



PRESS RELEASE

## ***Relance Export Tour\**: Mecatherm recognized for the international promotion of French industrial expertise**

*During the visit of Franck Riester, the French Minister Delegate in charge of Foreign Trade and Economic Attractiveness, Olivier Sergent, President of MECATHERM, shared his experience driving the successful internationalization of a French company through exports.*

**Barembach, October 21<sup>st</sup>, 2021 – MECATHERM** was chosen to host the French government's *Relance Export Tour* at its Barembach site, organized by the France Export Team and in presence of Franck Riester, Minister Delegate in charge of Foreign Trade and Economic Attractiveness.

As a French SME with over 90% of sales through exports, with ovens, lines, and equipment installed in more than 70 countries on 5 continents, MECATHERM shared perspectives on the challenges of developing exports and was recognized for the international promotion of French industrial and engineering expertise.

Olivier Sergent noted that beyond expertise and *savoir-faire*, success abroad depends on the support of an entire ecosystem. From grain farmers to Bakery – Pastry companies, each actor in the value chain must work together to meet the specific expectations of consumers, across the world.

The assistance provided by Team France Export (Business France, Chamber of Commerce and Industry, BPI France) is complementary to this ecosystem. For example, MECATHERM will send two VIEs (International Volunteering in Business) to work at its sister company, ABI, in Canada. This system is supported by the Export Recovery Plan and helps to strengthen proximity with clients.

**Olivier Sergent, President of MECATHERM**, declared: "*Succeeding in the export challenge is above all a state of mind. It is important to instill this approach in all departments of the company: from assistants preparing estimates in several languages, to installers working on the other side of the world. Support for partners and collaboration with the entire ecosystem is complementary to this dynamic, as evidenced by the presence today of Eric Thirouin, President of UNIGRAINS.*"

**Eric Thirouin, President of UNIGRAINS, majority shareholder of MECATHERM**, declared: "*Through MECATHERM we are promoting the excellence of the entire French grain sector, participating in its international recognition and ensuring the development of a French leader in a dynamic global market.*"

**Franck Riester, Minister Delegate in charge of Foreign Trade and Economic Attractiveness**, declared: "*It has been over a year now that we have been deploying tailor-made tools to enable French SMEs, like MECATHERM, to set out again to conquer new foreign markets. To further accelerate the process we have decided to extend and adapt the measures of the export plan, which I presented to companies during this round of the "Relance Export Tour" in the Grand Est region. Export is a collective adventure and Team France Export will be there at every stage!*"

\* "Relance Export Tour": French government program supporting companies relaunch export activities



### **About MECATHERM**

MECATHERM designs, develops, assembles, and installs ovens, machines and automated lines for bakery and pastry making, all over the world. 420 employees are developing MECATHERM's know-how (300 in Alsace and 120 in Pays-de-la-Loire). The company generates more than 90% of its turnover from exports, with customers in more than 70 countries on 5 continents. For more information: [www.mecatherm.fr](http://www.mecatherm.fr)

### **About Unigrains**

Unigrains, an investment company specializing in agrifood and agribusiness, has been supporting companies for more than 55 years by providing their managers with tailor-made financial solutions, in equity and quasi-equity, as well as than its recognized sector expertise. Unigrains currently manages 1 billion euros, and is a partner of nearly 100 companies, intervening at different stages of their development, in particular during the reorganization of capital, strategic investments, and external growth operations. For more information: [www.unigrains.fr](http://www.unigrains.fr)

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