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- **Our mission:** supporting executives in the definition and orientation of their strategy
- **Our commitment:** providing clear messages on tomorrow's developments
- **Our vocation:** providing objective and independent guidance

Our actions include:

- decision support and advice on business strategy: definition of strategies, products, prices, activities and markets; forward-looking analysis of the business and competitive environments;
- sector trends and forecasts;
- assistance in elaborating, defining and assessing public policies;
- advice on economic regulations for both companies and public authorities.

By providing them with forward-looking guidance on their environment, we help businesses to:

- anticipate and respond to market disturbances;
- reinforce their competitive position;
- base the company's budget on realistic assumptions;
- prepare their marketing strategy with a better understanding of their customers and their growth potential;

- elaborate and/or support the definition and the implementation of strategic projects, including investment, employment and training aspects;
- understand relationships between companies within a given sector and/or cluster and the way these relationships must evolve;
- gauge the consequences of regulatory or fiscal changes on the company and/or sectors.

In addition, we help public authorities to:

- understand the roles of the different actors and the trends thereof (for example, what is the future dominant organisational model in a sector, or the likely response of businesses to regulatory or other proposed changes);
- anticipate short, medium and long-term market trends and identify the factors underlying these changes;
- interact with the private sector, understand the needs of businesses and develop jointly suitable strategies;
- define what regulatory or fiscal changes are necessary and measure their consequences;
- develop economic regulatory instruments, pilot and evaluate public actions in the economy.

BIPE has a number of European partners, among which Eurostrategies, Euroconstruct, AIECE (Association of European Conjuncture Institutes).

BIPE has a quality certification from the OPQCM in the fields of strategy and corporate policy, marketing and commercial and internationalisation of businesses.