



# 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





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


**Confiances**
  
 5.02K abonnés
   
 [Confiances Accès]

**First/Financier / First/Year as 187X 2024**

A throbach! Happy to mark Confiances' participation at Université d'Été de l'Internationalisation des Entreprises, where our CEO, Sébastien KILBY, also joined the OECD General Assembly alongside @gilleslucas.

Co-organized by OECD | Les Ambassadeurs du développement international

At the beginning of July, he represented Confiances and co-hosted a workshop on the "risks and opportunities of the AGWAV market" with experts Anne Gavarin and Samuel Anand, moderated by Camille VERCHER. These insights, alongside focused workshops, showcase the importance of strategic partnerships in today's global economy.

Confiances is determined to continue to build partnerships and find new international opportunities to impact the global economy.

For more information, read our newsletter here >> <https://link.lvg500.org/>

From Confiances Accès, your guide to success in Cambodia's complex market

**UEIE2024 InternationalBusiness GlobalPartnerships Investing #ASEAN**
  
 Afficher la traduction




**Franca Marea Chamber of Commerce (FMCC)**
  
 1.1K abonnés

The Franca Marea Chamber of Commerce (FMCC), represented by Jeremy Arles de Saint-Martin, participated in two significant events in Aix-en-Provence, France: the 18th-19th of July for the Internationalization des Entreprises (UEIE) and the 20th-21st of July for the Global Economic Forum (GEF) and Policy in Small and Medium Enterprises. The UEIE focused on mapping transnational business risks and current geopolitical changes, featuring notable speakers like Jean-François Clément, Chairman of the Board of Directors of ENGIE, Laurent Buisson, CEO of Global Economic Forum (GEF) and Policy in Small and Medium Enterprises. The GEF provided a platform for over 200 high-level participants from diverse sectors to debate key economic, political, and social issues, including Jean Tresselt, Professor at Toulouse School of Economics, Alexander Krawinkel, Professor at HEC - Montréal, and Anne-Sophie Bouchard, Administrative Director of the European Central Bank.

Jeremy's active involvement in both events enriched FMCC's understanding of global trade complexities and expanded its network for potential international business opportunities. It aligns with FMCC's mission of enhancing Business relations between France and the world, contributing significantly to the success of the Greater Day Area.

**FMCC 18th-19th of July: Internationalization des Entreprises (UEIE) 2024**
  
 Afficher la traduction





**Délegation Générale ODEI**
  
 1.1K abonnés

L'ODEI 2024

Une nouvelle édition internationale à l'UEIE 2024 à Aix-en-Provence les 18 et 19 juillet 2024.




**Dion-Siacrédit**
  
 3.20K abonnés
   
 6.8K likes

Dion-Siacrédit est fier d'avoir été le sponsor de l'UEIE2024 cette année !

Philippe PUGVENTOS, animateur d'une plénière est intervenu sur les...






## **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](https://www.linkedin.com/video/live/urn:li:ugcPost:7214600206292582400/?actorCompanyId=19189653)

Plenary 2: [www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653](https://www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653)

Plenary 3: [www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653](https://www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653)

Plenary 4: [www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653](https://www.linkedin.com/video/live/urn:li:ugcPost:7214658203458957313/?actorCompanyId=19189653)



## Photo library



More photos: [www.ueie.fr/edition-2024.html](http://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





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



## For further information, please contact :

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Delegate Organizer: **EOC INTERNATIONAL:** 1 rue de la République, 13002 Marseille Tel: +33 4 95 09 32 50