



UEIE 2025

Performing internationally :

Growth, partnership and leadership are at the heart of corporate challenges

Thursday July 3rd & Friday July 4th, 2025

PARTNERSHIP PROPOSAL



- 1. UEIE'S PRESENTATION**
- 2. 2025 EDITION**
- 3. BECOME A SPONSOR OF THE 2025 EDITION !**



What is the UEIE ?

L'Université d'Eté de l'Internationalisation des Entreprises (UEIE) is an annual international trade meeting dedicated to analysing the main challenges of globalisation for companies. This meeting will focus on three key areas for success and differentiation abroad : growth, strategic partnerships and leadership.

The principle of the UEIE is Learn, Exchange, Network!

Themes:

UEIE2025 : « Performing internationally : Growth, partnership and leadership are at the heart of corporate challenges »

UEIE2024: «Geostrategic Disruption and International Trade: How Businesses Manage Risks and Opportunities»

- UEIE2023 : « International trade: the carbon challenge»
- UEIE2022 : « Exporting: The Services Revolution»
- UEIE2021 : « Exporting in 2021-2030, the new deal»
- UEIE2020 : « Succeeding internationally in the world of Covid»
- UEIE2019 : « What is a high-performance export ecosystem?»



2024 Edition

Sponsors:



National & Regional Partners:



The organizers:





The UEIE's impact : a locus of influence on international trade practices



1. Community Impact

- An unmissable event for the French international trade community.
- Organized by the main players in the ecosystem of support for French companies abroad.
- Promotion of the event on the social networks of the organizers having a total of more than 250,000 followers.



2. Digital impact

- **Over 72,000 impressions** on posts from the EUIE LinkedIn page and the organizers.



3. Video impact

- Video broadcast of all plenary sessions on LinkedIn live
- Creation of a dedicated YouTube channel, with interviews with speakers, participants, etc.
- Create a #UEIE2024 to track participants' shares on their social networks.
- Press release to the national and regional economic press



2025 edition on Thursday July 3rd and Friday July 4th in Aix-en-Provence

«Performing internationally»

Growth, partnerships and leadership are at the heart of corporate challenges

➡ *The detailed program and speakers will be communicated as soon as possible.*

Provisional schedule of the 2 days:

Thursday July 3rd

Reception of participants at 1:30 p.m.

2:00 pm-3:30 pm : Opening plenary

04:00pm-05:30pm : Thematic workshops A, 4 workshops to choose from

05:00pm-06:30pm : Plenary 2

8:30pm-12:00am : Networking evening on site at The Camp

Friday July 4th

Reception of participants from 8:30am.

09:00am-10:30am : Plenary 3

11am-12:30pm : Thematic workshops B, 4 workshops to choose from

12:30pm : Plenary 4

13:00-15:00pm : Cocktail reception



An event and networking evening at thecamp

Two days in an **outstanding and inspiring place** in Aix-en-Provence, with a view of the Sainte-Victoire mountain, in a relaxed and inspiring atmosphere!



Thecamp
550 rue Denis Papin
La Duranne 13100, Aix-en-Provence France



High-level stakeholders:

- Highly developed international business leaders
- Teachers and academics specialized in the practice of international trade
- Carriers of original solutions: support companies, startups, networks of entrepreneurs, etc.

A huge impact on the international trade community:

- **A targeted audience :**
 - Entrepreneurs and exporters
 - The French export ecosystem : trade federations, Team France Export, consultants and support companies, teachers and researchers
- **Diverse media:**
 - In-person event
 - Social networks of the organizers and the event: posts, interview and live
 - National press

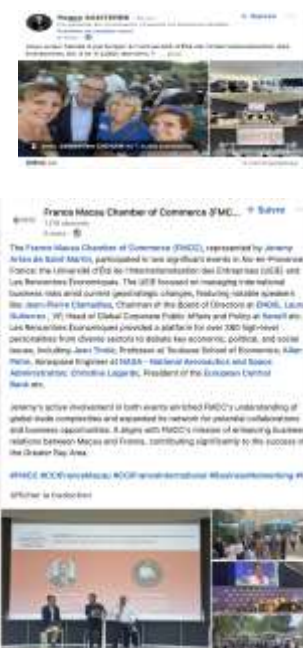


Université d'Été DE L'INTERNATIONALISATION DES ENTREPRISES

#UEIE2025 MARSEILLE



Hundreds of postings on social networks
More than 72,000 impressions on our posts





R**ebroadcast Live**

Find the 4 plenary sessions of the 2024 edition, 4-5 July, broadcast

Plenary 1: www.linkedin.com/video/live/urn:li:ugcPost:7214600206292582400/?actorCompanyId=19189653

Plenary 2: www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653

Plenary 3: www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653

Plenary 4: www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653



Photo library



More photos: www.ueie.fr/edition-2024.html



Communication & Logos

The sponsors' logos were displayed on the various media during the event (Roll-up, welcome screen, photobooth)

**Commerce international :
Bouleversement Géostratégiques &
Commerce international**

July 4th & 5th, 2024 in Aix-en-Provence

An event sponsored by





To be a partner is to benefit from visibility within the international trade community

- ❖ On the event's dedicated website
- ❖ On the social networks of the co-organizers and partners
- ❖ On the videos of the event
- ❖ During the event, speeches and marketing tools





	GOLD Partner	SILVER Partner	BRONZE Partner
Package	10 000€ (excl VAT)	5 000€ € (excl VAT)	2 500€ € (excl VAT)
Your logo on : <ul style="list-style-type: none"> ✓ The dedicated website of the event ✓ Social media 	First position	Second position	Third position
Communication : <ul style="list-style-type: none"> ✓ A speech at the opening plenary session ✓ a video animation presenting the company to be broadcast on the EUIE linkedin page ✓ A 1-minute speech during the evening ✓ An interview during the event to be broadcast on the networks 	✓ ✓ ✓ ✓	✓ ✓ ✓	✓
3 Roll-up "sponsors" with your logo at the event venue 1 dedicated roll-up (review content together) Goodies (to be defined with your company logo)	✓ ✓ ✓	✓	✓
Invitation to the event including: <ul style="list-style-type: none"> ✓ VIP Lunch "Sponsors & Organizers" Thursday 3 ✓ Hotel night included (night from 3rd to 4th July) 	3	2	1
Invitation to a networking evening	4	3	2



For further information, please contact :

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