

**MARKET  
PROSPECTION  
ADVANCE**

**YOU**

**YOU NEED TO FINANCE  
YOUR MARKET  
PROSPECTION EXPENSES**

**WE**

**WE CAN GUARANTEE  
YOUR BANK**

**REINFORCED INSURANCE  
WHICH GROUPS PROSPECTING  
INSURANCE AND GUARANTEE  
PROVIDED TO THE BANK  
FINANCING THE EXPENSES  
COVERED**



# YOU

## Want your bank to finance your market prospecting expenses

### YOUR PROJECT

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- Incur (non-recurring) costs for market prospecting: travel expenses, trade fairs, market research, creating subsidiaries, export services, VIE (International Volunteers in Business) etc.

### YOUR COMPANY

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SMEs or Midcaps in any sector except international trading, with turnover of between 1.5 M€ to 500 M€.

# WE

## Market Propection Advance, complements Prospecting Insurance by covering the bank that finances the insured prospecting expenses against the risk of non-repayment of the loan

### CHARACTERISTICS

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- The bank is issued a credit risk guarantee
- **Covered amount:** annual funding depending on the budget guaranteed by Prospecting Insurance (see Prospecting Insurance document)
- **Risks covered:** default by or insolvency of the company
- **Percentage of cover:**
  - 100% if the budget is less than or equal to 100 000€;
  - 80% if above the aforementioned amount

### ADVANTAGES

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- Pre-financing of the market prospecting expenses
- Premium is paid by the bank, the company does not have any extra charges

To contact Bpifrance in your region: [bpifrance.fr](https://www.bpifrance.fr)

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