



PRESS RELEASE – FBBA 2010

The French Chamber of Commerce in Great Britain and the Franco-British Chamber of Commerce & Industry in France have celebrated this year the 10th anniversary of their Franco-British Business Awards.

The Franco-British Business Awards (FBBA) are designed to encourage and promote the bilateral trade and economic links that exist between France and the UK by recognising the expertise and success of French and British companies, both blue-chip and SMEs.

The 3 main sponsors of the event and competition were Air France, Barclays and Mazars. Other sponsors and partners include MIC Hotel and Conference centre, and Sportys. Other partners include Invest in France Agency (IFA), United Kingdom Trade and Investment (UKTI), CCI International, *Les Echos* and French Radio London.

The Awards ceremony which gathered more than 200 guests was held at the May Fair Hotel in London on 23 November, under the patronage of the French Ambassador to the United Kingdom, HE Maurice Gourdault-Montagne and the British Ambassador to France, HE Sir Peter Westmacott.

The theme of the evening was “Business and Sports”. On this occasion, we had the pleasure of welcoming as Guest Speakers Raphaël Ibanez, former rugby champion and Ambassador of the French Chamber of Commerce in Great Britain, and Ollie Philips, Rugby union player for Stade Français. The debate was moderated by N.M., French UK correspondent of *Les Echos*.

The winners of the FBBA 2010 are:

- SME/Entrepreneur Award - 1000 Mercis
- Award for Innovation - Icera Inc.
- Jury’s Special Award - Thales
- 'Coup de Coeur' Award - SureFlap

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HE Mr Maurice Gourdault-Montagne - French Ambassador to the UK

"The Franco-British Business Awards are now an established event in the calendar. The quality of the projects presented this year, 2010, illustrates the fact that this event — the initiative for which was taken by our Chambers of Commerce — has become an important milestone for rewarding innovation, dynamism and entrepreneurship on both sides of the Channel... Let us congratulate the candidates and commend the winners. My wish is for the adventure to continue and for many projects to, once more, enter the competition in 2011".



HE Sir Peter Westmacott - British Ambassador to France

"The Awards have now established themselves as an annual fixture in the calendar of our two countries' joint work in the business arena. France and the UK have similar-sized economies, broadly similar trade and investment profiles and are major trading partners. Our economies are intertwined as never before. There was around £55 billion of bilateral trade in 2009, and last year France was – once again – the leading European investor in the UK, with 99 projects accounting for over 3,700 jobs." This evening we have the opportunity to celebrate this close commercial relationship and to applaud some of the brightest stars in the Franco-British business firmament."



Arnaud Vaissé



Michel de Fabiabi

"Celebrating the links between our two countries, strengthening the Franco-British relationship as well as the significance of the work of both our Chambers, these Awards exist to recognise and pay tribute to the hard work and creative spirit of Franco British companies."

ANNEXES

INFORMATION ON BOTH CHAMBERS

The French Chamber of Commerce in Great Britain *www.ccfgb.co.uk*

Established in 1883, the French Chamber of Commerce in Great Britain (FCCGB) is today the largest foreign Chamber of Commerce in the UK (in terms of turnover and range of services offered) and the 3rd French Chamber of Commerce worldwide.

Its mission is to link French companies in the UK as well as British companies with an interest in France and be the representative body for its 600 member companies, 50% of which are British. To this effect, the Chamber organises more than 50 events per year where members can network and share best practices with other professionals and key decision makers. Following in the footsteps of its fellow American Chamber of Commerce, the Chamber has recently launched Forums focusing on themes such as Human Resources, Corporate Social Responsibility, cross-cultural relations and, soon to come, Climate Change as well as a very active SMEs and Entrepreneurs Club, and a Luxury Club.

It also publishes an annual directory, a bi-monthly magazine *INFO*, various business guides written by experts drawn from its membership, and e-newsletters.

Another important mission of the Chamber is to help both French and British SMEs develop their business on either side of the Channel by offering an extensive range of commercial services ranging from assistance in opening a subsidiary to accountancy & payroll services, fiscal representation or partner search.

Its goal is to develop commercial relationships between the two countries and to promote the UK to French companies and Chambers of Commerce in France.

The Chamber is also a member of the FCCIA (French Chambers of Commerce and Industry abroad), which brings together 114 chambers overseas in 78 countries, the largest private French network in the world, with a combined membership base of more than 25,000 companies, of which 50% are non-French.

It is also a Member of the Council of Foreign Chambers of Commerce in the UK (CFCC).

Key statistics:

- 127 years of experience
- 600 member companies
- 75 Patron Members
- 50 events per year
- 400 French & British SMEs assisted in 2009
- A board of 12 Directors
- An advisory council of 60 members
- A multicultural team of 30

Board Members:

Arnaud Vaissié (President) - Chairman and CEO of International SOS

Peter Alfandary (Deputy President) - Partner and Head of the French Team at Reed Smith LLP

Arnaud Bamberger (Vice President) - Executive Chairman of Cartier LTD

Richard Brown (Vice President) - Chairman at Eurostar UK Ltd

Bruno Deschamps (Vice President) - Senior adviser of 3i PLC

Ian Fisher (Vice President) - Group Country Head of the UK at Societe Generale

Brian Gosschalk (Vice President) - Head of the President's Office at Ipsos

Florence Gomez (Managing Director) of the French Chamber of Commerce in Great Britain

Lord Michael Jay (Vice President) - Non-Executive Director of Credit Agricole SA

Christian Porta (Vice President) - Chairman and CEO of Chivas Brothers

Vincent de Rivaz (Vice President) - Chief Executive, Member of EDF Group Executive Committee

Nicolas Ribollet (Treasurer) - Executive Director of Mazars Business Advisors

Pascal Boris (Honorary President) - CEO of BNP Paribas (Suisse) SA

Gérard Ocquidant (Honorary Treasurer)

The Franco British Chamber of Commerce and Industry in France
www.francobritishchambers.com

Since its creation in 1873, the Franco-British Chamber of Commerce & Industry with 750 company Members has been the principal voice and representative body for the Franco-British business community in France. Its role is to assist and promote British firms in France and to help French companies develop their business in Britain through its vast business network ranging from large to small and medium size firms.

Over the past ten years, the Franco-British Chamber of Commerce has developed Regional Delegations in France in association with regional key economic players to assist British companies in developing their business in the regions. We have representatives in Brittany, Normandy, Dordogne, Corrèze and we have a partnership with the Mediterranean Anglo-American Business Network.

The Franco-British Chamber of Commerce is a member of the Council of British Chambers of Commerce in Europe (COBCOE), the official representative in France of the Confederation of British Industry (CBI) and a member of the Federation of Foreign Chambers of Commerce in France.

Our value is providing a platform for exchange and networking through a comprehensive programme of events focused on Anglo-French trade.

Key statistics:

- 137 years of experience
- 750 member companies
- 50 President's Forum members
- 100 events per year in France
- A Board of 12 Directors
- A multicultural team of 6

Winner of the SME/Entrepreneur Award:

1000 Mercis

This award is designed for British and French SMEs which either export their products and/or services to France or the UK or which have successfully established one or more subsidiary(ies) in either country for at least 3 years.

Interactive advertising and marketing group that helps customers design, produce, implement and maximise return on investment on their interactive Marketing actions.

Products and services include:

- Email list rental
- Targeted Lead generation
- eCRM programme

1000mercis helps advertisers to set up acquisition campaigns by:

- Obtaining new data – acquiring new prospects' addresses.
- Optimising the conversion of prospects into active clients.
- A/B testing.

Since their creation in 2000, 1000mercis has been involved in the art of generating high quality option email addresses. 1000mercis sets up viral data catching operations to enhance prospects and clients databases.

Campaigns are done via:

- Viral data catching operations
- Emailings on Email Attitude
- Requalification operations
- eCRM programmes
- Loyalty programmes
- Iphone applications

Clients include:

- Yahoo!
- Lastminute.com
- Nespresso
- Avis
- Accorhotels.com
- Plan
- Ebay UK
- Tagheuer
- Easyjet
- Expedia UK

For more information, visit '1000 Mercis's website at www.1000mercis.co.uk

Winner of the Innovation Award:

Icera Inc

This award is designed for British and French blue chip companies or SMEs working with France or the UK and which are particularly innovative (proven competence in Research & Development, launch of a revolutionary product or service, leader in a niche market, etc.).

“Icera is the world’s leading company in the design, production and sales of soft modem chipsets that deliver high performance communication engines for cellular products. These chipsets are at the center of our lives today - smartphones and tablets plus modules and USB sticks that turn our notebooks into internet-everywhere devices.

As a result of our unique system architecture, our products are able to combine the highest user throughput and advanced modem features with the smallest footprints and the lowest costs, allowing us all to have smaller, faster and more affordable high technology devices.

Our direct customers are the world’s largest cellphone product manufacturers, who select our technology, buy our chipsets and deliver products to mobile network operators on a global basis. Since the launch of first Icera-powered products in 2007 in Japan, a further 40+ global operators have now approved Icera technology on their networks, including the largest US and European providers. As a result, Icera has evolved from being a small start-up to becoming the #2 vendor in mobile broadband products and is now set to become the challenger in high performance Android smartphones, for which we are delivering platforms in partnership with leading application processor vendors.

From a standing start, Icera already employs over 300 staff and has major design locations in the UK, France, USA and China with customer support and sales offices across Asia, Europe and the USA. The company is strongly backed by some of the world’s largest venture capital firms, who have invested \$250M of equity funding into the business since its founding in 2002.”

Products:

- Espresso® Smartphone & Mobile Broadband Platforms: Complete reference platforms for mobile broadband data devices and next generation smartphones
- Livanto® chipsets - All of the complex silicon required for mobile broadband cellular modem devices

For more information, visit Icera’s website at www.icerasemi.com

Winner of the Jury's Special Award:

Thales

This Award is designed for all members of the French Chamber of Commerce in Great Britain and/or the Franco-British Chamber of Commerce in France who feel that they have contributed significantly to either Chamber.

"With operations in 50 countries and 68,000 employees, Thales is a world leader in mission-critical information systems for defence and security, aerospace and transportation.

Building on its expertise in the most sophisticated technologies and large-scale software systems, Thales is stepping up to the security challenges of its customers in an increasingly complex world. With its global network of 22,500 high-level researchers, Thales has earned particular recognition for its ability to develop and deploy dual civil and military technologies. Leveraging its international operations and spanning the entire value chain from equipment to systems and services, Thales is playing a pivotal role in making the world a safer place.

Innovation has always been embedded in Thales's corporate culture and continues to drive the growth of the business today. It pervades every aspect of the company's activities, from R&D to marketing and sales, from business processes to employee relations."

Key technology domains:

Most of the advanced pre-product research is conducted by Thales Research & Technology (TRT), which employs around 500 people at the company's central laboratories.

These research programmes focus on three key technology domains:

- Electronics, electromagnetism and optronics
- Mission-critical software and information systems
- Information and cognitive sciences

Departments: Aerospace, space, defence, security and transportation.

For more information, visit Thales's website at www.thalesgroup.com

Winner of the 'Coup de Coeur' Award:

SureFlap

Sureflap's story originates from the creator Nick Hill's cat 'Flipper'. Here is his story:

"Flipper's first cat flap was a low-cost non-selective type which within weeks was being used by several of the neighbourhood's cats. Tired of frequent cat fights and spraying incidents in the kitchen his owner, SureFlap inventor Dr Nick Hill, purchased a magnetic cat flap.

Flipper was unimpressed with the collar he had to wear to operate the cat flap and was forever clawing at it. He finally managed to lose the collar and was left out in the cold all night. Given the price of a new collar and tag, it became apparent that Flipper's antics could prove costly.

Nick looked at the other selective entry cat flaps on the market and found that they all required Flipper to wear a collar. As a physicist, Nick realised the potential of using Flipper's identification microchip to operate a cat flap.

Three years' of intensive research and development later, Nick launched the SureFlap microchip cat flap in early 2008. Flipper is much happier now...SureFlap was worth the wait."

The SureFlap microchip cat flap identifies cats using their unique identification microchip, unlocking only for your pet and preventing strays and neighbourhood cats from entering your home.

- Learns your cat's existing identification microchip
- Compatible with all common microchip types
- No need for a collar or tag which can become lost or snagged
- Simple one-button programming learns your cat's chip number in seconds
- Quick and easy to install into doors, windows and walls
- Fits into the hole left by most existing cat flaps
- Battery operated - typical battery life up to 12 months

For more information, visit Sureflap's website at www.sureflap.co.uk

Members of the Jury

Bruno Deschamps, President of the Section of the French Foreign Trade Advisors in the UK

Laurence Dubois-Destrizais, Minister Counsellor for Economic Affairs, Economic section of the French Embassy in the UK

Fabrice Etienvre, Director, Invest in France Agency

Michel de Fabiani, President, Franco-British Chamber of Commerce & Industry in France

Florence Gomez, Managing Director, French Chamber of Commerce in Great Britain

Sébastien Guyot, Head of Business Sales UK - Air France KLM UK & Ireland

David Herbinet, Partner UK Executive - Mazars

Muriel Jator, Journalist - Les Echos

Hervé Ochsenein, Managing Director, French Trade Commission Ubifrance, London office

Nicola Riviere, Head of International team - Barclays

Catherine Le Yaouanc, General Manager, Franco-British Chamber of Commerce & Industry in France

Arnaud Vaissié, President, French Chamber of Commerce in Great Britain