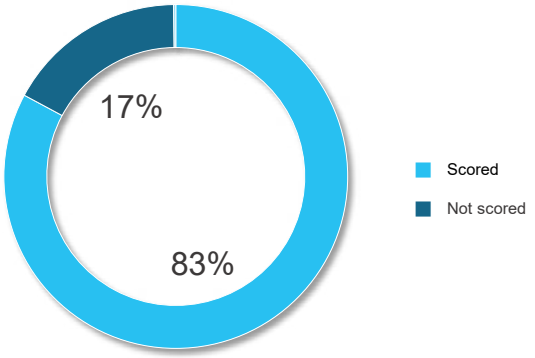
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**Information Sources**

Update basis : annual on panel and/or on demand

- Companies and intellectual Property Commission
- South African Chamber of Commerce and Industry
- Customs and Excise
- Internal Sources

**Data base**




### IDENTIFIER

| Legal ID | Manual search | Batch order | Example |
|---|---|---|---|
| Internal ID | ✓ | ✓ | P1234567 |

Identifier provided by our local partner composed of the capital letter P and 7 digits.

Registration number (CIPC) — 2007/123456/01

Local identifier composed of the creation year, a slash, 6 digits, another slash and the two final digits.

VAT number (SARSO) — 1234567890

Local identifier composed of 10 digits.

### DATA

| | |
|---|---|
| 1. Company Name - English | ✓ |
| 2. Company Name - Local language | n/a |
| 3. Registered Address | ✓ |
| 4. Registered and Paid-up Capital | ✓ |
| 5. License Number & Types | ✓ |
| 6. Registered Business Scope | ✓ |
| 7. Directors/Owners | ✓ |
| 8. List of Shareholders | ✓ |
| 9. Detailed Financial Statements | ✗ |
| 10. Change of Company Name | ✓ |
| 11. Litigation & Court Records | ✗ |
| 12. Bounced Checks | ✗ |
| 13. Charges/Mortgages | ✗ |
| 14. Fixed Assets (Land & Building) | ✗ |

*Legend*
✓ Yes ✗ No disclosure

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