



clusters

invest

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financing

cooperations



Your international network

Europe, Asia, America, Middle East, Africa, Mediterranean basin

An international network, 5 activities

Created in 1987 by the Rhône-Alpes Regional Council, ERAI (Entreprise Rhône-Alpes International) is the key enforcer of the Region for its international economic development and to improve its attractiveness.

AXELERA
Bruno ALLENET | CHAIRMAN OF THE
AXELERA CENTER OF EXCELLENCE

ERAI is a key partner for the implementation of Axelera's strategy abroad. Our goal is to make our center of excellence an international reference for innovation in the green chemistry sector and a major player in sustainable development by 2012. ERAI supports Axelera for a better visibility of the center of excellence, an organization of its match making missions and search for foreign partners. »

clusters

A worldwide network dedicated to the internationalization of clusters and centers of excellence from Rhône-Alpes

- **Support:** Coordinating the international development of Rhône-Alpes' clusters and being a driving force behind internationalization of centers of excellence
- **Development:** Conducting collective and individual actions in targeted markets
- **Integration:** Encouraging the entry of very small, small and medium-sized companies into clusters and centers of excellence
- **Business and research:** Promoting internationally the skills and know-how of Rhône-Alpes' sectors of excellence
- **Events:** Participating in the internationalization of events taking place in Rhône-Alpes or abroad by implementing a program of international actions
- **Interclustering:** Developing and coordinating partnerships with foreign clusters

invest

Personalized solutions for foreign investors into Rhône-Alpes

- **Promotion:** Contributing to Rhône-Alpes' attractiveness and awareness among foreign CEO
- **Prospection:** Contacting targeted international companies, in synergy with Rhône-Alpes' centers of excellence and clusters, as well as attracting establishment projects which will create jobs and wealth for the region
- **Hospitality:** Promoting the best offers for projects of subsidiary, extension and partnership. Triggering visits and favouring decisions to make international investments in the Rhône-Alpes
- **Monitoring:** Ensuring the best possible anchorage to foreign companies, including within Rhône-Alpes' Region international networks

Fuji Electric Europe GmbH
Serge Valenti | HEAD OF THE FRANCE SUBSIDIARY

The Fuji Electric Europe GmbH French Branch markets electric speed controllers, servomotors and man-machine dialog operators. We also provide customer service for these products. In 2009, Fuji Electric Europe GmbH decided to reinforce its presence in France and create a subsidiary. I was thus designated as head of the future subsidiary for Fuji Electric in France. Thanks to the efficiency of ERAI and its network of departmental partners, we have been able to choose between different locations. We have thus decided to make our headquarters at Isère (38) in Villefontaine, which is in close proximity to the Saint-Exupéry airport and major roads/superhighways, which allow us to be rapidly linked with Germany and Japan. »

EGO
Anne-Claire MARCON | VIE (International
Voluntary Service in Business)

I have been working as a VIE since October 2008 and I am in charge of launching the EGO subsidiary in the United States. The coaching system proposed by ERAI, its know-how in match making, organization as well as its expertise in the American market are essential assets for the success of our establishment. ERAI provides daily professional support and is also an extraordinary human adventure: 12 Implantis of various nationalities are present and work in various sectors of activity. »

export

Custom made services to assist companies in their international development

- **Validation:** Testing and/or validating markets to establish long term strategies
- **Match-making:** Identifying future partners and/or prospecting customers to sell products and services on a targeted market
- **Establishment:** Facilitating and accelerating establishments abroad with Implantis® incubators

financing

Services to identify the best financing solutions, international procurement and European programs:

- **Awareness:** Inform companies about the international financial tools
- **Personalized watch:**
 - > identify regional, national, European and international fundings
 - > target the projects and international fundings
- **Linking** with financiers, search of partners
- **Technical support** during editing and tracking projects

MICEL FILMS
Nicolas FOURNIER | BUSINESS MANAGER

We had an ambitious project of development in the United States which required huge financial and human investment. Thanks to the expertise of the ERAI Financing department we identified the funding available for our project. ERAI's professional guidance was very much appreciated and most of all time saving. »

DESIGN MÉDIA DÉVELOPPEMENT
Gérald FÉLIX | FOUNDER

We visited Brazil with ERAI as part of a trade mission. ERAI's support, thanks to their office in Brazil, was a great help to us. The BtoB appointments, scheduled in advance, allowed us to gain a better understanding of the market's economic realities, to be presented through specific individual contacts and to exchange ideas with co-participating companies. ERAI is a sure solution for successful match making and long-term establishment in foreign markets. »

cooperations

Dedicated actions to all economic actors to enhance the international influence of Rhône-Alpes

- **Promotion:** Generating an international image of Rhône-Alpes as an innovative, scientific and technological region
- **Network:** Developing networks and economic exchanges with Rhône-Alpes' partnered foreign regions
- **Mobility:** Favouring hospitality towards experts and directors of international networks in Rhône-Alpes

Every day, ERAI:

Meets **3 000** CEOs from the Rhône-Alpes Region (by our country experts)

Performs **650** individual export development missions (by our offices worldwide)

Advises **320** companies on international financing

Prospects **25 000** business contacts worldwide

Contacts **3 500** foreign CEOs to discuss their establishment projects in the Rhône-Alpes Region

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Rhône-Alpes Région

supports ERAI's action

Argentina

Brazil

Burkina Faso

Canada

China

Germany

India

Italy

Japan

Mexico

Morocco

Poland

Romania

Russia

Spain

Tunisia

Turkey

Ukraine

United Arab Emirates

United States

Vietnam

ERAI

Worldwide offices to host and advices the international development of the Rhône-Alpes Region and its companies

