



**Lily
Perf**
ÉNERGISER VOS
SAVOIR-FAIRE



IBG GLOBAL

Corporate presentation

Who we are
Our services

February 25, 2026





Who we are

Established in France (Paris) for many years, we **understand the nuances and business climates in France** and in the EU.



To advise SMEs on the requirements for being **successful in France** and to help these companies design and deliver a project that is compatible with their **readiness and resource base** for international expansion.

To make things easy for our clients, we have developed and maintain an ecosystem in France of rigorously selected business partners complementing our experience, and local experts.

Since 2018 we have been a member of **IBG Global**, a global network of 21 independently owned international trade consultancies, who deliver market entry services to companies, whether directly or through international trade and investment agencies. IBG Global has been a sponsor of the States Development Organizations Association (SIDO) for several years.



- ✓ In 2025, we have conducted successfully a Trade Mission for six companies based in Montana – Industry: fashion
- ✓ For 5+ years, we have been the correspondent of Maryland Department of Commerce in Southern Europe – Industries: mostly technology-related

For several years, we also have been a partner of **Parter International Inc.**, a consultancy firm based in New York city.

- ✓ We are currently working with Parter on a sales development project in France and Europe, for a very successful company headquartered in Utah. Industry: sports & leisure



Experienced advisor of CEOs, we have worked on a large variety of customer assignments for mid-size and scale-up companies (French and American) for nearly 9 years. We are accredited by Bpifrance (Public bank supporting the development of French SMEs)

Thanks to a 30 year – on-hands experience in challenging environments, we have developed a particular focus on quick-wins and successful execution

26/02/2025 We focus our energy on immersing ourselves in the specifics of our client's industry in order to tailor opportunities.

Our services in France – international business development

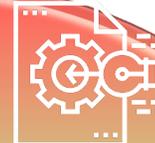


- Evaluate the **readiness** of the company in its internationalization / export journey.
- Identify the gaps and propose **priority actions** for expanding into new markets

Assess the company's situation



Assist management in the decision process



Qualify – eliminate – prioritize

- Assist the company in the selection of **priority markets** and entry modes, compatible with its stage of readiness
- Analyze the **potential & accessibility** of a target market, identify success factors, and recommend a suitable mode of entry

Develop business opportunities in the target country



Secure the project roadmap execution



- Qualify and contact potential **partners and leads**
- Map acquisition targets and assess their interest
- Assist the company **on the ground** during the negotiation phase
- **Audit** the performance of current in-country distributors

- **Source** local trusted service providers and experts for subsequent phases of the project (marketing, commercial law, back-office, recruitment, M&A, etc.)
- **Ease** the company's interaction with these project stakeholders and **follow-up** carefully the local execution of the project



Bio Brigitte Le Borgne



Chronology: Current:

May 2017 - : Founder of **Lily-Perf** – Assisting CEOs of SMBs with their strategic projects, international expansion, and transformation challenges

- Consultant in international development acceleration programs for SMEs in France (Bpifrance, Cultur'Export USA, Stratexio) – Design of suites of services for French and U.S. SMEs and groups of SMEs, set up of cross-cultural project teams
- 2020 -: Consultant for Maryland State for Southern Europe (France, Spain, Italy and Portugal), assisting American SMEs with their projects

May 2018 - : Member of **IBG Global**, Professional Network of business development Consultants - based in Paris, France

Dec. 2021 - : NED/board member of ICAPE Group, a midsize company operating in PCBs, established in 25 countries, listed on the Paris SE

Past:

2022 : Member of an Advisory Board in Telecom Infrastructure

2013 – 2015: Sogetrel, mid-cap company in turnaround, under LBO – Group CFO (telecom networks and infrastructure)

2005 – 2011: Altimate Group (VAD), I.T. division of DCC (Ireland), a financial shareholder listed in London – COO

2000 – 2004: Fila, listed on the NYSE – CFO of the French subsidiary (sportswear)

1992 – 1999: Mattel Inc., listed on the Nasdaq – Finance & Customer Service Manager / European special projects (toys and games)

Languages: French and English

Education

2025: INSEAD Executive Education Certificate: Rethinking Global Strategies (Exemplary Assignment for my work)

2023 : DAUPHINE UNIVERSITY Executive Education Certificate: Corporate Governance & Climate Change

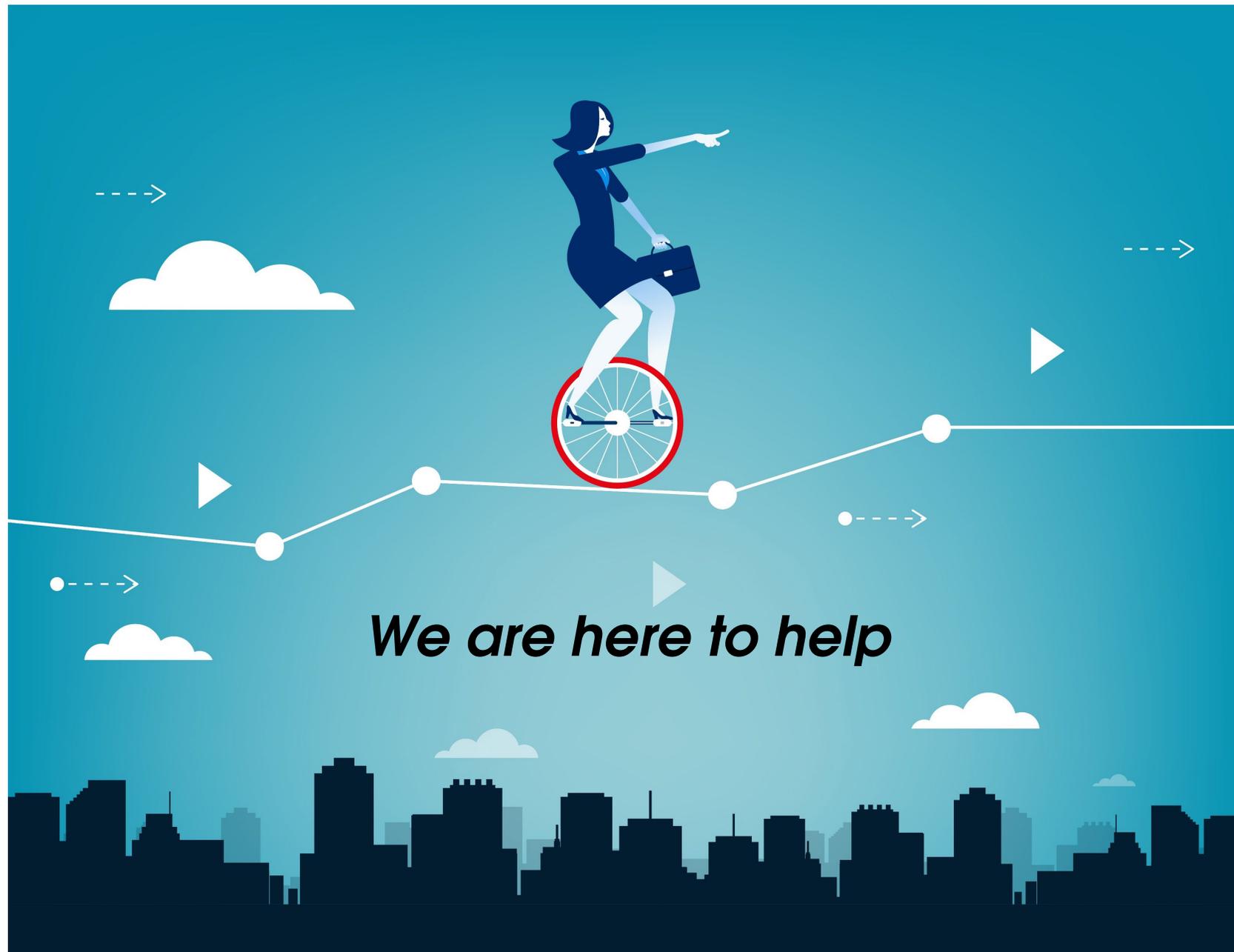
2020 – 2021 : INSEAD Executive Education, three Certificates - Leading in a Transforming World

2018: Hogan Assessment, certificate in organizational analysis, leadership & team development

2015 - 2020: member of the APM network (Association for Progress of Management), continuous executive education

2012: ESSEC Executive, Advanced Certificate in Corporate Governance

1987: MBA - Sup de Co Reims, majored in Finance & Management Control



We are here to help



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