

/ ALTIOS supports MG Tech in opening its North American subsidiary.

As part of its international acceleration process, MG Tech, a French-based company specialising in industrial robotics for end-of-line packaging equipment, opened a subsidiary in Montreal last June, with the aim of expanding into North America. ALTIOS assisted the company with the HR and communication aspects of this move.

Challenges

MG Tech, a company based in France, Vendée Region (€32m turnover, 211 employees), designs, manufactures, and markets capital equipment for end-of-line packaging. It has sold more than 4,800 machines worldwide, mainly for the food industry, but also for pharmaceutical, cosmetic and industrial activities.

By 2025, MG Tech aims to increase its turnover to €50 million, of which €7.5 million will be exported, i.e. 15% compared to the current 10%.

The company, which already has ten or so clients in North America, such as Savencia, Nemera Group and Lanthier Bakery (La Fournée Dorée), has decided to set up locally to offer a local service to its major French clients, but also to tackle the local market.

To take its first steps in North America, MG Tech has chosen to open a subsidiary in Montreal, Canada in June 2022, under the responsibility of an expatriate employee. The latter will be responsible for expanding the sales and service teams on-site as the subsidiary develops.





- / **Headquarters:** France
- / **Employees :** 211
- / **Turnover:** 32 million d'€
- / **Production sites:** 4
- / **Subsidiaries:** 1 (Canada)
- / **4 800 machines sold worldwide**

Solutions

MG Tech met with ALTIOS' teams as part of Bpifrance's International Accelerator program. Altios helped the French-based company set up in Canada by providing a 360° audit of the project, including:

- Validation of Canada and North America as potential markets for the company.
- Challenging the creation of the subsidiary in its various aspects, including marketing and communication with a recommendation for the evolution of the graphic charter.
- The installation of an employee in Canada, through HR support for mobility, in order to secure the international project and the arrival of the employee on site.

This support focused on positioning the employee on his new mission (projection into the job, skills development, setting up a roadmap in line with the objectives set, remote management of the employee, etc.).

Results

« ALTIOS helped us gain perspective on several issues. Its teams highlighted important points that we had not fully understood, such as the positioning of our employee in Canada.

In addition to a certain number of operational services to be provided, his mission includes representational functions. He represents MG Tech in North America with the aim of developing the subsidiary.

Another interesting thing we've learned from ALTIOS is that you have to put the subsidiary at the centre of the company's organisation. With this in mind, we have set up a Canadian steering committee involving our Canadian employee, the general and financial management, and also the company's product developers, in order to provide feedback on the Canadian market and to gain real insight into it.

This will eventually lead us to adapt our products to the North American market, » explains Xavier Lucas, MG Tech's Managing Director.

Tips

- For legal and financial matters, surround yourself with professionals with a dual culture who are familiar with the workings of French companies.
- Don't hesitate to use the different offers, both effective and adapted, proposed by Bpifrance to support French companies abroad.