



A PROFILE OF THE BUSINESS



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A**BOUT FRANCE** has been in business since December 2004. The core activity was to promote a French Trade Fair network and to make Irish business people aware of many trade fairs taking place in France.

Using marketing tools such as **direct marketing and public relations**, the results has been very successful boosting Irish attendance over the years, i.e. PRET A PORTER (fashion show) had its number of visitors increased by 33 % in 2005 compared to September 2004; SIMA (agri-business show) increased its visitors by 11% at the latest show in March 2009, despite the recession!
In February 2006, efficient relationships with Enterprise Ireland/Paris facilitated the project to bring a RTE crew to PRET A PORTER. The organization of their trip was handled by **A****BOUT FRANCE** as was the meeting with the Irish Exhibitors and buyers, allowing the crew to focus on their work. A fifteen minute film was shown on OFF THE RAILS on RTE on October 18th achieving nationwide exposure for PRET A PORTER.

A**BOUT FRANCE** has been working to develop a new **range of services & links with Franco Irish businesses**.

The principal, Martine C. JEHANNO, realises how difficult is for any company looking at exporting its products or services **to pitch the right target, use the most efficient marketing tool or connect with the right network**, with or without the knowledge of the language. With her knowledge of both Irish and French business cultures, Martine C. JEHANNO brings a value to any company looking to develop its export market share to France or to Ireland.

A**BOUT FRANCE** is registered under No 301386 of the Registration of Business Names Act. Led by Martine C. JEHANNO, the activity has been operated from Guinness Enterprise Center, U69 Taylor's Lane / DUBLIN 8. Its accountants are GILLET & Co. -33 Fitzwilliam Upper Street – Dublin 2.

A**BOUT FRANCE** is member of the Franco-Irish Chamber of Commerce, the Dublin Chamber of Commerce and the Dublin City Enterprise Network for Women.



PRINCIPAL'S DETAILS

Martine C. JEHANNO has been living in Ireland since 1999. She was educated in France and has a degree in Marketing from the well recognised Institute of Business **HEC - Paris**. Martine has twenty years business experience with a proven record in the field of sales & marketing. At the beginning of her professional life, she spent several years in the Hotel Business as an assistant manager and a manager. She then moved to a sales management position in the Tourism Industry. Her skills cover not only sales & marketing but also the operational side and training & development of staff. Her different positions brought her to work in France, Portugal, Belgium, Tanzania & Caribbean.

Today, her targets are to exploit to the full all this experience she gained through her working life. Her philosophy is to be able to handle different projects simultaneously by working with skillful self-employed partners, thereby enhancing mutual business development.



LIST OF SERVICES

Here is the list of services which can be provided by **ABOUT FRANCE**:

- **Advertisement:** selecting the right media, negotiating advertisement with the media chosen, liaising and following up with client
- **Disputes:** dealing with delivery or payment issues, solving disputes, hiring legal assistance
- **Business appointments:** organizing from a day to a week diary allowing the client to meet up with potential clientele, suppliers or partnerships
- **Data processing:** setting up, updating, sorting out data base
- **Delegations / Group visits:** setting up visit program and appointment(s) with relevant business people, organizing logistic and negotiating services (airport welcome, transfer, accommodation, meals, etc)
- **Direct marketing (mailing):** selecting the target (s), creating the message, running the operation
- **Intelligence:** searching relevant information on markets, products, competitors and presenting it
- **Interpreting:** on one to one or group appointments
- **Public relations with trade associations and media:** selecting the target (s), setting up meeting or event, organizing venue and logistic, following-up with client
- **Representation:** acting on behalf of the client on short or long term basis in Ireland, on short term basis in France, representing the client at events or trade fairs
- **Trade fairs:** negotiating cost and booking booth on behalf of the client, organizing logistic from the setting up the booth to flight and accommodation bookings, attending the fair with the client or on his behalf, following-up



PORTOFOLIO

AGRICULTURE	SIMA, SOMMET DE L'ELEVAGE, SAMCO TERRALEON SCOOP DE SANGOSSE
AUTOMOTIVE	EQUIP'AUTO
BEAUTY	MONDIAL COIFFURE BEAUTE LABORATOIRE LYSEDIA
CONSTRUCTION	BATIMAT
FASHION	PRET A PORTER INTERSELECTION THE TRAIN / NY LIVINGROOM / TOKYO KATINIQUE SALON INTERNATIONAL DE LA LINGERIE
FOOD & WINE	SIAL, EUROPAIN, VINEXPO, LEADER'S CLUB PRIMEURS DES ILES
HOME & FURNITURE	MAISON&OBJET MEUBLE PARIS
LOGISTIC	FRENCH EMBASSY (Mr Sarkozy's visit)
OPTOMETRY	SILMO

