

RHÔNE-ALPES — AUVERGNE

FACILITATING TRANSATLANTIC BUSINESS DYNAMICS

Year 2010

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AMCHAM'S MISSION

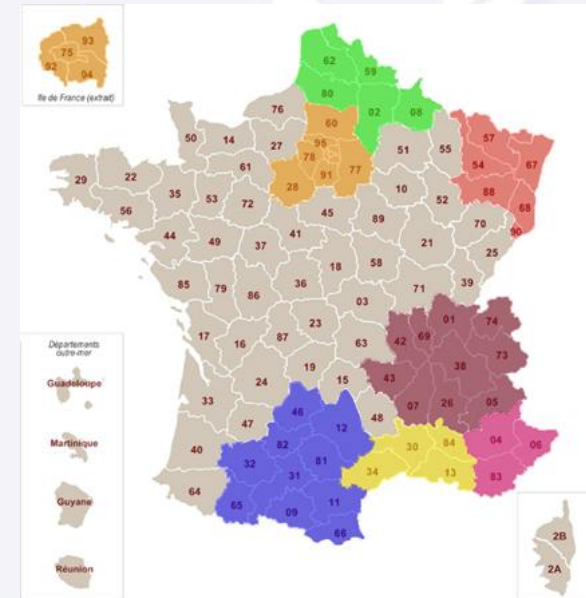
- Initial mission in 1894: voice of US companies in France
 - **Main activity:** Lobbying
- Currently: AmCham Facilitates Transatlantic Business
 - **Main activities:**
 - Accelerating business development
 - Lobbying
 - promoting life-long learning through education programs

SERVING BUSINESS INTERESTS SINCE 1894

- AmCham France was created in Paris in 1894, by a group of American Entrepreneurs.
- AmCham Headquarters is in Paris, 156 boulevard Haussmann 75008
 - President: **Jean-Claude Gruffat**, President of Citigroup France
 - Managing Director: **Oliver Griffith**
 - 5 full-time staff members
- Regional Chapters were created following the development of US companies in France in the 60's and 70's.

SERVING BUSINESS INTERESTS SINCE 1894

- Management is decentralized, regional activity depends on the regional board's dynamism.
- As of 2010, there are 5 regional Chapters in France:
 - Alsace-Lorraine, based in Strasbourg and chaired by **Vincent Froehlicher**
 - Rhône-Alpes Auvergne, based in Lyon and chaired by **Bradley Stock**
 - France Nord, based in Euralille and chaired by **Pascal Mitaux-Maurouard**
 - Midi-Pyrénées, based in Toulouse and chaired by **Leandro De Sa**
 - Côte d'Azur, based at Monaco and Sophia Antipolis and chaired by **Serge Lambert**



REGIONAL CHAPTER

- The Rhône-Alpes – Auvergne Chapter was created in the 70's.
 - The first regional Chairman was **Christian Legras**.
- Today Rhône-Alpes is the largest regional chapter in France.
- Key figures on the region:
 - Over 500 US companies
 - 46 regional members
 - 10% of total national memberships

THE REGIONAL BOARD



**Brad
STOCK**

Regional Chairman

OZARKS



**Nathalie
BERLIET**

Vice Chairman

CLASQUIN



**Harry
SULLIVAN**

Honorary Member

US Consulate in Lyon



**Roland
CATHEBRAS**

Board Member

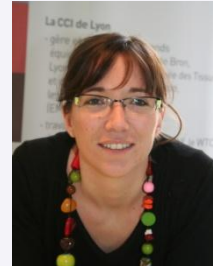
ADERLY



**Richard
CUELLO**

Board Member

Hilton Hotel



**Julie-Capucine
HOURS**

Board Member

CCI de Lyon



**Xavier
LALANDE**

Board Member

ERAI



**Jerry
CAVE**

Grenoble Liaison

TRIXELL



**Christophe
CORNILLEAU**

Grenoble Liaison

UPS



**Victor
VITELLI**

Education Task Force

US Consulate in Lyon

AMCHAM'S ACTIVITIES

Our action is centered around 3 Key areas:

- **Fostering business dynamics: value-added Networking**
- **Life-long learning**
 - Knowledge-building events (both in Rhône-Alpes and Paris)
 - Education Program: “Business Tools in English”
- **Services**
 - Executive Coaching
 - Certified Translation
 - Encouraging Entrepreneurship and Arbitration
 - Consulting / Coaching and training in business development

REGIONAL MEMBERSHIP BENEFITS

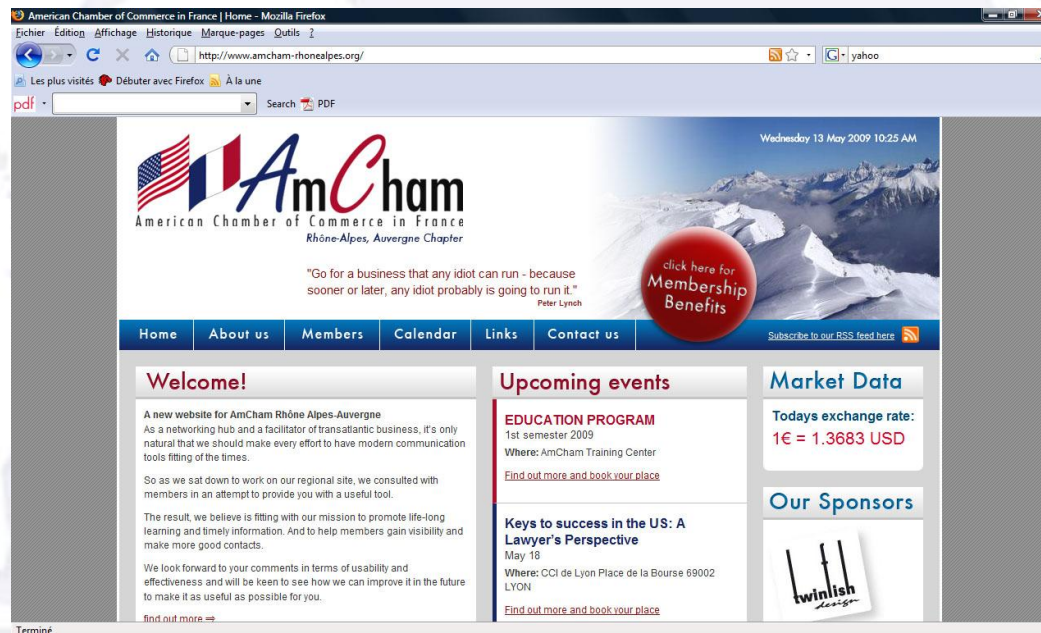
- Networking
- Lobbying and Facilitation of trade and investment activities
- Life-Long Learning
- Visibility at regional, national and international levels
- Added value for your business image
- Services
 - Access to AmCham Training Center in Lyon and premises in Paris
 - Coaching and Training in business development
 - Certified translation

RAA CHAPTER TODAY

- **Activities:**
 - Over 30 events organized in Rhône-Alpes in 18 months
 - Launching of a nationwide education program: Business Tools in English
 - Creation of a new concept: ChamMasters (increasing your public speaking skills)
 - Creation of two Task Force Groups: Logistics and HR
- **AmCham RAA obtained a certification in 2009 and is now recognized as a:**
 - **Training organization**
 - All of our programs can be included in a DIF or a “Plan de formation”

RAA CHAPTER TODAY

- AmCham Communication tools supporting members
 - A new regional website



www.amcham-rhonealpes.org

PARTNERSHIPS

We have built strong partnerships with key players in the region and internationally

- **Institutions:**
 - US Consulate, CRCI, CCI de Lyon, ADERLY, ERAI...
- **Associations:**
 - American Club, Association France Etats-Unis, FIBA, WPNG, WTC, FACC...
- **US-based trade partners:**
 - FACC, state & regional economic development agencies, clusters, incubators

PARTNERSHIPS

We offer new business development & corporate visibility services through:

- **Business Development Partnerships**
 - Joint events
 - First sales effort: we initiate quality contact
- **Sponsoring Packages**
 - Support Education Program
 - Gold and Silver sponsors

MEMBERSHIP TREND

- From 15 to 46 members in 18 months
- a 300% progression
- Objective 2010: 100 members

MOST RECENT NEW MEMBERS

- | | |
|-----------------------|--------------------|
| •Altrabio | •Genzyme |
| •Bird & Bird | •Harding Marketing |
| •Coca-Cola Enterprise | •Houghton |
| •ERAI | •Oriol |
| •ETS | •Pelichet |
| •FIDAL | •Stryker |
| •Garlock | •InterNationAL |

CURRENT PROJECTS

- Calendar of events up to 2011
- 3rd Edition of the Education Program
- Development of our Web 2.0 strategy
- Enhancement and support of business development:
 - Business Development Partnerships
 - Visibility opportunities (website, sponsoring...)
- Task Force groups:
 - Logistics
 - Best practices in HR
- Membership drive:
 - Develop network of AmCham Ambassadors
 - Reinforce Membership benefits

CONTACTS

For further information on AmCham Rhône-Alpes – Auvergne please contact:

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National website: www.amchamfrance.org

Regional website: www.amcham-rhonealpes.org