

Press of release

Euler Hermes and BFM BUSINESS present the BFM export performance award 2016 to AURES Group

PARIS – 4 NOVEMBER 2016 - At the [BFM AWARDS](#)¹ ceremony on November 3, 2016 in Paris, the performance export award was presented to AURES, designer and manufacturer of point of sale (POS) equipment and hardware. [Euler Hermes](#), the global leader in credit insurance, and [BFM BUSINESS](#), France's leading business news channel, teamed up for the 4th consecutive year to present the award, designed to recognize the boldness and performance of French companies abroad.

28 billion euros of additional demand available to French exporters in 2017

French export potential is set to rise significantly in 2017. Although additional domestic demand fell slightly in 2016 (-10 billion euros), French companies can look forward to export opportunities in 2017. A 3.1% increase in the volume of global business, combined with more favorable pricing impact, could see French exports grow by an additional 28 billion euros in 2017 – with more than 2/3 generated in the eurozone.

"This is the time to rediscover our neighbors," explained Eric Lenoir, CEO of Euler Hermes France. "Substantial market shares are there just at our borders, in sectors such as agribusiness, chemicals and machines & equipment. French companies appear to be aware of these new export opportunities, with nearly 8 out of 10 companies announcing plans to grow export sales in 2016-2017²."

While there is strong optimism among French exporters, caution remains the watchword. Current non-payment claims figures in France's main export destinations are almost double pre-crisis levels, and the French export failure rate is more than 43% higher than in 2007.

AURES: innovation driving internationalization

"Innovation is a key success factor for export, and can help French companies harness the demand potential," said Lenoir. "It is clearly the main factor behind AURES maintaining dynamic and sustained growth in its export sales over the past several years."

Once again, nearly 100 French exporters from a broad range of sectors and with sales in excess of 10 million euros competed for the 2016 export performance award. After reviewing their credentials of growth, financial soundness and diversity of export destinations, the BFM AWARDS judges singled out AURES.

Founded in 1989 by Patrick Cathala, who still heads the Group, AURES launched its internationalization strategy in the early 2000s by opening subsidiaries in Germany, the UK and the USA. The company continued its exponential growth by acquiring British rival J2 Retail Systems in 2013, which accelerated its presence in the UK, American and Australian markets. Today AURES manufactures 70,000 POS terminals annually, marketed in over 50 countries. Exports account for more than 70% of sales, which the company attributes in large part to the unique design of its products.

"AURES is the first manufacturer of POS terminals to offer adaptable products which are in sync with the visual identity of our customers' points of sale and service, and their brands," said Patrick Cathala, AURES CEO and founder. "We believe that design is not only about aesthetics, but also about offering smart and innovative products. Our user-friendly and easy to maintain products make them unique in their field."

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¹ Before an audience of more than 1,500 economic decision makers and company directors, the BFM AWARDS have for more than 10 years honored the success of French companies that are helping boost France's dynamism and attractiveness.

² Source: Euler Hermes Export Barometer 2016, a survey of over 900 French exporters conducted in March 2016.

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About Euler Hermes

Euler Hermes is the global leader in trade credit insurance and a recognized specialist in the areas of bonding, guarantees and collections. With more than 100 years of experience, the company offers business-to-business (B2B) clients financial services to support cash and trade receivables management. Its proprietary intelligence network tracks and analyzes daily changes in corporate solvency among small, medium and multinational companies active in markets representing 92% of global GDP. Headquartered in Paris, the company is present in over 50 countries with 6,000+ employees. Euler Hermes is a subsidiary of Allianz, listed on Euronext Paris (ELE.PA) and rated AA- by Standard & Poor's and Dagong Europe. The company posted a consolidated turnover of €2.6 billion in 2015 and insured global business transactions for €890 billion in exposure at the end of 2015. Further information: www.eulerhermes.com, [LinkedIn](#) or Twitter [@eulerhermes](#).

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