



## STORY OF THE MONTH | MARKETING IN FRANCE



This month, our member **Incubator Studio** is providing valuable insights to kickstart your business success in 2025:

In France, you have until the very last days of January to send your best wishes to anyone you like. Though you may feel like social media and an email will do the job, we, the Dutchified French ladies, would advise you to go old school this time if your client acquisition strategy is high on your priority list.

Why? In the digital world, your prospects need 20 points of contact with your brand to be warmed up and consider buying from you. Yes, 20. What if a post mail would serve as a shortcut? Let's say you spend one or two full days sending your wishes between now and next week, writing notes manually on cards and envelopes, what can you expect in terms of ROI? The money is in the CTA (a unique and single call to action) and in the follow up.

We wish you all a commercially successful 2025 year in France, with more direct sales and less communication :)

Be intentional, be specific, create relationships.

To your success,

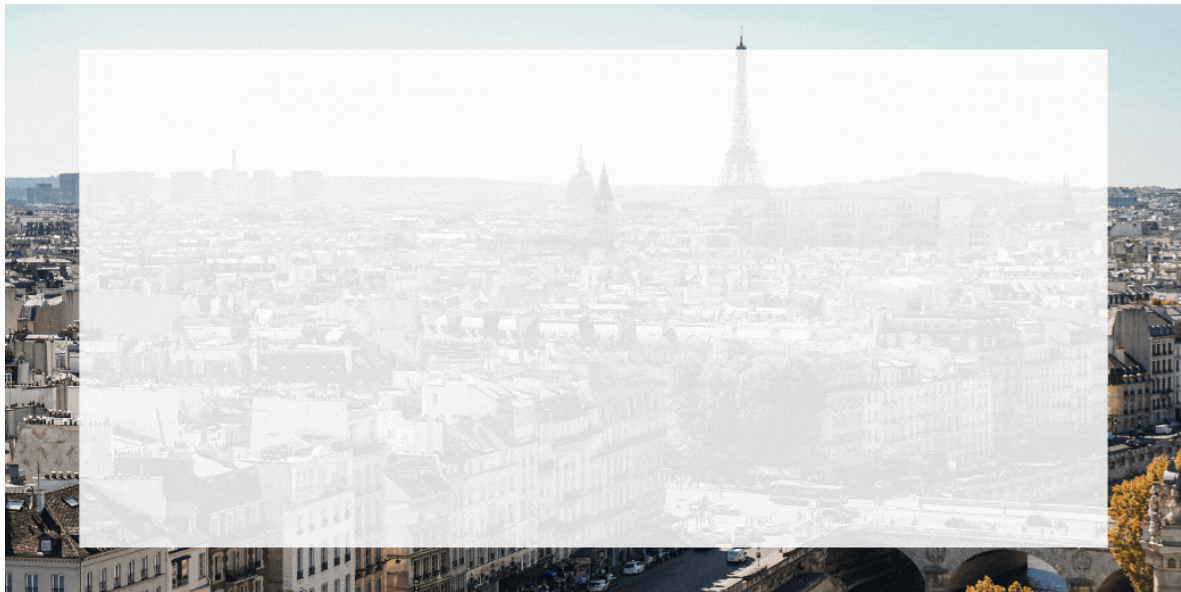
**Aurélie Bécot** & **Coralie Rocque** from **Incubator Studio**

**P.S.** Want to refine your branding and stand out as a Dutch business in the French market? Join Aurélie Bécot for **Lunch & Learn: An Exclusive Marketing Workshop**, *"Nail Your Branding to Turn French Prospects into Clients."* Sign up via the button below!

Join our Lunch & Learn Marketing Workshop!

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## SPECIAL ANNOUNCEMENT | MASCHA WISMANS



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## WELCOME TO OUR NEW MEMBERS

Maastricht University School of Business and Economics (SBE) offers high-quality education and conducts outstanding research with an international perspective in economics, international business management, public policy, governance, and sustainability. Our approach centres on small-scale teaching and a portfolio of international programmes, with a strong emphasis on interdisciplinary solutions to global challenges.

The International Relations Office (IRO) manages global internships and student exchanges. With around 160 exchange agreements in 45 countries, IRO oversees up to 750 SBE students studying abroad annually, welcomes about 650 international exchange students to SBE each year, and facilitates over 500 internships annually, including more than 70 in emerging markets.





Founded in Amsterdam in 1896, Royal Ahrend is an international leader in the office furniture industry. The privately held company creates vitalising workspaces and high-quality office furniture delivered directly to customers all over the world. The company's office furniture and space solutions are designed to optimise employee's experiences with the focus on stimulating health, wellbeing, and productivity in workspaces. The products are appreciated globally for their outstanding sustainability and timeless Dutch Design signature. The company operates sales offices in more than 19 countries in Europe, the Middle East and Asia, through a portfolio of three well-recognised brands: Ahrend, Gispén and Techo.

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## JOB OPPORTUNITIES

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*Each month, we highlight career opportunities for the French market from our NFCC members.*

This month, we have an amazing internship opportunity at B-corp Doppler! Join their team in Haarlem to have the opportunity to merge your passion for sustainability with hands-on experience in product development, contributing to Doppler's ongoing commitment to being a leader in environmentally conscious consumer choices.

[Learn more](#)

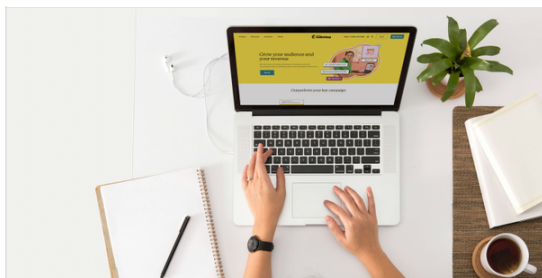
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## UPCOMING EVENTS

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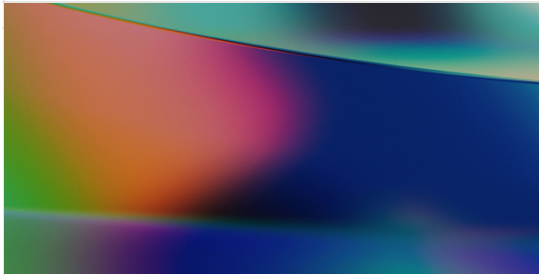
**NFCC's France Focus Hour**



**Lunch & Learn: An Exclusive Marketing Wo...**

Got questions about doing business in France? Walk in during the France F...

 Jan 16, 2025  
(10:00 – 11:00) (GMT+1)



## Meet the Experts: AI

 Feb 6, 2025  
(17:30 – 20:00) (GMT+1)

 Jan 30, 2025  
(12:30 – 13:30) (GMT+1)



## Meet & Mingle: Members Meeting

Join to meet the old & new members of the NFCC community!

 Feb 28, 2025  
(10:00 – 11:00) (GMT+1)

### MADE POSSIBLE BY OUR MEMBERS



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