L'entreprise c'est la vie !

MEDEF

Leveling the competitiveness of France

After the global return to growth in 2010, the necessity to level the competitiveness of France, to bet on new sources of progress, focalize our collective decisions to the requisite of global competitiveness, but also work towards an objective to promote equality of chance in each business, between France and the European countries as well as from Europe to the rest of the world, but also the requirement of respect between humans at the heart of our actions; those are the strategic pillars of the MEDEF. That is sustainable competition.

It is in this mindset that we are approaching the goals for this year. The social agenda first and foremost includes the employment of the younger generations through dialogue. Next up will be the preparation for the B20 Summit, which will constitute one of the key moments to make the business contribution heard and understood regarding the current events subjects around the world.

Important fiscal reforms, retirement policy restructuring, promoting ethical practices as a competitive advantage, first-party participation for labor groups from all sectors of industry, 'SMB Attitude', our reactions during the crisis of our convictions on matters of sustainable development, the MEDEF works and strives to work towards the businesses, occupying all of the economic and social sector to permit us to cross employment and growth in the years to come.

To take matters further, our participation with the 2012 presidential election will take its shape near the end of the year, and we will push forward the subjects that we as a whole are confronted with, our points of view and our propositions which reflect our full network; our wish is to create a useful platform for our country, our economy and our businesses, all without sacrificing our ambitions and our intended path forward.

The irreplaceable force of creativity in the heart of businesses must endure and encourage us all without fail.

Business is life !

Laurence Parisot

Laurence Parisot *President*

The movement at the service of business and the entrepreneurial spirit

- *780,000 member firms, 90% of whom are SMB's with less than 50 employees*
- *20,000 authorized agents (30,000 mandates)*

The MEDEF is the leading network of entrepreneurs in France. It defends and promotes business of every size and in every sector.

A privileged partner in the dialogue with decision-makers

With complete openness, the MEDEF is permanently engaged in lobbying all decision-makers at the local, regional, national and European levels, in order to make certain that : the point of view of business is heard as well as relieve its fiscal and regulatory burdens: professional-tax reform, apprenticeship, company transmissions, cessation of contracts…

An essential partner in the social dialogue

Legally empowered to negotiate on behalf of all the firms with government and unions, the MEDEF conducts all the important inter-professional negotiations. It devotes special effort to fostering an effective job market and a modern, efficient welfare system.

An ever-present spokesman on behalf of business

More than 20,000 authorized agents promote and defend entrepreneurs in all arenas of economic and working life, and at every level.

A determined force for change

The MEDEF dialogues with all the protagonists of civil society, even those who are traditionally far removed from the world of business, such as the younger generations, teachers, journalists, magistrates, local councilors, artists. In partnership with other actors, it launches a great many concrete initiatives aimed at "getting thing moving", such as the Education-Business Challenge which assembles teachers with the corporate world.

Concrete actions enabling firms to succeed

In order to gain new ground towards a more entrepreneurial France, the MEDEF is expanding its efforts to help businesses to increase their competitiveness and give them a head start.

Develop the 'SMB Attitude' for all the players in France

The **SMB Attitude** is a state of mind concerning a culture bent on entrepreneurship, a new approach on ideas and brings about action to ensure that all of the players of both economic and social life work together to sustain todays SMB outlook, now crumbling against this economic crisis yet conceals the greatest potential for development and job creation. It's also a program to grow every business, notably from the smallest company to the SMB's, all the while contributing in good faith with both the public sector and social programs to lighten their fiscal burdens, their social and regulation constraints and to permit them to better identify every opportunity for growth.

Prepare the future for the younger generations

To mobilize the businesses on college formation, to help students discover what being an entrepreneur really means, to organize meetings between heads of companies and younger generations to bring about answers to their questions about the future, to close the gap between education and business by interacting regularly in the School-Business Week, to discover professional life as well as accompany the relations between the universities and companies… Concrete action must be taken to prepare the human resources of tomorrow and to give students a chance to showcase their talents. To prepare the future is also to revisit the management techniques of business.

Creation of a new sustainable growth model

The MEDEF is convinced that sustainable development constitutes a competitive factor for the businesses that can accelerate the crisis. We participate in the elaboration of both the community regulations (ex: climate-energy packs) as well as national (ex: Grenelle Environment program), and represents the companies during instances of consultation to give them tangible solutions to accompany them in their steps for sustainable development..

The strength of the first professional and territorial network of France

- *75 professional federations*
- *146 local MEDEF organizations*

Two complimentary networks ensure a full representation for businesses all over France in all sectors of activity.

A labor approach

The federations regroup the firms from the same sector. They uphold their influence towards the French and European public sectors in ways concurrent with their industry, work together to promote change, and ensure dialogue with partners: trade unions, consumer associations, ect…

A proximity approach

The territorial MEDEF branches assemble companies from the same region. A forum of dialogue and open exchanges, this network of business leaders constitutes the link of proximity that the MEDEF has with its members. We follow the businesses in every domain that touches the life and corporate development: office rights, fiscal responsibility, training, environment, employment for the younger generations, ect…

Several professional federations have territorial departments which are also members of MEDEF local representations

A unique variety of skills to promote business

The MEDEF commissions and committees are working together with one mission: ***sustainable competition****, the specific direction the MEDEF is aiming at for the 3 years to come.*

Fifteen commissions and seven committees comprised of 4,000 CEO's and experts contribute in the establishment of a French society 'avant-garde' and pro-business.

The competitiveness of France and French businesses

Two words, one mission: think competition

Economic Affairs and Public Finance Commission is in charge of the strategic overlook of competitiveness of the French businesses and aims to create economic and financial environments beneficial to their success.

Fiscal Commission expands upon and proposes reforms to modernize, simplify and lighten the fiscal burdens of corporations.

Sustainable Development Commission is in charge of answering our energy consumption difficulties and strives to moderate the shifts of climate change, corporate social responsibility, and environmental regulations.

Labor Market, Employment and Training Commission modernises management uniformity and stimulates a social dialogue to better associate the employees with the benefits and risks of a business. It participates in the adaptation into the labor market.

Social Protection Commission is tasked with the retirement reforms and Health Insurance. All efforts are aimed to create a more efficient social protection plan, and to reduce its costs to businesses.

Innovation Commission is in charge of the relations between higher education and the development of new businesses. It strives to shape France into a land of innovation. It encourages research and new technologies at the heart of all French companies.

Business Law Commission builds a legislative and regulated environment to let entrepreneurs undertake their business with security and freedom.

Committee for SMB's and Small Businesses is tasked with evaluating the comparative advantage of businesses and how to apply the strengths to larger companies, SMB's or very small companies.

Life-long Training Committee is attached to the Labor Market, Employment and Training Commission, and determines the necessary conditions for the education system and the training adapted to the needs of firms. It also organizes the seminar: Education-Business.

Housing Committee defines the MEDEF's doctrine and vision in everything that concerns the policies of housing with its expected transparency, professionalism and rigor.

Sports Committee brings together on one end CEO's associated in the world of sports and the athletes. Its objective is to connect the dots between the sports environment and the environment of today's economics. Sports are in fact a powerful economic factor and these fundamental events play an economic role in the contribution of growth.

Tourism Committee is tasked with creating an atmosphere of interactions, propositions and influence at the service of every level of tourism and voyages which are latchkeys to the success of the French tourism industry; developing and promoting tourism in France, the quality of reception, sustainable tourism.

Equity

The essential equality of chance for business around the world.

Human Respect Commission is in charge of questions dealing with today's society and the obstacles of discrimination and protection of biodiversity.

New Dialogue Commission is in charge of the Education-Business exchanges and the interactions with local inhabitants and administrations. It promotes the values and spirit of firms at the heart of society.

Consumption Commission elaborates the strategy of MEDEF on questions of consumption and relationships with consumers.

Ethics Commission promotes ethics in the corporate world and helps the heads of businesses to find their roles on the criteria's of responsibility, solidarity and transparency.

International

Supporting the construction of Europe and developing competitiveness of French firms around the world.

International Business and Monetary Systems Commission is in charge of the G8 and G20 Business Summits. It influences the multi-cultural negotiations through lobbying and supervises the application of international procedures.

European Commission represents and protects French business interests for the European Union. It reinforces the cooperation with our European counterparts at the heart of BusinessEurope.

Committee for Currency and Global Monetary Systems is placed beside the International Commission presided over by Frédéric Sanchez; this committee has the objective to track the developments of the International Monetary System.

The Future

The spirit of business is, in essence: audacity, creativity, and determination. It opens the road, recognizes new opportunities, and clears a path for the unexpected.

Entrepreneurship Commission is tasked with promoting the spirit of business and the entrepreneurial culture.

Regional Network and Employer Activism Commission ensures the cohesive action of the 147 Regional MEDEF organizations. It enforces their influence and their means for success.

Prospective Commission is heading the organization of Besoin d'Air 2.

An unparalleled openness to Europe and the world

Globalization has brought a new challenge which means we can no longer think of France and its future without at the same time thinking of Europe and the world. Discovering new horizons, building tomorrow's economy… The MEDEF promotes the interests of firms at the international level.

Building a foundation of competitiveness

The MEDEF's top priority is nothing less than to make Europe the most competitive zone in the world, exactly in accordance with the Lisbon Agenda. This necessarily means mobilizing all players in the effort for innovation, training and education. At Brussels, alongside the other employers' organizations under the aegis of BusinessEurope, the MEDEF works daily to influence the Commission and the Parliament so that all EU initiatives take account competitiveness. In France, it fights for the development of research and innovation and for the renewal of higher education.

Meeting the global challenge of sustainable development

Facing the difficulties of climate change, fresh-water resources, biodiversity, energy… The MEDEF is coaching and mobilizing businesses so that the protection of our planet merges itself as another competitive factor. It strives for the establishment a global environmental organization to help discover and share solutions to then be enacted around the world.

Encouraging world trade

More and more the rules of international trade are being elaborated by international organizations rather than by states. By taking part in the development of these rules, the MEDEF sees to it that equity and consistency are respected for all countries. It prepares the ground for the future of French companies, in a market that is every day growing more fluid and transparent, to resist the temptations of protectionism.

Establishing a social Europe

Since 1993, the European social partners can sign special accords. The MEDEF, following the initiative of this evolution, maintains today its place as the most engaged employers union favoring social dialogue to modernize the labor market. It supervises and accompanies the insertion of specific criteria's environmental, social and ethical international regulations, commercial and investment principles.

MEDEF International: contacts at the highest level!

MEDEF International puts French CEO's in touch with public and private decision-makers the world over. Through its worldwide network, it encourages the development of all French firms, particularly SMB's, at the international level.

Every year, **MEDEF International** organizes a number of delegations of French business leaders with concrete projects to targeted countries. These delegations enable businessmen and women to meet decision-makers at the highest level, to identify partners and to become familiar with the business environment.

In France, **MEDEF International** organizes meetings between foreign heads of state and government and businessmen with French business leaders, helping the latter to realize their projects and resolve possible difficulties.

The right tools for the job, the right contacts

Modern, effective materials: guides, websites, blogs, videos, events… The MEDEF constantly keeps companies and the wider public up to date.

Publications

In every domain that businesses are interested in, information booklets bring concrete solutions during technological, political and legislative leaps. Some are more geared towards SMB's to aid in their development.

Multimedia tools

Through video testimonies touching every vital subject that impacts the life of a business, ***MEDEF TV*** www.medef.com is the bond between the MEDEF and businesses in France. ***The corporate website*** www.medef.org addresses more specifically CEO's and details the organization, missions and works in progress at the MEDEF and its network. Websites with particular themes and current events round out the network (www.soutien-pme.fr; www.misersurlavenir.com; www.mobilisation-stages.fr ...)

To inform our members and businesses in real-time, the MEDEF is making available a series of ***newsletters*** : MEDEF Recap, MEDEF Hebdo, MEDEF Info …

Please also find the MEDEF on Facebook (MEDEF)**, Twitter** (medef_feed)**, Flicker** (MEDEF)**, Youtube and DailyMotion** (MEDEFtv)**.**

MEDEF Academy

To permit them to be ever more useful at the service of the corporate world, the MEDEF Academy offers to all members training programs on communication, management and services.

Summer University Event : a major rendezvous

During three days, the MEDEF Summer University Event offers entrepreneurs every year a chance to consider the world's state of affairs and exchange with intellectuals, professors, artists, journalists, trade unions and politicians.

Our values

Openness

Solidarity

Perseverance

Ethics

Pragmatism

Transparency

Proximity

Creativity

55, avenue Bosquet ▪ 75330 Paris Cedex 07 ▪ France ▪ www.medef.com
Tél. + 33 (0)1 53 59 19 19 ▪ Fax + 33 (0)1 45 51 20 44

MEDEF

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