



Press Release

Paris – October 13, 2011

## **Ubifrance and Total forge a long-term partnership to support small and medium-sized French exporters and youth employment**

**With the goal of providing long-term assistance to French exporters, Ubifrance and Total are joining forces and aligning their approaches to offer services and support to French small and medium-sized enterprises in foreign markets and to help young graduates enter the workforce through the V.I.E. co-op placement scheme.**

Total and Ubifrance agree that support for small businesses is a powerful lever for economic development. With this in mind, Christophe Lecourtier, Chief Executive Officer of Ubifrance and François Viaud, Senior Vice President, Human Resources of Total SA signed a partnership agreement on Tuesday, October 13 at Total's headquarters to offer targeted services to small and medium-sized enterprises (SMEs). The services will provide a number of advantages to facilitate these businesses' international development:

- Collective export missions. The partnership between Total and Ubifrance is designed to identify and support French SMEs with targeted international development programs in countries where the two partners have a significant presence, and in key areas. In 2010, Total and Ubifrance came together to support 180 companies during 16 such missions.
- Hiring and hosting V.I.E. co-op placement candidates in foreign countries. Total is committed to promoting youth employment by hiring co-op placement candidates in its subsidiaries outside France. It also undertakes to host co-op candidates in several of its foreign offices for SMEs that do not have their own offices in the country.
- Networking and experience sharing in foreign countries.

*"This agreement is perfectly aligned with our strategy of alliances, which focuses on partnering with experts in a given area to offer tailored services to companies in that particular industry," said Christophe Lecourtier, Chief Executive Officer of Ubifrance. "I am pleased to establish such a partnership with one of the world's largest oil companies. France's small and medium-sized exporters will be the first to benefit. I am confident in the teams' ability make this partnership a success."*

*"I am pleased to announce the signature of this agreement," commented François Viaud, Senior Vice President, Human Resources of Total SA. "For ten years now, Total and Ubifrance have been combining their talent to support SMEs in international markets. With this agreement, we confirm our determination to play an active role in the economic development of our host regions, alongside public partners. Total supports small businesses because we believe in them. It's in our interest, because we need this network too. No company can develop internationally all by itself. The goal is to help maintain and create jobs in France and make ourselves better known among local players. I am fully*

*confident that the teams from Ubifrance and Total will successfully execute this mission to support small businesses.”*

#### Media Contacts

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#### About Ubifrance

*UBIFRANCE, the French agency for international business development, is an industrial and commercial public establishment operating under the aegis of the Minister for the Economy, Industry, and Employment, of the Secretary of State for Foreign Trade and of the Treasury. UBIFRANCE has its own network of staff and assistants in France and around the world. This network includes 22 inter-regional Ubifrance departments based in France, operating as local partners to the Chambers of Commerce and Industry and helping to fully mobilize companies with export potential, and 66 integrated Trade Commissions in 47 countries providing support for businesses in those countries. Ubifrance also manages France's V.I.E. international internship program.*

**For more information:** [www.ubifrance.fr](http://www.ubifrance.fr)

#### About Total Développement Régional

*Total Développement Régional supports small and medium-sized enterprises that are getting started, expanding, exporting or transferring to new ownership. In this way, Total contributes alongside local business leaders to the economic vibrancy of its host regions and helps create or maintain local jobs.*

<http://developpement-regional.total.com>



*From left to right: François Viaud (Senior Vice President, Human Resources, Total SA), Christophe Lecourtier (Chief Executive Officer, Ubifrance)*