

Setting up a US company or subsidiary in France

Designed by Magdalen Coynault

Project description: During the first semester, you will be required to make a presentation on the subject of setting up a company or subsidiary in France, from the point of view of an American business person.

Aims: To develop and practise language related to business sectors, activities and legislation and become aware of cultural differences in business etiquette. To enhance formal presentation skills.

Organisation: This project is to be done in **5 groups: 4 groups of 4 students and 1 group of 3 students.** The presentations will take place over the two lessons of 7th and 21st November 2019.

Assessment: This project will contribute to your continuous assessment mark for the semester

Each group must make an oral presentation, using visual aids such as PowerPoint, including the information required by the 5 tasks described below. **NB: You may present the information in any order you like; you do not have to respect the order of the tasks.** Each presentation should last **20 minutes maximum**, and the speaking time should be shared equally between each speaker. Each speaker will receive an **individual mark** for the presentation based on the following criteria:

- **Content:** Is the presentation interesting and informative? Is there evidence of research? Have you included all the information required by the tasks?
- **Language:** accurate use of grammar and vocabulary, range of structures and expressions, fluency, pronunciation
- **Delivery:** Are the visual aids clear? (**NB: although students may refer to brief notes or visual aids, they should not simply read their presentation from the notes!**) Does the presenter speak clearly, with an appropriate volume level and with varied intonation? Does (s)he look up, smile and engage the audience?

Task 1

Choose a French town or city (not including Paris!). This could be one that you know well, such as your home town, or any city which you think would be good place in which to set up a business. Describe the pros and cons of setting up a business in your chosen city, from the point of view of an American. Bear in mind not only the city itself but also the surrounding area and France, generally. *Suggested points to consider: geographic location, economy, standard of living...*

NB: Each group must choose a different city. Sign up on the Google doc for this project, indicating the names of your group members and your chosen city.

Task 2

Identify 5 North American businesses, each from a different sector, with branches in the region of your chosen city. Make a brief presentation of each one, including details about the location of the parent company, type of activity, target market, how successful it is ...and any other interesting information you find out.

Task 3

Provide advice on basic procedural and legal regulations for a company's establishment in France. Include the following points:

- Legal structures (setting up; legal form of subsidiaries)
- Employment regulations (labour relations; flexible working hours)
- Immigration formalities.

Task 4

<http://businessculture.org/western-europe/business-culture-in-france/business-communication-in-france/>

<http://businessculture.org/western-europe/business-culture-in-france/business-etiquette-in-france/>

Follow the above links to read about business communication and business etiquette in France. Choose **any 3** of the following headings and comment on the information given in each:

- Face-to-face communication
- Language matters
- Business relationship
- Making contact
- Personal titles
- Punctuality
- Gift-giving
- Business dress code

To what extent do you agree with the information given?

Are there any details you disagree with?

Is there anything you would add?

Task 5

1. Imagine you are an American considering setting up a business in your chosen city. Bearing in mind your findings from the previous tasks (as well as any other information you think relevant), what sort of business would you set up? Explain the reasons for your choice.
2. Now find another web link that could be useful to Americans who want to set up in the region. Explain the reasons for your choice.

And finally.... BEWARE PLAGIARISM!!

It is obvious that in order to complete this project successfully, you will need to do some research using Internet and other means. This does not, however, justify copying chunks of text and presenting it as your own work. Read the material and summarize it in your own words. If you absolutely must quote directly from a text, then please make it clear that is what you are doing and comment on the quotation in your own words. **Evidence of plagiarism will result in a poor mark.**