

# FRANCE

## PENNSYLVANIA'S TRADE REPRESENTATIVE



**John Worthington, Director**

IBT Partners SARL  
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FRANCE

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### **DIRECTOR'S BIO:**

John Worthington is the founder and CEO of IBT Partners SARL, appointed Pennsylvania's Authorized Trade Representative in March 2009. John is a British national and is fluent in both English and French.

John has extensive experience working with corporate clients and development agencies across Europe and the United States. He has expertise in business management, export planning, market analysis and direct and indirect sales development. In addition to John's direct contacts, the IBT Partners team has an extensive network of contacts within France and a variety of French industry sectors.

### **OFFICE SCOPE OF SERVICES:**

- Foreign market intelligence reports: Market viability, entry strategies, competitor analysis
- Search and screening for agents, distributor, end-user and joint venture partners; background checks
- Business appointment scheduling with prospective buyers or partners
- Trade show support, including booth space leasing, pre-show marketing, meeting scheduling, logistics
- Customized lists of manufacturers, buyers, agents, distributors, or other potential business partners
- Commonwealth-sponsored trade missions offering pre-qualified business contacts, market briefings, and logistical assistance
- Referrals and introductions to government officials, industry experts, legal, shipping and other service providers

### **RESEARCH TOOLS & FACILITIES:**

- Fully staffed office in central Paris, including meeting rooms
- Complete MIS systems, including CRM & project management
- Subscriptions to numerous on-line databases
- Monthly newsletter distributed to +10,000 contacts

### **To obtain export assistance from our Authorized Trade Representative, contact:**

Jen Black, International Program Manager  
Tel: 717-720-7472 | Email: [jblack@state.pa.us](mailto:jblack@state.pa.us)  
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