

## **BASIC VALUES**

### **Germany**

Usefulness

Safety / Security

Respect

Money

Equality

„It's 100% reliable“

Quality

Continuity / Stability

### **France**

Originality

Challenge

Enthusiasm

Power

Freedom

„It works“

Creativity

Evolution / Progress

Source: JPB - La Synergie Franco-Allemande SARL (20, rue Ernest André; F - 78110 Le Vésinet)