



# Helping Business Go Global

Proven Experience at Your Service

An abstract graphic composed of several overlapping, semi-transparent geometric shapes, primarily cubes and prisms, in shades of light blue and grey. These shapes are arranged to create a sense of depth and three-dimensional space, serving as a background for the text.

**Introducing  
FB International LLC**

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## **A. FBI's Qualifications and Capabilities**

Established in 2002, FB International, LLC is a Chicago-based consulting firm specializing in marketing and international business development services throughout the US, Europe and Asia. Our services are focused in four key areas:

- Export Services, including sales representation
- International Business Development (strategy & implementation)
- Matchmaking and partner search

FB International is currently the manufacturers' point of contact for the Calumet Green Manufacturing Partnership program of the South Suburb Mayors and Managers Association. In 2013, the company conducted a survey study on the image of Italian machinery suppliers by North American companies. In March 2012, it conducted and presented a study on the current situation in the U. S. manufacturing sector commissioned by the Austrian Trade Commission.

Internationally, FB International is currently the exclusive North American partner of the European Center for Ceramic (Limoges, France). FB International provides to the members of the organization services ranging from Export Strategies, Strategic Alliances, to Partnerships and International Collaborations.

FB International turned around a family-held Illinois manufacturer. As a result of the restructuring under that we led, the company began making operating profits. Exports sales have doubled in less than 8 months, thereby avoiding bankruptcy and retaining 20 manufacturing jobs in Illinois. The main export markets are South Africa, India, Poland, Germany, Italy, Mexico, Australia, and Latin America. They continue to grow.

FB International is a registered expert at the Wallonia Export Agency (AWEX, Belgium). Belgian companies can use FB International services for Export Strategies, Strategic Alliances, Partnerships, or International Collaborations and receive a partial reimbursement from the agency.

As a member of the Swiss export agency (OSEC, Switzerland), program called Pool-of-Experts, FB International helped six Swiss companies to prepare their entry into the US market in diverse industries such as cosmetics, confections, chemical, and textiles.

In 2007, FB International produced 7 industry reports for the Spanish export agency (ICEX) and arranged a match-making event with over 200 face-to-face meetings during two days. The reports were designed to act as a guide for Spanish companies who desire to enter the following U.S. markets:

<u>In the Midwest</u>	<u>In the U.S.</u>
Waste management	
Water treatment	
Power transmission	Biotechnology
Third party logistics	Homeland security
Transportation infrastructure	

The company is led by FB International's senior consultant: Mr. Fabrice Bonvoisin. He has more than 25 years (15 years in Chicago) of diverse functional, industry, and geographic experience in US, Europe and Asia. He is an expert in global value chain with experience in logistics, production, research and development, audit, and roles as CFO, VP of Human Resources, and Senior Consultant in International Business Development.

Mr. Bonvoisin has extensive experience in the following industries:

- |                           |                          |
|---------------------------|--------------------------|
| – Energy                  | – Retail                 |
| – Biotechnology           | – Aluminum manufacturing |
| – Environment             | – Telecommunication      |
| – Metal fabricating       | – Packaging              |
| – Machinery manufacturing | – Consumer Goods         |
| – Food Services           | – Investment banking     |

He is supplemented by a combination of internal resources and external alliances. We have served clients for projects in: U.S., France, Italy, Spain, Belgium, Vietnam, Switzerland, Canada, India, South Africa, Poland, Argentina, Finland, Russia, and China.

In addition to his professional responsibilities, Fabrice is currently an active member of following organizations:

- The President and a Director of the International Trade Club of Chicago (ITCC);
- A former member of the Alliance for Illinois Manufacturing;
- The co-founder of the North-American chapter of the Reims Management School alumni association (France);
- A volunteer judge for the IPRO program at the Illinois Institute of Technology;
- A guest speaker at the Illinois State University-Normal, the University of Illinois-Urbana, and St Xavier University-Chicago;
- The former Chair of the International Roundtable at the Illinois IT Association;
- A speaker at the 2013 Rockford GO Global conference.

## **B. Some Examples of Past Projects with Private Corporations**

- **Manufacturing**

- Frigid Fluid Co.: FB International LLC recently turned around a family-held Illinois manufacturer. As a result of the restructuring under that we led, the company began making operating profits. Exports sales have doubled in less than 8 months, thereby avoiding bankruptcy and retaining 20 manufacturing jobs in Illinois.
- Dipan S.A.: FB International LLC conducted a market study for the Swiss manufacturer of a prevention system for large closed water pipe system. Consequently, we obtained the certification of their products by U.L. in order to make them available for sales in the US. The company may establish its US office in Chicago.
- South Suburban Mayors and Managers Association: FB International LLC was selected to be the liaison between manufacturers of the Southern region of Chicago and 3 community colleges. This is a component of the Calumet Green Manufacturing Partnership, a program fostering skilled workers for CNC operators and welders. The region represents over 600 manufacturing companies in 42 municipalities.

- **ICT**

- Hexistor: FB International LLC identified a potential partner in Paris for the expansion in Europe of this IT company specializing in remote data storage and backups systems.
- GO2CALL: FB International LLC introduced this Chicago-based VoIP company to the key decider at AOL France for a licensing contract representing potential revenue of \$10 million annually.

- **Biotechnology**

- Biosafe Medical Technologies: as VP, International of this clinical diagnostic laboratory (CLIA & CAP), Mr. Bonvoisin has raised \$1.4 million from foreign investors, and obtained approval of home diagnostic kits in Canada and Mexico.
- Atrium Biotechnology: FB International LLC identified companies in Belgium, Spain and the US for licensing and acquisition.

- **Environment**

- TurbodynamX: FB International LLC introduced a French manufacturer of micro wind-turbines (60kW) in the US. The first wind-turbine to be installed in an urban area in the US was located by the City lake shore. The project included the Illinois Institute of Technology, the City of Chicago Department of planning, the Field Museum, and the Chicago Park District.

## **C. FBI Experience in Trade and Investment Missions**

**In 2013-2014**, FBI was is conducting this E.U. program for young innovative companies involved in green technologies, biotech/healthcare, and IT/Electronics. The goal is to foster collaboration between 50 selected companies (France, Spain and Portugal) and 25 U.S. companies. This program is an international business matchmaking program funded by the European Union. The goal is to foster a dynamic ecosystem of innovative companies leading to growth through international business development and competitiveness.

**In 2011/2012**, FBI was selected by the Austrian Trade Commission and the Austrian Machine Tool Association to research opportunities in the manufacturing sector in the United States. This white paper will be presented in Austria in March 2012 at a trade event to over 50 companies. The research included economic data, business structure of U.S. manufacturing sector, education and training, and projected opportunities for growth.

**In 2010**, FBI was referred to the Quebec Association of Advertising Agencies by the Province of Quebec to organize meetings in Chicago with Consumer Packaged Goods American companies to introduce the Yul-lab project in Montreal.

Yul-Lab offers companies a large well developed and controllable environment in which to test brand messages and media mix with minimum spill over. The result is a solution that is cost efficient and scalable.

**In 2009**, FBI was retained by the Switzerland Trade and Investment Promotion agency to organize seven breakfast seminars across the country, promoting the benefit for American companies investing in Swiss cantons.

Earlier in 2009, FBI was retained by the Consulate General of Canada in Chicago to participate in the Global Value Chain initiative which consisted of an analysis of two Fortune500 American companies. These analyses focused on the organization of the global supply chain and the suggestion of ways for the Canadian government to become a close partner to the Americans. The goal is to create new business opportunities for Canadian companies.

**In 2008**, FBI was hired by the Atlantic Canada Opportunity Agency (ACOA) for an investment promotion mission to Chicago. An average of seven private meetings with American decision makers were arranged for each of the four delegations composed of Ministers and senior economic development officials.

Also in 2008, FBI was selected by a Belgian company introduced by the Wallonia Export Agency (AWEX). It conducted a market study on Food Safety in the US which resulted into a strategic plan for market launch for this innovative company.

**In 2007**, FBI was selected by the Spanish Export Agency (ICEX) and the Spanish Trade Commission at Chicago to manage the 2007 Investment Forum, in Chicago: a 6-month matchmaking program focused on investment, partnerships and strategic alliances.

This large matchmaking program was characterized by the following:

**Industries represented:**

- Water treatment,
- Fleet management,
- LED electronic signs,
- Consumer goods,
- Food ingredients,
- Civil engineering software,
- Urban planning and engineering,
- Renewable energy,
- Technology transfer,
- Business incubator,
- Measurement instrumentation,
- Telecommunication platforms and services.

**Key statistics of the program:**

- 19 Spanish companies attended (out of 35 applicants)
- 95 US companies attended
- 151 meetings were handled over 1.5 days
- 7 industry reports were produced:
  - Waste management
  - Water treatment
  - Power transmission
  - Third party logistics
  - Transportation infrastructure
  - Biotechnology
  - Homeland security
- 21 individual studies were delivered with market entry recommendations

**Previous matchmaking experience:**

- South African Science Council (CSIR) and Automotive Industrial Development Center (South Africa). Matchmaking event in Chicago for 15 South African companies.
- Japan External Trade Organization (JETRO)/Ota City Manufacturing Center. We hosted a matchmaking event for 10 Japanese companies from the city of Ota in Chicago.
- Small and Medium Industry Promotion Corp/American Society of Mechanical Engineers (ASME). Recruited American companies for a matchmaking event in Chicago for 20 South Korean companies.
- Bulgarian Ministry of Commerce and Industry/Bulgarian Chamber of Commerce. Hosted an educational trade mission to Chicago on how to do business in the United States.
- Russian Executive Exchange. Sponsored by US Agency for International Development and the Special American Business Internship Training Program, we organized and hosted company visits and seminars for 12 young Russian marketing executives from major Russian enterprises.

## **D. Biography of Fabrice Bonvoisin, President**

Mr. Bonvoisin is the founder of FB International LLC, a Chicago-based consulting firm specializing in marketing and international business development services throughout the US, Europe and Asia. The company operates an international network of foreign affiliate professionals who have at least 10 years of experience in France, Italy, Luxembourg, Germany, U. K., Japan, Indonesia, Austria, Belgium, Spain, Argentina, Singapore, India, and China. The company works with government agencies and companies, in many industry sectors including manufacturing, retail, software, electronics, biotechnology, medical device, and telecommunication.

Mr. Bonvoisin is currently the manufacturers' point of contact for the Calumet Green Manufacturing Partnership program of the South Suburb Mayors and Managers Association. In March 2012, he conducted and presented a study on the current situation in the U. S. manufacturing sector commissioned by the Austrian Trade Commission. He is the former CEO of Frigid Fluid Co., a Chicago-based manufacturing company. He held the position of Vice President, for worldwide operations for Biosafe Medical Technologies, a Chicago-based biotech company. Prior this, he was the Director of International Business Development Services for the Chicago Manufacturing Center, a local consulting firm specialized in small and medium companies. In Europe, he handled executive positions in Italy for the development of Castorama, the leading European Home Improvement retailer (now part of the KingFisher Group), and in France at the global research center of Pechiney, one of the World's largest aluminum producer and manufacturer now part of Rio Tinto.

In addition to his professional responsibilities, Mr. Bonvoisin is an Export Expert certified by the Export Agency of Wallonia (AWEX); the President of the International Trade Club of Chicago; the former Chairman of the International Roundtable at the Illinois IT Association; a judge for the Inter-professional Projects Program (IPRO) at the Illinois Institute of Technology; and the President of the Reims Management School Alumni Association for North America; He is also an active volunteer at the Career Transition Center of Old St. Patrick Church in Chicago.

Mr. Bonvoisin is occasionally a guest speaker for international programs at the Illinois State University-Normal, the University of Illinois-Urbana, St Xavier University, Prairie State Community College, the Rockford GO Global conference, the Alliance for Illinois Manufacturing, and the Illinois Technology Development Association.

Mr. Bonvoisin is a permanent resident of the United States of America, and holds an MBA from the Reims School of Management (France), and a bachelor degree in finance and accounting with a background in biology, physics and chemistry. He is also fluent in English, French, Italian, and Spanish.

## **Interested in our services?**

To learn more about how we can make your market development a success, in the U.S. or in another country, please contact us directly:

Mr. Fabrice Bonvoisin  
President

**FB International LLC**  
333 North Michigan Avenue, Suite 1117  
Chicago, IL 60601

Tel. (312) 236 – 5555

[fbonvoisin@fbintl.com](mailto:fbonvoisin@fbintl.com)

[www.fbintl.com](http://www.fbintl.com)