



Doing Business in France:

2014 Country Commercial Guide for U.S. Companies

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 2010. ALL RIGHTS RESERVED OUTSIDE OF THE UNITED STATES.

- [Chapter 1: Doing Business In France](#)
- [Chapter 2: Political and Economic Environment](#)
- [Chapter 3: Selling U.S. Products and Services](#)
- [Chapter 4: Leading Sectors for U.S. Export and Investment](#)
- [Chapter 5: Trade Regulations, Customs and Standards](#)
- [Chapter 6: Investment Climate](#)
- [Chapter 7: Trade and Project Financing](#)
- [Chapter 8: Business Travel](#)
- [Chapter 9: Contacts, Market Research and Trade Events](#)
- [Chapter 10: Guide to Our Services](#)

[Return to table of contents](#)

Chapter 1: Doing Business In France

- Market Overview
- Market Challenges
- Market Opportunities
- Market Entry Strategy

Market Overview

[Return to top](#)

The U.S./French economic and political alliance is one of the United States' oldest and closest bilateral relationships. Today, as has been the case for over 230 years, the United States and France work together on a broad range of trade, security and geopolitical issues. Trade and investment between the two countries is substantial and vibrant. The United States is France's fifth-largest supplier and sixth-largest customer, while France ranks as the United States' ninth largest supplier of imported goods and eleventh-largest customer for U.S. exports. Significant opportunity exists for both trade and foreign direct investment.

With a GDP of approximately \$2.8 trillion, France is the world's fifth-largest economy (2013) and is the second-largest trading nation in Western Europe (after Germany). Real GDP increased 0.3 percent in 2013, while the unemployment rate (Metropolitan France) remained unchanged at 10.8 percent. France has substantial agricultural resources and a large industrial base; however, the country is struggling to revitalize its economy while at the same time reducing its national debt. In 2013, the country ran an \$81 billion trade deficit of goods based on total trade of \$1.2 trillion. The majority of this trade (58.7 percent) was with EU-27 countries. France is a member of the [G-8](#) (and initiator of the [G-20](#)), the [European Union](#), the [World Trade Organization](#) and the [OECD](#), confirming its status as a leading economic player in the world.

Despite France's low GDP growth over the past three years, bilateral trade between the United States and France remains robust. U.S.-France trade in goods, services and income receipts totaled nearly \$149 billion in 2013, broken-down as 52.8 percent in goods, 23.4 percent in services, and 23.8 percent for income receipts from direct investment and other private and government receipts and payments. This represents a 5 percent increase over 2012.

France welcomes foreign investment and has a stable and reliable business climate that attracts investment from around the globe. It has a modern business culture, sophisticated financial markets, strong intellectual property protection, and innovative business leaders. While manufacturing has declined from 16 percent of GDP in 1999 to 12.5 percent today, a dynamic services sector accounts for an increasingly large share of economic activity and has been responsible for nearly all job creation in recent years.

As a result of its excellent universities and well-educated population, France has a talented and highly skilled workforce. The country is known for its world-class infrastructure, including high-speed passenger rail, maritime ports, extensive roadway

networks, excellent public transportation systems, and efficient intermodal connections. 3G/4G cellular connections are nearly ubiquitous and over 85 percent of French citizens are connected to the internet with plans underway for nationwide high-speed broadband internet.

The business environment in France, though complex, is generally quite conducive to U.S. investment, as evidenced by the fact that the United States is France's largest source of foreign direct investment (FDI stock). There are 20,000 foreign-owned companies doing business in France, of which nearly 4,200 are U.S. companies with affiliates in France representing over 450,000 jobs. France ranks 21 in the World Economic Forum's assessment of global competitiveness, is one of twelve European countries in the top twenty-five, and is home to 30 of the world's 500 largest companies. France also continues to support innovation in small and medium enterprises (SMEs) via its ten-year, €35-billion (\$47.6 billion) "Investments for the Future" (*Investissements d'Avenir*) program targeting green technologies, the digital economy and industrial sectors such as aeronautics, space, transportation, and shipbuilding.

The French government devotes significant resources to attracting foreign investment, through policy incentives, marketing, its overseas trade promotion offices, and investor support mechanisms. The legal and regulatory environment is relatively transparent and stable, and efforts are under way to simplify French tax and labor laws and administrative procedures. In 2013, the French government continued to introduce new measures to encourage growth and investment. The implementation of a €20-billion (\$27.2 billion) corporate tax credit program (CICE – *Crédit d'Impôt Compétitivité Emploi*) and the elimination of a corporate social solidarity tax are part of a plan to attract local and foreign investors alike. The government has further developed its tax incentives to spur research and innovation, which is evidenced by the Research Tax Credit (CIR - *Crédit Impôt Recherche*) and tax incentives for innovative new companies (*Jeune Entreprise Innovante*). Lastly, the government has recently implemented new labor laws which strengthen vocational training and add elements of flexibility to the French labor market.

Although trade in goods and services receive most of the attention in terms of the commercial relationship, foreign direct investment and the activities of foreign affiliates can be viewed as the backbone of the commercial relationship. The scale of sales of U.S.-owned companies operating in France and French-owned companies operating in the United States outweighs trade transactions by a factor of almost five. In 2012, France was the fourteenth largest host country for U.S. foreign direct investment abroad with investments valued at \$83 billion, making the United States the largest foreign investor in France. France is the fifth largest investor in the United States on a historical cost basis. French-owned companies employ about half a million workers in the United States while more than 400,000 employees work for U.S. companies established in France. The trade balance on all bilateral transactions between the United States and France can be viewed at: <http://www.bea.gov/>

There are, of course, reasons for caution as well. Low GDP growth, high taxes and inflexibility pose risks to potential investors and dampen domestic consumption. France has been subject to strict European Union macroeconomic surveillance due to a prolonged period of budget deficits exceeding EU limits. The 2013 AmCham-Bain Barometer (an annual study conducted by the American Chamber of Commerce in

France and Bain & Company released in October 2013) on the morale of U.S. investors in France pointed to growing pessimism due to a lack of clarity in the government's agenda, red tape and burdensome regulations, a lack of predictability in legislation and a growing complexity of labor legislation. In recent years, the French government has selectively intervened in a number of corporate mergers and acquisitions and it maintains a significant stake in a number of industries.

The French Ministry of the Economy and Finance issued a decree on May 14, 2014 expanding the authority of the French Economy Minister to review foreign investment linked to public policy and public security in addition to prior regulations related to national security concerns. The Ministry asserted that the new decree would defend jobs and investment in France by allowing the state to block foreign takeovers in sectors deemed strategic. In recent years, American investments have faced protectionist measures and extensive red tape in France on several occasions, such as in 2005 when the French government blocked Pepsi from acquiring Danone, in 2013 when Yahoo was prevented from acquiring the online video service Dailymotion, and most recently with the government's attempted block of the GE/Alstom deal. Ultimately, GE's purchase of Alstom's gas turbine operations was approved in June 2014 but only after significant French government interference. Investors should be aware of regulations regarding foreign investment and file the appropriate paperwork with the French Ministry of the Economy and Finance when planning to invest in sectors deemed strategic or acquire large portions of French companies.

One factor which could have a significant impact on US-French trade and investment is the Transatlantic Trade and Investment Partnership (TTIP) agreement currently being negotiated between the United States and the European Union. The US- EU economic relationship is the largest in the world and TTIP could bring significant economic gains to all parties, including France. It is estimated that the agreement could translate into gains of \$271 billion per year for the EU and \$129 billion per year for the United States. TTIP aims not only to remove barriers to trade, but also to provide other benefits such as more open investment opportunities, simplified regulatory regimes and better protection of intellectual property rights.

Market Challenges

[Return to top](#)

Foreign investors report that they find France's skilled and productive labor force, good infrastructure, technology, and central location in Europe attractive. France's membership in the European Union (EU) and the Eurozone (as the 18 countries that use the Euro currency are known) facilitates the movement of people, services, capital, and goods. However, despite French efforts at economic reform, market liberalization, and attracting foreign investment, there are still perceived disincentives to investing in France. These include the tax environment, high cost of labor (with the minimum wage, or *Salaires Minimum Interprofessionnel de Croissance (SMIC)*, at €1,445 (\$1965) per month), rigid labor markets, and occasional strong negative reactions toward foreign investors planning to restructure, downsize or close. The 2013 AmCham-Bain Barometer details U.S. businesses' concerns about some of France's economic policies under President François Hollande (in office since May 2012), notably the lack of predictability in economic and budget policy and increased complexity of the tax and labor regimes. See <http://www.amchamfrance.org> to download the annual AmCham-Bain Barometer study.

Retail distribution chains and networks are highly concentrated in France, and French global manufacturers and suppliers tend to have a strong control over the retail networks they work with. This presents a major challenge for U.S. SMEs interested in breaking into the French market. In many sectors, independent wholesale/retail outlets are disappearing rapidly and being replaced by leading retail distribution chains and networks with significant market share across the European Union and beyond. Many of these large retail networks have highly organized purchasing offices that have implemented stringent selection processes for new suppliers and product/service distribution. High retail mark-up, ongoing competitive market innovation and creativity combined with a constantly changing theme designs approach are prerequisites to keep up with retail trends.

Market Opportunities

[Return to top](#)

France is an economically developed nation with a large, diverse and sophisticated consumer base. It has a strong manufacturing sector that seeks out quality components from foreign suppliers. Its relatively affluent populace is a leading consumer of services, particularly in the educational and travel sectors. It should be noted that while in some aspects the French market can be similar to the United States, French consumers have their own unique taste and customs. Thus, knowledge of French consumer preferences is essential to success for U.S. exporters in this market.

The main U.S. export categories in goods include aircraft and engines, industrial chemicals, electronic components, telecommunications, computer software, computers and peripherals, analytical and scientific instrumentation, medical instruments and supplies, broadcasting equipment, and franchising opportunities.

The French market for food products is mature, sophisticated, and well served by suppliers from around the world. An increasing interest in American culture, younger consumers, and changing lifestyles contribute to France's import demand for American food products. Generally, high quality food products with a regional American image could find a niche in the French market.

France offers market opportunities for U.S. suppliers of consumer food/edible fishery products in a number of areas, such as fish and seafood, processed fruits and vegetables, fruit juices and soft drinks (including flavored spring waters), beverages (including wine and spirits), dried fruits and nuts, confectionery products, organic products, fresh fruits and vegetables (particularly tropical and exotic), frozen foods (both ready-to-eat meals and specialty products), snack foods, tree nuts, "ethnic" products, seafood (particularly salmon & surimi), innovative dietetic and health products, organic products, soups, breakfast cereals, and pet foods. In addition, niche markets exist for candies, chocolate bars, wild rice, kosher, and halal foods. Market opportunities for U.S. exporters also exist for oilseeds, protein meals and other feeds, and wood products and grains. Socio-economic and demographic changes continue to alter food trends in France as French consumers desire innovative and more convenient foods offering quality image, better taste, and increased health benefits. The full report, prepared by the USDA's Foreign Agricultural Service for U.S. exporters of food products can be viewed at: <http://gain.fas.usda.gov>.

In general, the commercial environment in France is favorable for sales of U.S. goods and services. Marketing strategies for French products and services are similar to those of the United States, despite significant differences in cultural factors and certain legal and regulatory restrictions. Market entry should be well planned since the conservative and sophisticated French market tends to prefer known suppliers and requires sustained market development. Competition can be fierce, but local partners are available in most sectors and product lines.

In addition to this Country Commercial Guide, the Commercial Service office in Paris offers many services and customized solutions designed to assist you in developing your market entry strategy and to facilitate your export experience in France. For a detailed description of these services please visit: <http://export.gov/france/>.

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 2: Political and Economic Environment

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/>

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 3: Selling U.S. Products and Services

- [Using an Agent or Distributor](#)
- [Data Privacy and Protection](#)
- [Establishing an Office](#)
- [Franchising](#)
- [Direct Marketing](#)
- [Joint Ventures/Licensing](#)
- [Selling to the Government](#)
- [Distribution and Sales Channels](#)
- [Selling Factors/Techniques](#)
- [Electronic Commerce](#)
- [Trade Promotion and Advertising](#)
- [Pricing](#)
- [Sales Service/Customer Support](#)
- [Protecting Your Intellectual Property](#)
- [Due Diligence](#)
- [Local Professional Services](#)
- [Web Resources](#)

Using an Agent or Distributor

[Return to top](#)

U.S. firms entering into agent/distributorship/franchise agreements with French firms should ensure that the agreements they put into place are in accordance with EU and French legislation as outlined in the [French Code du Commerce](#). A good source of information is also the document prepared by the [Invest in France Agency on Doing Business in France](#). U.S. firms developing or terminating trade relationships with French firms should always rely on legal advice from competent legal firms. Lawyers, consultants and specialists on both the French and U.S. business environments can be found on the [American Embassy in France](#) website and also among the members of business organizations such as The [American Chamber of Commerce in France](#), The [European-American Chamber of Commerce in France](#), and The [French-American Chamber of Commerce in the United-States](#).

France being a member state of the European Union, EU directives must be transposed into French legislation and implemented locally. The Council Directive 86/653/EEC establishes certain minimum standards of protection for self-employed commercial agents who sell or purchase goods on behalf of their principals. In essence, the Directive establishes the rights and obligations of the principal and its agents; the agent's remuneration; and the conclusion and termination of an agency contract, including the notice to be given and indemnity or compensation to be paid to the agent. U.S. companies should be particularly aware that the Directive states that parties may not derogate certain requirements. Accordingly, the inclusion of a clause specifying an alternate body of law to be applied in the event of a dispute will likely be ruled invalid by European courts.

Key EU Link: <http://eur-lex.europa.eu>

The European Commission's Directorate General for Competition enforces legislation concerned with the effects on competition in the internal market of "vertical agreements." U.S. small- and medium-sized companies (SMEs) are exempt from these regulations because their agreements likely would qualify as "agreements of minor importance," meaning they are considered incapable of affecting competition at the EU level but useful for cooperation between SMEs. Generally speaking, companies with fewer than 250 employees and an annual turnover of less than €50 million are considered small- and medium-sized undertakings. The EU has additionally indicated that agreements that affect less than 10 percent of a particular market are generally exempted as well (Commission Notice 2001/C 368/07).

Key Link: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2001:368:0013:0015:EN:PDF>

The EU is combatting payment delays. The new Directive 2011/7/EU, which replaced the current law in March 2013, covers all commercial transactions within the EU, whether in the public or private sector, primarily dealing with the consequences of late payment. Transactions with consumers, however, do not fall within the scope of this Directive. Directive 2011/7/EU entitles a seller who does not receive payment for goods and/or services within 30 days of the payment deadline to collect interest (at a rate of 8% above the European Central Bank rate) as well as 40 Euro as compensation for recovery of costs. For business-to-business transactions a 60 day period may be negotiated subject to conditions. The seller may also retain the title to goods until payment is completed and may claim full compensation for all recovery costs.

Key Link: <http://eur-lex.europa.eu/>

Companies' agents and distributors can take advantage of the European Ombudsman when victim of inefficient management by an EU institution or body. Complaints can be made to the European Ombudsman only by businesses and other bodies with registered offices in the EU. The Ombudsman can act upon these complaints by investigating cases in which EU institutions fail to act in accordance with the law, fail to respect the principles of good administration, or violate fundamental rights. In addition, SOLVIT, a network of national centers, offers online assistance to citizens and businesses who encounter problems with transactions within the borders of the single market.

Key Links:
<http://www.ombudsman.europa.eu/>
<http://ec.europa.eu/solvit>

Data Privacy and Protection

[Return to Top](#)

Data Privacy and protection in France is regulated and implemented according to the EU's general data protection Directive (95/46/EC) by the French governmental body **CNIL** (*Commission Nationale de l'Informatique et des Libertés*) which provides

information on the [rights and obligations](#), following [official French and EU regulatory texts](#).

Current Situation

The EU's general data protection Directive (95/46/EC) spells out strict rules concerning the processing of personal data. Businesses must tell consumers that they are collecting data, what they intend to use it for, and to whom it will be disclosed. Data subjects must be given the opportunity to object to the processing of their personal details and to opt-out of having them used for direct marketing purposes. This opt-out should be available at the time of collection and at any point thereafter. While the EU institutions are considering new legislation (GDPR), the 1995 Directive remains in force.

Transferring Customer Data to Countries outside the EU

The EU's current general data protection Directive provides for the free flow of personal data within the EU but also for its protection when it leaves the region's borders. Personal data can only be transferred outside the EU if the third country's legislation provides adequate protection for it or if the unambiguous consent of the data subject is secured. The European Commission has decided that a handful of countries have regulatory frameworks in place that guarantee the adequate protection of data transferred to them – the United States is not one of these.

As a result, in 2000 the Department of Commerce and the European Commission negotiated the U.S-EU Safe Harbor Framework to provide U.S. companies with simple, streamlined means of complying with the adequacy requirement. It allows those U.S. companies that commit to a series of data protection principles (based on the current Directive), and that publicly state that commitment by "self-certifying" on a dedicated website, to continue to receive personal data from the EU. Signing up is voluntary but the rules are binding on those who do. The ultimate means of enforcing Safe Harbor is that failure to fulfill the commitments will be actionable as an unfair and deceptive practice under Section 5 of the FTC Act or under a concurrent Department of Transportation statute for air carriers and ticket agents. While the United States as a whole does not enjoy an adequacy finding, transfers that are covered by the Safe Harbor Framework do. Companies whose activities are not regulated by the FTC or DoT (e.g. banks, credit unions, savings and loan institutions, securities dealers, insurance companies, not-for-profit organizations, meat packing facilities, or telecommunications carriers) are not eligible to sign up for the Safe Harbor.

Key links: U.S.-EU Safe Harbor Overviews

<http://export.gov/safeharbor/>

<http://export.gov/>

EU-based exporters or U.S.-based importers of personal data can also satisfy the adequacy requirement by using appropriate safeguards, for instance by including data privacy clauses in the contracts they sign with each other. The Data Protection Authority in the EU country from where the data is being exported must approve these contracts. To fast track this procedure the European Commission has approved sets of model

clauses for personal data transfers that can be inserted into contracts between data importers and exporters. The most recent were published at the beginning of 2005, and were complemented in 2010 by contractual clauses on “sub-processing” (outsourcing by an EU based exporter of its processing activities to other sub-processors outside the EU). Most transfers using contracts based on these model clauses do not require prior approval. Companies must bear in mind that the transfer of personal data to third countries is a processing operation that is subject to the general data protection Directive regardless of any Safe Harbor, contractual or consent arrangements.

EU countries’ Data Protection Authorities (DPAs) and large multinational companies have also developed a third major approach to compliance with EU rules on transfers of personal data to countries outside the EU. This is based on country-by-country DPA approval of “binding corporate rules” (BCRs). A BCR is the international code of practice that a multinational corporation follows for transfers of personal data between the companies belonging to that corporation (worldwide intra-group transfer). BCRs are suitable for closely-knit, highly hierarchically structured multinational companies but not for loose conglomerates. Companies that set up BCRs that satisfy European DPAs are able to use the presumption of conformity that these approvals provide to transfer personal data from the EU to any location in the world – not just the United States. BCRs can be a tool for compliance with privacy rules on a global scale. The process of negotiation and approval of the BCRs is currently lengthy and complex, and has not been attempted by small or medium-sized companies.

Proposed New Regulation

The EU is reviewing data privacy legislation in the form of a data privacy directive and a regulation. DG Justice proposed a new commercial data protection regulation (GDPR) in January 2012. The European Parliament adopted on March 12, 2014 a version of the draft regulation and the Council of Ministers is reviewing the proposal in parallel. The Council is expected to take up the legislation late in 2014 or in 2015.

The new legislation could impose significant requirements on European and U.S. businesses on the way they are able to gather and utilize user data. Stakeholders, including industry representatives, have voiced their concerns and suggestions to EU Institutions and member state officials.

[Note: The following is intended to be an overview of French data privacy laws and not legal guidance. The Embassy suggests that American companies that are data controllers seek legal advice to ensure they are compliant with French data privacy and data handling laws.]

French law requires that a data controller doing business in France must register its processing operations with the French data protection agency *Commission Nationale de l’Informatique et des Libertés* (CNIL). The data controller must provide to CNIL the name of a representative responsible for data protection. Controllers must obtain consent for any data collected, or be able to demonstrate another legal basis for processing, and this data may only be used for explicit and legitimate purposes. Subjects must be informed (in French) about the processing of data and any transfer to third parties, and French regulations require an opt-in regime for cookies. Controllers must acquire explicit consent for any sensitive data, such as information pertaining to

race, ethnicity, religion, political opinions, or health, and in many cases a prior authorization is required from the CNIL. Data subjects have the right to request correction of their data if it is inaccurate, and deletion where justified. Data transfers outside of EU countries must follow European Commission rules (see above), i.e. either by self-certifying through the Safe Harbor program, by signing on to EU model data privacy clauses between EU-based data processors and sub-processors overseas, or by use of binding corporate rules. Data controllers must maintain certain security measures to protect data. Data breach notification are mandatory in the telecommunications sector only. French law prohibits spam emails. The CNIL may levy fines against companies of up to €300,000. For example, in January 2014, CNIL fined Google €150,000 for failing to adequately explain its March 2012 privacy policy guidelines. In addition to these administrative sanctions, violation of French data protection rules can trigger criminal sanctions.

Key Links:

AmChamEU position paper on the proposed regulation: <http://www.amchameu.eu/>

European Commission's Justice Directorate-General:

<http://ec.europa.eu/>

<http://ec.europa.eu/justice/data-protection/>

French Data Privacy Agency CNIL: <http://www.cnil.fr/english/>

French data privacy law (English)

<http://www.cnil.fr/fileadmin/documents/en/Act78-17VA.pdf>

Establishing an Office

[Return to top](#)

Establishing a subsidiary/branch office in France is advisable for some industries. The French government encourages the formation of new enterprises. In conjunction with the Paris Chamber of Commerce and other Chambers throughout the country, the French government offers extensive counseling and assistance in setting up an office in France. Detailed "how to" guides are available from the various chambers of commerce and numerous American consulting firms present in France.

Key Link: <http://www.invest-in-france.org/>

Local Centers for Setting-up a Company - Chambers of Commerce and Industries

<http://www.cci.fr/>

Franchising

[Return to top](#)

The French franchise sector ranks first in Europe in terms of sales, and has doubled over the last ten years. Although very competitive, it offers many opportunities for innovative U.S. franchises. Fifteen percent of franchises operating in France are foreign, of which 23 percent are American. In 2013, total franchising sales were estimated at 79.47 billion dollars (59.6 billion euros). The potential remains for U.S. franchisors to

explore additional sectors, such as, gourmet fast-food, personal service, household duties, school tutoring, child or elder care, and renovation services. However, it is important to note that for the past 30 years direct investment or area development expansion methods have proven more successful in France than the traditional Master Franchise.

U.S. businesses looking to franchise within the European Union will likely find that the market is quite robust and friendly to franchise systems in general. There are a number of laws that govern the operation of franchises within the EU, but these laws are fairly broad and generally do not constrain the competitive position of U.S. businesses. The potential franchiser should take care to look not only at the EU regulations, but also at the local laws concerning franchising. More information on specific legislation can be found on the website of the European Franchise Federation: <http://www.eff-franchise.com/>

Key Links:

French Federation of Franchise Membership list:
<http://www.franchise-fff.com/adherents/liste.html>

French Federation of Franchise References:
<http://www.franchise-fff.com/franchise/les-ouvrages-de-reference.html>

French Federation of Franchise Useful Links:
<http://www.franchise-fff.com/franchise/liens-utiles.html>

Direct Marketing

[Return to top](#)

French direct marketing for consumer products and services is one of the largest markets in the world and one of the fastest growing in Europe, ranking third in Europe and sixth in the world in online consumption as of 2013. This market was valued at 63.71 billion (Euros 49.7 billion) in 2012, with product sales accounting for 50 percent of total sales, and sales of services accounting for 50 percent.

In 2012, 69 percent of the French used distance purchasing through mail order, internet, telephone and mobile phones. The decrease from 77 percent in 2010 can be attributed to a general downward trend in sales made through the mail observed in recent years although there has been a rapid expansion in internet sales. While overall distance purchasing has decreased, the e-commerce sector continues to expand due to an increase in the average expenditure of an individual buyer per year from \$1712.28 (1230 Euro) in 2011 to \$2124.34 (1400 Euro) in 2012.

There is a wide-range of EU legislation that impacts the direct marketing sector. Compliance requirements are stiffest for marketing and sales to private consumers. Companies need to focus, in particular, on the clarity and completeness of the information they provide to consumers prior to purchase and on their approaches to collecting and using customer data. The following gives a brief overview of the most important provisions flowing from EU-wide rules on distance-selling and on-line commerce.

Processing Customer Data

The EU has strict laws governing the protection of personal data, including the use of such data in the context of direct marketing activities. For more information on these rules, please see the privacy section above.

Distance Selling Rules

The EU's Directive on Distance Selling to Consumers (97/7/EC and amendments) sets out a number of obligations for companies doing business over a distance with consumers.

It can read like a set of onerous "do's" and "don'ts," but in many ways, it represents nothing more than a customer relations good practice guide with legal effect. Direct marketers must provide clear information on the identity of themselves as well as their supplier, full details on prices including delivery costs, and the period for which an offer remains valid – all of this, of course, before a contract is concluded. Customers generally have the right to return goods without any required explanation within seven days, and retain the right to compensation for faulty goods thereafter. Similar in nature is the Doorstep Selling Directive (85/577/EEC) which is designed to protect consumers from sales occurring outside of a normal business premises (e.g., door-to-door sales) and essentially assure the fairness of resulting contracts.

In 2011, the EU overhauled its consumer protection legislation and merged several existing rules into a single rulebook - "the Consumer Rights Directive". The provisions of this Directive will apply to contracts concluded after June 13, 2014, and will replace current EU rules on distance selling to consumers and doorstep selling along with unfair contract terms and consumer goods and associated guarantees. The Directive contains provisions on core information to be provided by traders prior to the conclusion of consumer contracts. It also regulates the right of withdrawal, includes rules on the costs for the use of means of payment and bans pre-ticked boxes.

In 2013, the EU adopted rules on Alternative Dispute Resolution which provide consumers the right to turn to quality alternative dispute resolution entities for all types of contractual disputes including purchases made online or offline, domestically or across borders. A specific Online Dispute Resolution Regulation will set up an EU-wide online platform to handle consumer disputes that arise from online transactions. The platform will be operational at the end of 2015.

Key Links:

Consumer Affairs Homepage: http://ec.europa.eu/consumers/index_en.htm

Consumer Rights: <http://ec.europa.eu/justice/consumer-marketing/rights-contracts>

Distance Selling of Financial Services

Financial services are the subject of a separate directive that came into force in June 2002 (2002/65/EC). This piece of legislation amended three prior existing Directives and is designed to ensure that consumers are appropriately protected with respect to financial transactions taking place where the consumer and the provider are not face-to-face. In addition to prohibiting certain abusive marketing practices, the Directive establishes criteria for the presentation of contract information. Given the special nature of financial markets, specifics are also laid out for contractual withdrawal.

Key Link: <http://eur-lex.europa.eu>

Direct Marketing over the Internet

The e-commerce Directive (2000/31/EC) imposes certain specific requirements connected to the direct marketing business. Promotional offers must not mislead customers and the terms that must be met to qualify for them have to be easily accessible and clear. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers on-line must regularly consult national opt-out registers where they exist. When an order is placed, the service provider must acknowledge receipt quickly and by electronic means, although the Directive does not attribute any legal effect to the placing of an order or its acknowledgment. This is a matter for national law. Vendors of electronically supplied services (such as software, which the EU considers a service and not a good) must also collect value added tax (see Electronic Commerce section below).

Key Link: http://ec.europa.eu/internal_market/e-commerce/ <http://www.ufmd.org/>

Joint Ventures/Licensing

[Return to top](#)

Joint venture and licensing agreement can cover versatile arrays of partnership activities in the context of the French legislation that is consistent with EU directives.

Key Links:

French Code of Commerce <http://www.legifrance.gouv.fr/>

Other codes of French legislative regulations can be accessed to by topic at:
<http://www.legifrance.gouv.fr/>

Lawyers, consultants and fiscal specialists, in both the French and U.S. business environment, can be found among the members of business organizations such as:

The American chamber of Commerce in France
http://www.amchamfrance.org/fr/business_center/doing_business_in_france

The European-American Chamber of Commerce in France:
<http://www.eaccfrance.com/>

The French-American Chamber of Commerce in the United-States:
<http://www.faccnyc.org>

Selling to the Government

[Return to top](#)

The French Government generally follows EU procurement regulations that are translated into French regulations:

French Government Portal for French Government tenders <https://www.marches-publics.gouv.fr/>

French government Tenders Gazette <http://www.boamp.fr/>

French Legislative Code of Public Tenders <http://www.legifrance.gouv.fr/>

The public procurement market in the EU is currently regulated by three Directives and in 2014, the EU adopted new legislation in this area. New EU Directives were adopted for the general and utilities sectors as well as one on concession contracts:

- Directive 2004/18 on Coordination of Procedures for the Award of Public Works, Services and Supplies Contracts;
- Directive 2004/17 on Coordination of Procedures of Entities Operating in the Utilities Sector, which covers water, energy, transport and postal services; and
- Directive 2009/81 on Coordination of Procedures for the Award of Certain Works, Supply and Service Contracts by contracting authorities in the fields of defense and security.

There is a separate Directive addressing the procurement of defense and sensitive security equipment.

According to some estimates, the size of the EU public procurement market is between 340 billion euros - 440 billion euros. More details on the size of the EU public procurement market are available in "The Annual Public Procurement Implementation Review": http://ec.europa.eu/internal_market/publicprocurement/

Remedy directives cover legal means for companies who face discriminatory public procurement practices.

The U.S. and the EC are signatories to the World Trade Organization's (WTO) Government Procurement Agreement (GPA), which grants access to most public supplies and services and some work contracts published by national procurement authorities of the countries that are parties to the Agreement. In practice, this means that U.S.-based companies are eligible to bid on supplies and services contracts from European public contracting authorities above the agreed thresholds: http://ec.europa.eu/internal_market/publicprocurement/rules/gpa-wto/index_en.htm

However, there are restrictions for U.S. suppliers in the EU utilities sector both in the EU Utilities Directive and in EU coverage of the GPA. The Utilities Directive allows EU contracting authorities to either: 1) reject non-EU bids where the proportion of goods originating in non-EU countries exceeds 50% of the total value of the goods constituting the tender; or 2) apply a 3% price difference to non-EU bids in order to give preference to the EU bid. These restrictions are applied when no reciprocal access for EU companies in the U.S. market is offered. Those restrictions, however, are waived for the electricity sector.

While authorities of EU member states have to apply EU Public Procurement Directive when procuring goods and services, the EU institutions follow different procurement rules, as explained in our reports on "Selling goods and services to the EU institutions – Update 2014" and "Tenders for Government Contracts in the EU":

With over 730,000 firms, 3.3 million employees and a consolidated turnover of over USD 200 billion, retail and distribution is an important, dynamic and highly sophisticated and competitive sector of activity in France with a versatile array of cutting-edge marketing and selling concepts. The retail industry interests are well represented by a federation of industry specific retail associations, [Conseil du Commerce de France](#), that issues every year, in close cooperation with the French statistical agency INSEE, an [Extensive Survey of Retail Trade in France](#).

One of the challenges for U.S. SMEs interested in breaking into the French market is to deal with highly concentrated retail distribution chains and networks, as well as, in some cases, French global manufacturers/suppliers that have strong control over the retail networks they are using. In many sectors, independent wholesale/retail outlets are disappearing rapidly and being replaced by retail distribution chains and networks that have significant market shares in France, but also in the other neighboring European Union territories. Many of these large retail networks have extremely well organized buying offices that have put in place very stringent selection process products and services distributed. High retail mark-up, ongoing competitive market innovation and creativity combined with a constantly changing theme designs approach are prerequisites to keep up with retail trends. Complete data on buying offices of French key retail networks (all sectors inclusive) can be acquired from [Panorama Trade Dimensions](#). American Embassy Paris U.S. Foreign Commercial Service Consumer Goods and Distribution Retail Trade Specialists, Caroline.deVilloutreys@trade.gov and Rose-Marie.faria@trade.gov can assist U.S. firms approaching the French retail market operators.

The Retail Network Food & Non-Food:

France possesses a diverse and comprehensive retail network, which increasingly resembles that of the United States, from the largest department store chains to the smallest individual proprietorships. French distribution channels are demonstrating some significant new trends that could affect how products are sold in France.

Small- and medium-sized family-owned firms, which traditionally accounted for a majority of French wholesale and retail trade, are rapidly losing ground to hypermarkets - large retail outlets carrying a wide variety of products at discounted prices. At the same time, direct marketing, Internet sales, and specialized chain stores have shown strong growth.

The Retail Distribution Food & Non-Food:

France's retail distribution network is diverse and sophisticated. The food & non-food retail sector is generally defined by six types of establishments: 1) hypermarkets, 2) supermarkets, 3) hard discounters, 4) convenience, 5) gourmet centers in department stores, and 6) traditional outlets. In 2011, sales within the first five categories represented 77 percent of the country's retail food sector. The sixth category,

traditional outlets, which includes neighborhood and specialized food stores, represented 23 percent of the market. Hyper- and supermarkets are the leading retailers, with 68 percent total food sales in 2011.

Hotels/Restaurants/Institutions/Food Service Sector:

The HRI/food service sector is an open, yet highly competitive market. Entry through this sector must be carefully planned. Successful products or food systems are innovative and price competitive. Best prospects for U.S. suppliers targeting the HRI sector are fish and seafood, hormone-free high quality beef, frozen foods including desserts, fruit juices and sodas, quality wines, salad dressings, sauces, spices, rice, and dried vegetables.

For those wishing to enter this market sector, it is recommended to contact the U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) trade and marketing specialists for advice.

Hypermarkets (Hypermarchés):

Hypermarkets are defined as stores with a minimum selling area of 2,500 square meters. French hypermarkets offer 25,000-40,000 products for sale at competitive prices, of which 3,000-5,000 food items and 20,000-35,000 non-food articles. Generally located in suburbs, they cover a total sales area of 10.4 million square meters. As of 2012 there were 1,941 hypermarkets, employing over 321,837 people. The top five hypermarket companies are Auchan, Leclerc, Intermarché, Casino, and Carrefour.

Supermarkets (Supermarchés):

Supermarkets are smaller versions of hypermarkets, with a selling area between 400 and 2,500 square meters. They usually carry 3,000-5,000 items, of which 500-1,500 are non-food products, and cover a total sales area of 7.3 million square meters. As of 2012, there were 5,678 supermarkets, employing over 161,500 people. The top four supermarket companies are Intermarché, Carrefour, Casino and Systeme U.

Click & Drive:

Click and Drive has become popular among consumers over the past few years. Thanks to increasing internet accessibility, stores such as Auchan, Carrefour, Chronodrive, Leclerc, and Metro Drive have met the high demand for convenient shopping by offering services that allow a consumer to order groceries online that will be ready for pick-up. In 2012, there were 803 click and drive services –775 more than 2008. Leclerc Drive dominates the market with a total of 204 click and drive centers, followed by Carrefour Drive with 126. Over the past four years, the number of click and drive centers has increased at an average of 86 percent. As such, the market is expected to continue increasing of the coming years.

City-Center Stores & Department Stores (Grands magasins):

Defined as high-quality supermarkets and dating back to the turn of the century, these are smaller than regular supermarkets, are usually located in town centers and offer a

wide selection of food and non-food products. They total fewer than 100 and tend to be grouped under major leading companies such as Monoprix/Prisunic. City-center stores seem to be declining: their numbers have dropped five percent in the last five years. Currently, the nearly 100 department stores employ over 24,171 people. Paris has the most department stores of any French city; six of the ten top-selling stores are there.

Department stores have lost some market share in all areas except in the medium-to-high price range. A unique feature of the French department store is that many non-food products are sold by the branded-mark's own sales staff, which can account for up to twenty percent of the store's total sales force. Some department stores in Paris such as Galeries Lafayette, Au Printemps, and Le Bon Marché have gourmet food sections. Although they do not account significantly for total food sales in France, they set the quality standard for product presentation.

Convenience Stores (Magasins de proximité):

Convenience stores are generally located in city centers of small-to-medium size towns. They are self-service stores run by one or two independent operators, i.e., individuals not paid by the distribution group. Currently, there are 1,988 outlets representing no more than three percent of total food sales. Beginning 2009, there was a revival for convenience stores. The opening of these new outlets has enlarged this segment up to 32 percent from 2009 to 2012. Hypermarket/supermarket chains understood that there was a demand from the consumers for convenience stores. Carrefour City, Carrefour Contact, U Express, and Monop'/'DailyMonop' are their brands.

Hard Discounters (Magasins discount):

Compared to hyper/supermarkets, hard discount stores offer a smaller range of goods for lower prices. At the end of 2012, there were 4,717 hard discount stores in France. The top five hard-discount companies are Lidl, Dia (former Ed), Aldi, Casino and Intermarché. Despite the economic crisis, the hard discount stores did not gain substantive market shares. Conventional supermarkets/hypermarkets have heavily stocked their low prices shelves in order to hinder the hard discount expansion.

Large Specialized Stores (Grandes surfaces spécialisées):

Large specialized stores offer an extensive choice of goods in a specific category at a competitive price and with an emphasis on customer service. This dynamic sector included over 13,400 stores in 2012, including such store categories as toys, health and beauty, gardening, and media/books/music. Textiles are the most numerous (3,550), followed by do-it-yourself equipment stores (2,355) and beauty/health stores (2,398).

Multi-Channel Retail Groups (Groupes de distribution multicanaux):

The distinctions made above between hypermarket chains, supermarket chains, etc., are becoming blurred. In recent years, major multi-channel retail groups owning chains of different types of stores have emerged. Pinault-Printemps and Nouvelles Galeries Réunies fall into this category, because they own chains of specialty and convenience stores.

Traditional retail food outlets (Magasins de détails traditionnels):

Traditional outlets include a broad array of establishments, from corner grocery stores, bakeries, and neighborhood butcher shops to open air markets to frozen and gourmet food stores. The aggressive expansion of mass distribution outlets threaten these traditional outlets, which account for 17 percent of the country's total retail food distribution and represent a total of about 50,000 stores. To survive, these outlets must have flexible store hours, product variety, and special services such as home delivery. Small neighborhood store chains offer U.S. suppliers entry into the French market.

Gas Station-Marts (Boutiques de stations d'essence):

Gasoline companies, having lost about 60 percent of their gas sales to hypermarkets, have equipped their gas stations with small, self-service food stores. These outlets are frequently used for stop-gap purchases and accounted for about one percent of French food sales.

Central Buying Offices (Centrales d'achats):

In addition to contacting the largest store chains listed above, introducing products via central buying agencies is an excellent distribution method. A complete list of French central buying agencies, the Atlas de la Distribution, is from:

L.S.A - Libre Service Actualités (Groupe GISI)
Tel: (33) 1.77.92.99.14 or (Fax: (33) 1.77.92.98.15
Website: <http://www.lsa-conso.fr/>

Mass retail distribution Directory:
Tel: (33) 1.34.41.62.50
Fax: (33) 1.34.41.62.51
Website: <http://www.panorama-tradedimensions.com/>

Selling Factors/Techniques

[Return to top](#)

Selling your product or service in France is similar to the United States. Buying decisions are made on the basis of quality, price and after-sales service. One principal difference in France that should be noted is language. Since August 1994, the "Loi Toubon" requires that all advertising, labeling, instructions and promotional programs be in French, so we strongly recommend close contact with the Commercial and Agricultural sections in the Embassy, as well as arranging for local legal representation.

Electronic Commerce

[Return to top](#)

The e-commerce sector in France continues to expand with close to 30 million digital buyers with average yearly expenditure per individual buyer of over \$2,500 in 2013.

The French regulatory environment is following the European Union "Electronic Commerce Directive (2000/31/EC) as mentioned in the section "[Direct Marketing](#) " Above, providing rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content. The European Commission released a work plan in 2012 in order to facilitate cross-border online services and reduce barriers and released a report on implementation of the action plan in 2013: <http://ec.europa.eu/> Key Link: http://ec.europa.eu/internal_market/e-commerce/directive_en.htm

E-commerce in France is regulated by the French legislation on consumption that was passed on March 17, 2014 and might be subject to slight modification:

<http://www.legifrance.gouv.fr/>
<http://www.vie-publique.fr/>

The EU applies Value Added Tax (VAT) to sales by non-EU based companies of Electronically Supplied Services (ESS) to EU-based non-business customers. U.S. companies that are covered by the rule must collect and submit VAT to EU tax authorities. European Council Directive 2002/38/EC further developed the EU rules for charging Value Added Tax. These rules were indefinitely extended following adoption of Directive 2008/8/EC.

Businesses affected by EU Directive 2002/38 are, either U.S.-based or selling ESS to non-business EU customers, or are EU-based businesses selling ESS to customers outside the EU. There are a number of compliance options for businesses. The Directive creates a special scheme that simplifies registering with each member state. The Directive allows companies to register with a single VAT authority of their choice. Companies have to charge different rates of VAT according to where their customers are located, but VAT reports and returns are submitted to just one authority. The VAT authority responsible for providing the single point of registration service is then responsible for reallocating the collected revenue among the other EU VAT authorities.

For more, go to the following EC website: <http://ec.europa.eu/>

Trade Promotion and Advertising

[Return to top](#)

For many consumer products and services, trade promotion and advertising is taking a growing share of the value added process of the goods and services sold on the French market, as a direct result of ongoing concentrations of firms to keep up with competition, maintain high profit margins, and outsource lower cost supplies from cheaper market places while boosting sales volume. French legislation covering trade promotion and advertising is covered under the specifics of several codes: civil law, [Code Civil](#), commercial and anti-trust law, [Code de Commerce](#), consumer law, [Code de la Consommation](#), government tenders law, [Code des Marchés Publics](#), criminal law, [Code Penal](#), intellectual property law [Code de la Propriété Intellectuelle](#) and tax law, [Code Général des Impôts](#) .

Competent consulting firms specialized in trade promotion and advertising are regrouped under the French industry association, [SYNTEC](#), [Conseil en Relations Publics](#) .

General Legislation

Laws against misleading advertisements differ widely from member state to member state within the EU. To respond to this imperfection in the internal market, the Commission adopted a directive, in force since October 1986, to establish minimum and objective criteria regarding truth in advertising. The Directive was amended in October 1997 to include comparative advertising. Under the Directive, misleading advertising is defined as any "advertising which in any way, including its presentation, deceives or is likely to deceive the persons to whom it is addressed or whom it reaches and which, by reason of its deceptive nature, is likely to affect their economic behavior or which for those reasons, injures or is likely to injure a competitor." Member states can authorize even more extensive protection under their national laws.

Comparative advertising, subject to certain conditions, is defined as "advertising which explicitly or by implication identifies a competitor or goods or services by a competitor." Member States can, and in some cases have, restricted misleading or comparative advertising.

The EU's Audiovisual Media Services Directive lays down legislation on broadcasting activities allowed within the EU. Since 2009, the rules allowing for U.S.-style product placement on television and the three-hour/day maximum of advertising have been lifted. However, a 12-minute/hour maximum remains. Child programming is subject to a code of conduct that includes a limit of junk food advertising to children. Following the adoption of the 1999 Council Directive on the Sale of Consumer Goods and Associated Guarantees, product specifications, as laid down in advertising, are considered as legally binding on the seller. For additional information on Council Directive 1999/44/EC on the Sale of Consumer Goods and Associated Guarantees, see the legal warranties and after-sales service section below. This Directive, however, will be incorporated into the Consumer Rights Directive mentioned above by June 2014.

The EU adopted Directive 2005/29/EC concerning fair business practices in a further attempt to tighten up consumer protection rules. These rules outlaw several aggressive or deceptive marketing practices such as pyramid schemes, "liquidation sales" when a shop is not closing down, and artificially high prices as the basis for discounts in addition to other potentially misleading advertising practices. Certain rules on advertising to children are also set out.

Key Link: <http://ec.europa.eu/comm/consumers/>
<http://ec.europa.eu/avpolicy/>

Medicines

The advertising of medicinal products for human use is regulated by Council Directive 2001/83/EC as amended by Directive 2004/27/EC. Generally speaking, the advertising of medicinal products is forbidden if market authorization has not yet been granted or if the product in question is a prescription drug. Mentioning therapeutic indications where self-medication is not suitable is not permitted, nor is the distribution of free samples to the general public. The text of the advertisement should be compatible with the

characteristics listed on the product label, and should encourage rational use of the product. The advertising of medicinal products destined for professionals should contain essential characteristics of the product as well as its classification. Inducements to prescribe or supply a particular medicinal product are prohibited and the supply of free samples is restricted.

The Commission presented a new proposal for a framework for information to patients on medicines in 2008 which would allow industry to produce non-promotional information about its medicines while complying with strictly defined rules and would be subject to an effective system of control and quality assurance. The debate on the framework however is currently blocked in the member states and therefore, current varying systems at national level are in force.

Key Link:

<http://ec.europa.eu/health>

Nutrition & Health Claims

On July 1, 2007, a regulation on nutrition and health claims entered into force. Regulation 1924/2006 sets EU-wide conditions for the use of nutrition claims such as “low fat” or “high in vitamin C” and health claims such as “helps lower cholesterol.” The regulation applies to any food or drink product produced for human consumption that is marketed in the EU. Only foods that fit a certain nutrient profile (below certain salt, sugar and/or fat levels) are allowed to carry claims. Nutrition and health claims are only allowed on food labels if they are included in one of the EU’s positive lists. Food products carrying claims must comply with the provisions of nutritional labeling Directive 90/496/EC and its amended version Directive 1169/2011.

In December 2012, a list of approved functional health claims went into effect. The list includes generic claims for substances other than botanicals which will be evaluated at a later date. Disease risk reduction claims and claims referring to the health and development of children require an authorization on a case-by-case basis, following the submission of a scientific dossier to the European Food Safety Authority (EFSA). Health claims based on new scientific data will have to be submitted to EFSA for evaluation but a simplified authorization procedure has been established.

The development of nutrient profiles, originally scheduled for January 2009, has been delayed. Nutrition claims can fail one criterion, i.e. if only one nutrient (salt, sugar or fat) exceeds the limit of the profile, a claim can still be made provided the high level of that particular nutrient is clearly marked on the label. For example, a yogurt can make a low-fat claim even if it has high sugar content but only if the label clearly states “high sugar content.” A European Union Register of nutrition claims has been established and is updated regularly. Health claims cannot fail any criteria.

Detailed information on the EU’s Nutrition and Health Claims policy can be found on the USEU/FAS website at <http://www.usda-eu.org/> and in the EU-28 “Food and Agricultural Import Regulations and Standards (FAIRS) Report.

Key Link: <http://ec.europa.eu/nuhclaims/>

Food Information to Consumers

In 2011, the EU adopted a new regulation on the provision of food information to consumers (1169/2011) The new EU labeling requirements will apply from December 13, 2014 except for the mandatory nutrition declaration which will apply from December 13, 2016.

Food Supplements

[Directive 2002/46/EC](#) harmonizes the rules on labeling of food supplements and introduces specific rules on vitamins and minerals in food supplements. Ingredients other than vitamins and minerals are still regulated by member states.

Regulation 1925/2006, applicable as of July 1, 2007, harmonizes rules on the addition of vitamins and minerals to foods. The regulation lists the vitamins and minerals that may be added to foods. This list was most recently revised in November 2009. A positive list of substances other than vitamins and minerals has not been established yet, although it is being developed. Until then, member state laws will govern the use of these substances.

Key Link: http://ec.europa.eu/food/food/labellingnutrition/supplements/index_en.htm

Tobacco

The EU Tobacco Advertising Directive bans tobacco advertising in printed media, radio, and internet as well as the sponsorship of cross-border events or activities. Advertising in cinemas and on billboards or merchandising is allowed, though these are banned in many member states. Tobacco advertising on television has been banned in the EU since the early 1990s and is governed by the Audiovisual Media Services Directive. A revised Tobacco Products Directive has been adopted and must now be transposed into national legislation by member states by 2016. The new legislation will include bigger, double-sided health pictorial warnings on cigarette packages and possibility for plain packaging along with health warnings, tracking systems.

Key link: <http://ec.europa.eu/health/tobacco/products/>

Pricing

[Return to top](#)

The U.S. exporter can usually determine the export price of his/her manufactured product using 70 percent of the domestic price (after deduction of all local marketing costs). This allows the French importer to price imports from the United States on the same price level as an American counterpart. A simple way to compare U.S. and French retail prices consists of taking the net U.S. retail price and comparing it with the French retail price without the Value Added Tax (V.A.T.), currently 19.6 percent. The French consumer is generally willing to pay a maximum of 10-15 percent over the American retail price. When determining the export price, it is important to consider that if prices are FOB, the French importer will have to pay for transportation, insurance, customs duties, value-added tax and fixed fees per shipment.

Sales Service/Customer Support

[Return to top](#)

French regulation covering after sales services ([SAV Service Après-Ventes](#)) is issued by the French Ministry of economy (DGCCRF) and legislatively incorporated in the [Code de la Consommation](#). Specific best practices might exist in each industry sectors as a

result of the challenging competitive environment. Industry professional associations (see chapter 9 for list of local industry associations) regrouping local industry players are frequently involved at the national level and at the European Union level in discussing and negotiating changes in practices to reflect trends.

Conscious of the discrepancies among member states in product labeling, language use, legal guarantee and liability, the redress of which inevitably frustrates consumers in cross-border shopping, the EU institutions have launched a number of initiatives aimed at harmonizing national legislation. Suppliers within and outside the EU should be aware of existing and upcoming legislation affecting sales, service and customer support.

Product Liability

Under the 1985 Directive on Liability of Defective Products, amended in 1999, the producer is liable for damage caused by a defect in his product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Key link: <http://ec.europa.eu/enterprise/policies/single-market-goods/product-liability/>

Product Safety

The 1992 General Product Safety Directive introduces a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU. The legislation is still undergoing review.

Key link: http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm

Legal Warranties and After-sales Service

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract.

Key link: <http://eur-lex.europa.eu/legal-content/>

Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in Chapter 5 of this report.

Protecting Your Intellectual Property in France and in the European Union:

France being a country member of the European Union (EU), several general principles are important for effective management of intellectual property (“IP”) rights in the EU and in France, in particular. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in the EU than in the United States. Third, rights must be registered and enforced in the EU under local laws, and French laws, in particular. Your U.S. trademark and patent registrations will not protect you in the EU. There is no such thing as an “international copyright” that will automatically protect an author’s writings throughout the entire world. Protection against unauthorized use in a particular country depends on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the EU market. It is vital that companies understand that intellectual property is primarily a private right and that the US government generally cannot enforce rights for private individuals in EU. It is the responsibility of the rights holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in EU law. The U.S. Commercial Service can provide a list of local lawyers upon request.

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. Government advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in the EU require constant attention. Work with legal counsel familiar with EU laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both EU or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at www.StopFakes.gov.
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the US Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the US, contact the US Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, a free online training program is available at www.stopfakes.gov.
- For US small and medium-size companies, the Department of Commerce offers a "SME IP Advisory Program" available through the American Bar Association that provides one hour of free IP legal advice for companies with concerns in Angola, Argentina, Brazil, China, Colombia, Egypt, Ghana, India, Indonesia, Kenya, Mexico, Mozambique, Nigeria, Russia, Saudi Arabia, Senegal, South Africa, Thailand, Turkey and Vietnam. For details and to register, visit: <http://www.stopfakes.gov/business-tools/international-ip-advisory-program>
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: www.StopFakes.gov This site is linked to the USPTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking imports of IP-infringing products) and allows you to register for Webinars on protecting IP.

Key French Links:

- French Intellectual Property Institute: <http://www.inpi.fr/fr/accueil.html>
- French Code on Intellectual Property: <http://www.legifrance.gouv.fr/>
- French Institute of Patent & Trademark Attorneys

CNCPI <http://uk.cncpi.fr/>

Under the authority of the French National Institute of Industrial Property, the Patent and Trademark attorneys are all members of the National Company of the Patent attorneys (CNCPI). The CNCPI is a legal entity instituted by the law to represent the Patent attorneys French near the governmental authorities. The Company is the unique professional association representing all 888 () French Patent and/or Trademark Attorneys (the Profession)*

- The U.S. Commerce Department has positioned IP attachés in key markets around the world. For contact information, please see: <http://www.uspto.gov/>

Due Diligence

[Return to top](#)

Product safety testing and certification is mandatory for the EU market. U.S. manufacturers and sellers of goods have to perform due diligence in accordance with mandatory EU legislation prior to exporting.

Local Professional Services

[Return to top](#)

The professional services sector is comparable to that in the United States. For all segments of business, there are professional service providers.

Local service providers focusing on EU law, consulting, and business development can be viewed on the website maintained by the Commercial Service at the U.S. Mission to the European Union at: <http://export.gov/europeanunion/businessserviceproviders/>

Lawyers, consultants and fiscal specialists in both French and U.S. business environment can be found among the members of business organizations such as:

The American chamber of Commerce in France

http://www.amchamfrance.org/fr/business_center/doing_business_in_france

The European-American Chamber of Commerce in France:

<http://www.eaccfrance.com/> (see section: welcome to France)

The French-American Chamber of Commerce in the United-States:

<http://www.faccnyc.org/>

Web Resources

[Return to top](#)

French Websites:

French Investment Agency “Doing Business in France” report:

<http://www.invest-in-france.org>

French Patent & Trademark Office: INPI/Institut national de la propriété industrielle:

<http://www.inpi.fr>

French IP legislative code: Code de la propriété intellectuelle:

<http://www.legifrance.gouv.fr/>

For information on professional services located within France: <http://photos.state.gov/>

Key Link for food products in France: <http://gain.fas.usda.gov/>

Key Link to French government procurement Legislation: <http://www.legifrance.gouv.fr/>

Key link to French Government tenders: <https://www.marches-publics.gouv.fr>

Lawyers, consultants and fiscal specialists in both French and U.S. business environment can be found among the members of business organizations such as:

The American chamber of Commerce in France
http://www.amchamfrance.org/fr/business_center/doing_business_in_france

The European-American Chamber of Commerce in France:
<http://www.eaccfrance.com/> (see section: welcome to France)

The French-American Chamber of Commerce in the United-States:
<http://www.faccnyc.org>

French Government Portal for French Government tenders
Plate-forme des Achats de l'Etat <https://www.marches-publics.gouv.fr/>

French Government Tenders Gazette
Boamp.fr | Bulletin officiel des annonces des marchés publics <http://www.boamp.fr/>

French Legislative Code of Public Tenders
Code des Marchés Publics: <http://www.legifrance.gouv.fr/>

Food Exporter Guide for France <http://gain.fas.usda.gov/>

Food Retail Sector in France <http://gain.fas.usda.gov/>

EU websites:

Coordination of the laws of the member states relating to self-employed commercial agents (Council Directive 86/653/EEC): <http://eur-lex.europa.eu>

Agreements of Minor importance which do not appreciably restrict Competition under Article 81(1) of the Treaty establishing the European Community:
<http://eur-ex.europa.eu/>

Directive on Late Payment: <http://eur-lex.europa.eu/>

European Ombudsman: <http://www.ombudsman.europa.eu/>

EU's General Data Protection Directive (95/46/EC): <http://eur-lex.europa.eu/>

Safe Harbor: <http://export.gov/safeharbor/eu/>

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 4: Leading Sectors for U.S. Export and Investment

Commercial Sectors

- COMPUTER SERVICES & SOFTWARES (CSF, CSV)
- TELECOMMUNICATIONS EQUIPMENT (TEL)
- CIVIL AIRCRAFTS & PARTS (AIR)
- TRAVEL & TOURISM (TRA)
- SAFETY & SECURITY EQUIPMENT (SEC)
- COMPUTERS & PERIPHERALS (CPT)
- MEDICAL EQUIPMENT (MED)
- PLASTICS (PMR)
- COSMETICS (COS)
- TEXTILE (TXT)
- EDUCATIONAL SERVICES (EDS)
- DIRECT MARKETING & E-COMMERCE (BtoC)
- ENVIRONMENT (ENV)

Agricultural Sectors

- FISH AND CRUSTACEANS
- BEVERAGES: MINERAL WATER, BEER, WINE AND SPIRITS
- FRESH AND DRIED FRUITS, INCLUDING NUTS
- FRESH AND DRIED VEGETABLES
- MEAT AND OFFALS
- ORGANICS

COMPUTER SERVICES & COMUTER SOFTWARES (CSF, CSV)

Overview

[Return to top](#)

	2012	2013	2014*	2015*
Total Market Size	65,329	67,729	68,406	71,289
Total Local Production	59,862	62,061	62,682	65,323
Total Exports	12,292	12,742	12,870	13,412
Total Imports	17,759	18,410	18,594	19,378
Imports from the U.S.	9,598	9,950	10,049	10,473
Exchange rate: USD 1.00	Euro .78	Euro.75	Euro .73	Euro .73

*(Figures in USD millions; * indicates unofficial estimates.*

Year to year figures adjusted for varying exchange rate.)

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

With an estimated market of \$68 billion in sales, France is the third largest market for Software & Services in Europe, after Germany and the United Kingdom. After a growth of 1.5 percent in 2010 and 3.6 percent in 2011, the Software & Services market experienced a growth slowdown of +0.8 percent in 2012 and went negative in 2013 by -0.3 percent.

Over 6,000 French firms employing 369,000 people specialize in software services, 2,000 of which have ten employees or more. The market is essentially divided among the three following activities: Software publishing (21%); Technology Consulting Services (18%); and Consulting & Services (61%).

Though highly concentrated – currently 100 firms generate 80 percent of the sales - the Software & Services market is getting increasingly heterogeneous, with newcomers from telecommunications (Orange, BT, T Systems, OVH); hardware (Xerox); temp agencies (Adecco, Manpower); computer hardware firms (IBM, Bull, Wincor Nixdorf, Dell, NCR, Unisys, Fujitsu); defense firms (Thales CIS); and network integrators (Spie, Nextiraone, Telindus, Econocom, Computacenter, and Solutions 30).

The twenty software services firms that dominate the French market are: IBM Global Services (\$3.3 billion); Capgemini Holding (\$2.9 billion); ATOS (\$2.0 billion); Accenture (\$1.6 billion); HP Services & Software (\$1.5 billion); CGI France (\$1.4 billion); Sopra Group (\$1.1 billion); Altran Technologies (\$1.03 billion); Groupe Alten (\$1.005 billion); Groupe Steria (\$781 million); GFI Informatique (\$743 million); Assystem (\$692 million); CSC (\$690 million); Akka Technologies (\$600 million); BT France (\$531 million); Bull (\$428 million); Neurones (\$419 million); Nextiraone (\$398 million); Euriware (\$370 million); Osiatis (\$367 million).

Valued at \$12 billion, the French packaged software market has grown at a rate of three percent per year, with 85 percent of the business related to B2B applications. The ten largest software publishers in the French market are: Microsoft (\$3.5 billion); Oracle (\$1.1 billion); IBM Software Group (\$730 million); SAP (\$690 million); Cegedim (\$673 million); Dassault Systèmes: (\$633 million); Sopra Group (\$464 million); Sage (\$430 million); ADP (\$395 million); and CEGID (\$322 million). Four of these organizations are

American. The five largest French software publishers are: Dassault Systèmes, Cegedim, Sopra Group, Murex, and Cegid.

The market for software and services in the Cloud reached \$7 billion in 2013. Sale of SaaS packages reached \$1.2 billion in 2013, a growth of 27.4 percent from 2012. Demand in this area is anticipated to grow, as more and more firms start rely on external datacenters to manage their systems.

Sub-Sector Best Prospects

[Return to top](#)

- Big Data
- Cloud Computing (i.e. SaaS solutions)
- Mobility
- Outsourcing / BPO
- Social business
- “Apps” software applications in smart phones
- Facilities management and Third-Party Maintenance of Applications (TMA)
- Facilities management of infrastructures
- Externalized R&D
- Integration of Information Processing Systems
- Integration of smart phones and tablets into the existing IT infrastructure
- Integration of social networks in the sales/marketing model
- E-health/Tele-Health
- Smart Grid/Smart Metering

Opportunities

[Return to top](#)

Organizations have started increasing their investment in new services and equipment in order to improve efficiency and generate savings. The continuous development of high-speed Internet access and wireless connections will maintain demand for systems integration, especially in the field of E-commerce, which is benefitting from its lower prices and increased accessibility through smart-phones.

Web resources

[Return to top](#)

International Data Corporation (IDC) <http://www.idc.fr>

Pierre Audoin Consultants (PAC) <http://www.pac-online.fr>

BIPE (provider of economic analyses and consulting services) <http://www.bipe.fr>

Syntec Numérique (French association) <http://www.syntec-numerique.fr>

Markess International Inc.: www.markess.com

Médiamétrie: <http://www.mediametrie.fr>

Journal du net: <http://www.journaldunet.com>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Charles.Defranchi@trade.gov

Phone: +33 (0)1 43 12 71 63

Website: <http://export.gov/france/>

TELECOMMUNICATIONS (TEL)

Overview

[Return to top](#)

	2012	2013	2014*	2015*
Total Market Size	76,545	77,143	77,790	78,400
Total Local Production	64,648	64,981	65,585	66,200
Total Exports	31,614	31,740	31,927	32,150
Total Imports	43,511	43,902	44,132	44,350
Imports from the U.S.	10,210	9,780	9,015	8,250
Exchange rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions; * indicates unofficial estimates.*

Year to year figures adjusted for varying exchange rate.)

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Growth in the telecommunications market is driven by the broadband, wireless and mobile telephone sectors that continue to be strong. The French broadband market is going through an amazing phase of growth and convergence. Use of broadband-capable, also known as “Third Generation” cell phones, is also growing, as manufacturers aggressively target a maturing French mobile market. Mobile operators have started to launch commercial 4G services to consumers. Wireless broadband connectivity is increasing as well, especially through the spread of public hot spots. France is among the five largest markets- the UK, Germany, France, Spain and Italy - experiencing robust growth in broadband penetration.

The arrival of Free Mobile in 2012 increased competition within the market and thus lowered costs for consumers. As a result, the market is experiencing an overall growth in users. The current mobile market breakdown is such: Orange (38%), SFR (30.5%), Bouygues (16%), Free (11%) and MVNOs (4.5%).

The French government is keen to see FTTH (Fiber to the home) deployed as widely as possible, ensuring that the majority of the country's towns and cities that are currently underserved by high-speed broadband infrastructure will be able to tap into a country-wide backbone by 2015. It has been left to the operators to determine where best to deploy fiber and Orange (formerly France Télécom) and its principal mobile and broadband rivals have announced ambitious plans to fiber-up the country.

FTTH subscriptions have been expanding but growth is low relative to the level of carrier investments. However, they are confident that their investment will continue to roll out fiber and it will increasingly be expanded to rural areas.

France's leading broadband operators are not the only companies which are developing FTTx, fiber to the x, generic user, networks. French utility EDF Group's subsidiary RTE has signed three contracts with Franco-American vendor Alcatel-Lucent to deliver, install, operate and maintain a 1,300km fiber-optic network.

For consumers, this rising access to broadband facilitates transactions and thus drives the growth of e-commerce and e-media consumption in France. For businesses, broadband connectivity is an increasingly integral part of marketing, communication, and distribution strategies. The trend in French internet consumption continues to be more connectivity and better services at lower prices. As of June 2013, a total of 24.3 million fixed broadband subscriptions were reported.

Sub-Sector Best Prospects

[Return to top](#)

French business and consumer commitment to mobility and broadband consumption is clear. Consumer demand for mobile products and broadband technology is increasing. Services and products for implementing the various standards (UMTS, Wi-Fi, WiMax, 4G/LTE, RFID, etc.) within French telecoms infrastructure is also a growing prospect.

Opportunities

[Return to top](#)

As broadband and wireless demand matures, the French market for telecom infrastructure, equipment, and support services will offer many exciting prospects for U.S. exporters.

Security and data protection are major concerns for French consumers in regards to their online activities. French consumers have shown a willingness to pay more for equipment or services with better security. As broadband and mobile usage increases, so will the demand for protection of online transactions and the need for solutions to Internet threats (spam, viruses, fraud etc.).

Operators are increasingly focused on mobile broadband opportunities from smartphone and dedicated subscriptions and as a result, a vibrant M2M market is emerging with significant medium term growth potential. The launch of LTE by Orange and SFR, followed later by Bouygues, is also paving the way for growth in higher value wireless data services.

Web Resources

[Return to top](#)

Regulation Authority for Electronic and Postal Communication (ARCEP) www.arcep.fr

French National Frequency Agency (ANF) www.anfr.fr

Association of Internet Service Providers (AFA) www.afa-france.com

French Association of Network & Telecom Service Operators (AFORS)

www.aforstelecom.fr

European Telecommunications standards Institute (ETSI) www.etsi.org

Trade Association for the IT and Communications Sector (TICS) www.alliance-tics.com

Trade Association of communications companies (FICOME) www.ficome.fr

French Association of Operators (AFOM) www.afom.fr

Europe Market Analysis and Consulting Firms in the Telecom, Internet and Media Industries (IDATE) www.idate.org

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Myrline.Mikal-Goide@trade.gov

Phone: +33 (0)1 43 12 70 90, Website: <http://export.gov/france/>

CIVIL AIRCRAFT & PARTS (AIR)

Overview

[Return to top](#)

	2012*	2013*	2014*	2015*
Total Market Size	41,100	41,800	46,000	49,400
Total Local Production	42,500	49,100	55,800	61,400
Total Exports	32,500	36,900	41,800	46,600
Total Imports	31,100	29,600	32,000	34,600
Imports from the U.S.	6,200	7,400	7,400	8,000
Exchange rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*Figures in USD billions. Sources: GIFAS, USDoC, French Customs. Note: French Customs figures are quoted in CIF (HS 8802 + 8803), USDoC figures are quoted in FAS. * indicates unofficial estimates based on various industry sources. Year to year figures are adjusted for currency fluctuations.*

Aerospace is one of the most dynamic areas of the French economy, and one of the few creating new jobs in an otherwise stagnant economy. France has the full range of industry and technical knowledge needed to design and build an aircraft or satellite from start to finish.

Reported revenue for the French civil aerospace industry in 2012 grew to €33.1 billion (GIFAS), out of total non-consolidated aerospace and defense aerospace revenues of €44.4 billion, a strong 16 percent leap over 2011. The aerospace and defense aerospace industry exports approximately 75 percent of its consolidated turnover. The civil sector represents 74 percent of revenues and 84 percent of orders.

Five aircraft manufacturers account for the majority of the French market: Airbus (large commercial aircraft), Airbus Helicopters (formerly Eurocopter, light-to-heavy helicopters), Dassault Falcon Jet (high-end business jets), ATR (passenger and cargo turboprop aircraft for regional transport), and Daher Socata (light aircraft and business turboprops). With the exception of Daher, these manufacturers are owned in part or entirely by the same parent company, Airbus Group. Created in 2000 and called EADS until very recently, this consortium dominates the civil aviation market in France.

The Safran and Zodiac Groups are among Europe's major equipment suppliers. Other major players include Thales, Liebherr Aerospace, Daher Group, Latécoère, Aerolia, Sogerma, AFI E&M, Sabena Technics, etc. France's aerospace industry manufacturers derive nearly three-quarters of their revenues from civilian sector programs, the majority of which are destined for export. This large export market is due to the sustained interest in Dassault Falcon Jet, Airbus Helicopters and Airbus commercial aircraft, all of which have products that have successfully captured global market share. However, Airbus continues to decrease its number of suppliers overall, preferring to work directly with a handful of major tier 1 partners and referring all other potential suppliers to its supply chain at the appropriate level.

France has for some time been the United States' largest customer in the aerospace market, representing around 8 percent of U.S. aerospace exports. AS9100 and

NADCAP would be considered minimum requirements for doing business in the aerospace supply chain in France.

France has also been the single largest supplier to the U.S. aerospace market, with about a quarter of aerospace imports originating from France.

Because of the proximity of Airbus, Dassault, Airbus Helicopters and other aircraft manufacturers, France has a long-established and sophisticated aircraft supplier network. The French government encourages prime contractors to support local SMEs to maintain jobs and technical know-how in France. However, aerospace is a truly globalized industry and while major assembly lines are maintained in France, parts and components come from around the world and these companies operate sourcing offices internationally.

Sourcing in the U.S. Dollar zone and low cost countries continues to be a strong tendency, driving demand for American components. The Airbus Group Global Sourcing Network alone spent USD 14 billion in 2012 for sourcing turnover in the U.S., most of which was for Airbus commercial aircraft. Airbus Group aims to increase sourcing spending to 40 percent outside of Europe by 2020. Airbus Group currently has suppliers in more than 40 U.S. states.

Sub-Sector Best Prospects

[Return to top](#)

There are strong ongoing opportunities for U.S. suppliers of parts, components and assemblies of civil aircraft. Airbus spends billions of dollars every year in the United States on its supply base. The best prospects for American firms in this market continue to be those associated with the manufacturing of new aircraft or engine models, or in very technical products such as composites. ATR, Airbus Helicopters and Dassault are all launching (or considering launching) new aircraft models. It is important to keep in mind that beyond French-made aircraft, French equipment suppliers are also working globally, on Bombardier, Embraer, Sukhoi, Avic, Agusta Bell as well as all the major U.S. aircraft manufacturers.

Opportunities

[Return to top](#)

French aerospace companies are seeking to subcontract in order to manage costs and because the ramp-up in production has left many of them needing to find extra capacity to meet obligations. With new projects in various stages of development, the French market provides opportunity to the most competitive U.S. aerospace firms. However, entering the French market requires patience, investment, innovative products and competitive pricing.

Web Resources

[Return to top](#)

Aeromart Toulouse – December 2-4, 2014
Supply Chain Business to Business Meetings
<http://www.bciaerospace.com/toulouse/>

Paris Air Show – June 15-21, 2015
<http://www.paris-air-show.com/en>

French Aerospace Industries Association
<https://www.gifas.asso.fr/>

Contact:

Embassy U.S. Commercial Service Trade Specialist: Cara.Boulesteix@trade.gov

Phone: (33-1) 43 12 70 79)

<http://www.export.gov/france/>

TRAVEL & TOURISM (TRA)

Overview

[Return to top](#)

	2012*	2013*	2014*	2015*
Total Market Size	131,142	133,760	136,430	137,000
Total Local Production	104,449	106,530	108,660	109,000
Total Exports	47,329	48,280	49,240	50,000
Total Imports	26,693	27,230	27,770	28,000
French spending in the U.S.	5,300	5,900	6,070	6,200
<i>Number of French travelers to the United States</i>	1.45	1.50	1.56	1.59
Exchange rate: USD1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions; * indicates unofficial estimates.*

Year to year figures adjusted for varying exchange rate.)

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

The United States remains one of the top choices among long-haul destinations for French travelers. France ranks third among European markets after the United Kingdom and Germany, and eighth in the world after Canada, Mexico, U.K., Japan, Brazil, Germany and China, as an overseas source of income for the tourism industry in the United States.

Sub-Sector Best Prospects

[Return to top](#)

The French market is a dynamic and stable market. In 2013, the U.S. destinations recorded 1.5 million French travelers with an increase of three percent and \$5.9 billion of spending, with an increase of 11 percent.

Opportunities

[Return to top](#)

California, the U.S. National Parks, New York and Florida remain the favorite destinations. Other regions such as the Southwest and Rocky Mountains States are becoming popular, particularly with second or third-time visitors. The French are very individualistic in their travel behavior. The average length of stay is approximately two weeks. The U.S. Commercial Service in Paris actively supports the Visit USA Committee France, a private industry association aimed at promoting the United States as a travel and tourism destination. With the collaboration of Visit USA Committee France and BrandUSA, the Commercial Service is organizing a U.S. Pavilion at IFTM Top Resa. The fair will be held in Paris on September 23-26, 2014.

Web Resources

[Return to top](#)

Visit USA Committee France: www.office-tourisme-usa.com

Discover America: www.DiscoverAmerica.com

IFTM Top Resa, the major travel trade event in France: www.iftm.fr

Contact: U.S. Embassy – U.S. Commercial Service Commercial Specialist:
Valerie.Ferriere@trade.gov - Phone: +33 (0)1 43 12 70 77 - Website:
<http://export.gov/france/>

SAFETY & SECURITY EQUIPMENT (SEC)

Overview

[Return to top](#)

	2012*	2013*	2014 *	2015 *
Total Market Size	28,100	29,500	31,100	31,900
Total Local Production	17,600	19,100	19,900	20,400
Total Exports	2,200	2,400	2,500	2,600
Total Imports	12,700	12,700	13,700	14,100
Imports from the U.S.	2,600	2,600	2,900	3,000
Exchange rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions; * indicates unofficial estimates based on various industry sources including Atlas En Toute Sécurité). Year to year figures adjusted for varying exchange rate. Figures are averages across the various industry subsectors.*

The safety and sector represents 22 different security segments in France, which can be loosely grouped into the following areas: homeland security, electronic security, monitoring, guarding, physical security, health and safety products, fire security and cash in transit. The total market was valued at approximately \$28.1 billion in 2012 (the latest published official figures available). The market is expected to have grown about 5 percent in 2013 and approximately 5.4 percent in 2014.

The state of the industry is closely linked to the state of the economy, with some subsectors, such as protective clothing or locks, linked to growth in the building and construction sector, which has suffered.

Within the 22 French safety and security industry segments, 13 showed growth of greater than one percent in 2012, with a global increase in turnover of 2.8 percent. Those enjoying the highest growth rates were homeland security products (+15.6%), retail anti-theft products (+10.9%), and Senior Citizen call-in helplines (+7.8%). Several sectors had negative growth in 2012, such as personal protection equipment (-3.8%), locks (-3.4%), access controls (-1.1%), guard services (-1.9%), fund transport (-1.6%), and intrusion interventions (-1.9%). Declines in access controls and video surveillance were especially surprising, falling from their 2011 figures of +7.8 percent to -1.1 percent and +9 percent to +1.4 percent, respectively. This last subsector suffered from sharply decreased demand from cities for urban video surveillance as well as sharp drops in price and fierce competition between a very fragmented supply base.

When the client is the French State or state-owned entities, there is a strong preference for purchasing French products whenever possible, or at least for working with French prime contractors, which sometimes makes it difficult for U.S. firms to break into this segment. ITAR restrictions may also be a barrier for some items, as integrators will prefer to avoid being subject to these restrictions (for reasons of re-export and supply chain security) when possible.

Overall, however, penetration of the security market by foreign based companies, essentially European and American, remained stable in 2012 at about 35 percent of the market. The market in France is extremely fragmented and competitive, and it is very

important to work with a local partner or through a local sales office, which many U.S. firms choose to establish. Some kind of local presence becomes essential when working with government ministries or responding to public tenders. Those offering services must have a physical presence in the market

Sub-Sector Best Prospects

[Return to top](#)

There are several encouraging elements; homeland security equipment demand is expected to be sustained at about sixteen percent over the next few years. Demand for residential security monitoring services has been growing steadily from one year to the next, and is considered to have considerable future potential.

IT network security will also remain dynamic, while personal monitoring (for elderly people, for example) and video surveillance systems will continue with stable growth (expectations are five and seven percent respectively).

Opportunities

[Return to top](#)

U.S. equipment and security technologies are well known for their innovation and quality. Imports should remain strong, although competition is extremely severe from both French and third country sources.

Web Resources

[Return to top](#)

ExpoProtection

Risk Prevention and Management Exhibition
Paris, France – November 4-6, 2014
<http://www.expoprotection.com/>

Alarmes Protection Sécurité (APS)

Electronic and Physical Security Show
Paris, France – September 22-24, 2015
<http://www.salon-aps.com>

Milipol Paris

Internal State Security / Homeland Security
Paris, France – November 17-20, 2015
<http://en.milipol.com/>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:
Cara.Boulesteix@trade.gov
Phone: +33 (0)1 43 12 70 79
Website: <http://www.export.gov/france/>

COMPUTERS & PERIPHERALS (CPT)

Overview

[Return to top](#)

	2012	2013	2014*	2015*
Total Market Size	16,531	16,708	17,413	17,587
Total Local Production	9,926	10,034	10,457	10,561
Total Exports	756	765	797	804
Total Imports	7,361	7,439	7,753	7,830
Imports from the U.S.	2,641	2,669	2,781	2,808
Exchange rate:USD1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

(Figures in USD millions)

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Estimated at \$160 billion, the French market for information and communication technologies - which includes computer hardware/software, telecommunications and electronic components – decreased by two percent in 2013, after a three percent growth in 2012. Hardware represent \$16 billion of this market; software \$12 billion; IT services \$33 billion; telecommunication services \$62 billion; telecommunication infrastructure \$13 billion; and consumer electronics \$13 billion.

The computer & peripherals market is driven by the sale of consumer electronics including smart phones, 4G, and tablets. Their level of penetration in individual homes exceeds fifty percent. According to market consulting firm GfK, the French market for ICT hardware products was estimated at USD 20.4 billion in 2013, a drop of two percent from 2012. Tablets and smartphones came out as winners, along with notebook PCs, webcams and mice, essentially because of lower sales prices. Affected by the rise of smartphones with cameras, the market for cameras decreased by twenty percent and is moving towards better connected devices. There is a strong upward trend in the development of connected objects, since the French market averages six electronic items per household. There is also a strong growth in 3D printers, whose sales are anticipated to double in 2015, when they become accessible to consumers.

Servers: The server market has experienced a sharp drop caused by virtualization (i.e. Cloud Servers) and a depressed economic environment. UNIX and RISC/Itanium servers remain the most successful ones in this market. HP continues heading IBM, Dell and Oracle. This market is competitive but offers only low margins. The French server market is generally mature, but new opportunities with High-Versatile-Disk (HVD) and Low-Power-Consumption Servers are anticipated to help it grow by ten percent. Revenue from x86 servers has grown by 28 percent while non-x86 systems have dropped by 18 percent. The standardization towards x86 servers makes it challenging for competitors to stand out.

PCs: Revenue in the PC market dropped by twenty percent in 2013, but seemed to stabilize by year-end. The market should benefit from a slowdown in tablet sales in 2014. A drop of five percent is anticipated for towers and portable PCs while sales of hybrid PCs should double. A strong demand has been observed for mobile devices that are fast, very well-connected and powerful. The professional PC market continues doing well, with HP remaining the leader, with one fourth of the overall market, followed by

Acer, Lenovo, Dell, Asus and Apple that control respectively 10 to 20 percent of this market.

Tablets: Two trends are to be noticed on the tablet market: sustained volume growth since 2010 is coming to an end, and prices dropped sharply. The market is gradually maturing with 7.5 million units anticipated to be sold in 2014. The tablet is definitely positioned as a third screen behind PCs and smartphones. Competition in this area is expected to increase, with the average sale of a tablet standing around \$300 because of a corresponding increase in offers and products. The market is consequently anticipated to drop in value by 2015.

Most important developments favor 8-inch screens, while demand for hybrid versions is anticipated to double. Android dominated in 2013, which caused sales of Apple products to drop sharply by year-end, leaving the company with only one third of the total market. Samsung, Lenovo, FNAC, Parrot, Arches, Asus, Acer and Amazon are the leading brands.

Smartphones: The market witnessed the arrival of smartphone below \$200. The sector is stimulated by the coming to market of “Phablets” or screens over 5”, as well as by the availability of 4G bandwidth. The sector is growing by 10 to 11 percent. Smartphones now cover forty percent of the French population, for a total of 17.5 million units, three times more than conventional units. As with the tablet market, Samsung and Apple dominate. However, other manufacturers are now growing and gaining in importance, especially in light of new distribution channels: one smartphone out of five is sold in non-specialized retail outlets.

Best Prospects/Services

[Return to top](#)

- Smartphones
- Tablet PC's
- Wireless solutions
- I-mode related products
- Connected objects
- 3D Printers
- Hybrid solutions

Opportunities

[Return to top](#)

The ATAWAD (i.e. “anytime, anywhere, any device”) era causes the French to increasingly seek portable solutions that provide them with permanent access to data across the Internet, whether personal or professional. The market for smartphones is expected to dominate all the other devices – with the exception of tablets – because of the number of applications available through that medium, coupled with 4G high-speed band width.

A very strong growth in demand for connected objects makes it possible to envision innovation in all fields of daily life. This hyper-connectivity is all-the-more enhanced by the development of Cloud solutions as well as that of mobile applications.

European Information Technology Observatory (EITO): <http://www.eito.com>

International Data Corporation (IDC): <http://www.idc.fr>

BIPE (leading provider of economic analyses and consulting services):
<http://www.bipe.fr>

European Information technology observatory (EITO): <http://www.eito.com>

GfK Group: <http://www.gfk.fr>

Gartner: www.gartner.com/technology/home.jsp

Pierre Audoin Consultants (PAC): <http://www.pac-online.fr>

Challenges: <http://www.challenges.fr/>

Le journal du net : <http://www.journaldunet.com/>

ZDnet: <http://www.zdnet.fr/>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Charles.defranchi@trade.gov

Phone: +33 (0)1 43 12 71 63

Website: <http://export.gov/france/>

MEDICAL EQUIPMENT (MED)

Overview

[Return to top](#)

	2012*	2013*	2014*	2015*
Total Market Size	6,707	6,608	7,114	7,327
Total Local Production	5,564	5,730	5,901	6,078
Total Exports	2,357	2,427	2,500	2,575
Total Imports	3,500	3,605	3,713	3,824
Imports from the U.S.	1,080	1,189	1,225	1,262
Exchange rate: USD1.00	Euro .78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions) * indicates unofficial estimates)*

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Total market demand in France for medical equipment was estimated at \$6.6 billion in 2013, with imports accounting for \$3.6 billion. Imports from the United States were forecast at \$1.18 billion or 33 percent of total imports. This percentage is expected to remain steady over the next three years, with overall demand growing at three percent annually.

The best sales prospects for medical equipment include newly developed areas such as non-invasive surgery, orthopedics, and disposable medical equipment. Healthcare professionals are highly optimistic about new technologies such as telemedicine, which is expected to have a major impact on medical care institutions. The recent growth of American medical procedures and techniques in France such as (outpatient) same-day surgery should benefit American medical product manufacturers.

Sub-Sector Best Prospects

[Return to top](#)

Diagnosis:

The diagnostic sub-sector represents 34 percent of the total medical equipment market. State-of-the-art diagnostic medical imaging systems are in great demand. Applications for this technology already exist for pediatrics, cardio-vascular care, digestion, urology, and spinal/nerve treatment. As it is well accepted and effective, the demand for this type of technology will continue to grow.

Rehabilitation:

This sub-sector represents 25 percent of the total medical equipment market. It includes all types of disposable medical products. The increasing elderly population reinforces the demand for all kinds of disposable equipment and supplies such as incontinence products and care kits used by nurses and families for home-care.

Surgery:

The surgical instrument and supplies sub-sectors represent approximately 18 percent of the total sector. Recent developments in the non-invasive surgery field could have a strong impact on everyday hospital practice.

Technical aids:

The French market for medical prosthesis, seven percent of the total medical equipment market, is characterized by a strong potential for innovative internal prosthesis such as knees, hips, ligaments, and elbows, and with a slightly decreasing market for external prosthesis.

Intensive care:

Intensive care equipment such as respiratory monitoring, pumps and incubators represent about nine percent of the total medical equipment market. Intensive care equipment includes the latest technological advances. Both public and private hospitals show a rising demand for intensive care equipment and supplies.

Hygiene:

The hygiene sub-sector represents approximately five percent of the total medical equipment sector. Patient and medical personnel safety is of growing concern to both members of the medical profession and the public. Best sales prospects will certainly focus around assuring stringent personnel safety requirements. This is especially due to the concern regarding AIDS and other contagious diseases.

Opportunities[Return to top](#)

Implementation of controls on health expenditures has caused a decline in the market for hospital-care equipment. This decline has created a demand for a whole new range of medical equipment that will facilitate fewer and shorter hospital stays. The need for medical home-care and long-stay hospitalization for the increasing elderly population will bring new prospects for the American medical equipment market. Consequently, the demand for medical equipment and products that will assist new French health care controls will continue to increase.

Web Resources[Return to top](#)

Approval and testing:

G-MED (Groupement pour l'évaluation des dispositifs médicaux)

National agency for the evaluation of medical equipment

<http://www.gmed.fr>

Syndicat National de l'Industrie des Technologies Médicales - S.N.I.T.E.M.

(Medical equipment trade association)

<http://www.snitem.fr>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Alain.Levy@trade.gov

Phone: +33(0)1 43 12 70 14

Website: <http://http://export.gov/france/>

PLASTICS (PMR)

Overview

[Return to top](#)

	2012	2013*	2014*	2015*
Total Market Size	39,317	40,638	42,145	42,145
Total Local Production	34,717	36,214	37,921	37,921
Total Exports	9,251	9,714	10,185	10,185
Total Imports	13,851	14,138	14,409	14,409
Imports from the U.S.	424	451	466	466
Exchange rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

(Figures in USD millions: * estimated unofficial figures)

Sources: *Panorama de la Plasturgie* (French Plastics Industry Association), *Global Trade Atlas*

The French plastics industry ranks second in Europe after Germany and fourth in the world after the United States, Japan and Germany. It is composed of 3,800 mostly small and medium sized companies with a workforce of approximately 132,500 individuals.

Europe produced 57 million tons of plastics in 2012 but ceded its status as the world's main producer of plastics to China. French plastic production represents 3 percent of total European production. Estimates for 2013 and 2014 are not optimistic, with only a small increase of + 0.5 percent expected for 2014. Plastics markets are increasingly shifting towards Asia. This shift of the market combined with a stricter European regulatory framework adds to the challenge the European plastics industry faces to maintain its level of competitiveness.

France's plastics market breaks down as follows:

- 31% related to the technical parts sector
- 25% related to packaging applications
- 19% related to the construction sector
- 18% related to semi-finished products (sheets, shapes, tubes)
- 7% related to general consumption products

In 2012, the export rate of French companies reached 22 percent. Export and imports stayed stable compared with 2011 (USD 9.2 billion of export and USD 13.8 billion of imports). As far as imports are concerned, 75 percent come from the European Union, with Germany as the main supplier, followed by Italy and Belgium. Outside of Europe, France's main clients are Switzerland, the United States, Turkey and China. France's main non-E.U. suppliers are China (41%), the U.S. (12%) and Switzerland (7%). The United States sold USD 424 million in plastic products to France in 2012, a stable figure compared to 2011.

Best Prospects/Services

[Return to top](#)

France is specialized in technical plastics. French companies have stopped producing commodity plastics in order to specialize in high tech plastic materials. Additives, high performance plastics, bioplastics, biodegradable plastics, nanocomposites and wood plastics-composites all have good potential in France.

Europe (including France) will focus on plastics using renewable energy sources as well as technologies allowing better recyclability.

Opportunities

[Return to top](#)

The International Trade Fair for Plastic and Rubber (K Show) is the major European exhibition for the plastics industry. It takes place in Dusseldorf every three years. The next K Show is October 19-26, 2016. It presents a good opportunity for U.S. companies to study the potential of the European market, to access competition and meet with French partners. <http://www.k-online.de>

Web Resources

[Return to top](#)

French Plastic Industry Association – Fédération de la Plasturgie
Website: <http://www.laplasturgie.fr>

European Plastics Trade Association
Website: <http://www.plasticseurope.org/>

Contact

U.S. Embassy - U.S. Commercial Service Trade Specialist:
Stephanie.Pencole@trade.gov
Phone: +33 (0)--1 43 12 71 38
Website: <http://export.gov/france>

COSMETICS (COS)

Overview

[Return to top](#)

	2012*	2013*	2014*	2015*
Total Market Size	16,505	17,320	17,340	17,686
Total Local Production	27,465	28,288	28,853	29,430
Total Exports	13,732	13,823	14,425	14,714
Total Imports	2,772	2,855	2,912	2,970
Imports from the U.S.	287	295	300	306
Exchange Rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions) * indicates unofficial estimates)*

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

The French cosmetics market showed a slight decrease in 2013 (- 0.8 percent in value). The industry consists of some 430 establishments, mostly small and medium-sized companies, employing about 50,000 people. France is a global leader in the cosmetic sector and French companies have continued to gain market shares worldwide, particularly in emerging countries like Russia, Brazil, India, and China.

The high level of demand is matched by constant innovation in the French cosmetics market. New trends and brands are continuously entering the French market aiming to attract and acquire new consumers. Therefore, companies should put enormous importance on product updates and presentations with a high level of quality.

The anti-aging market continues to resist the effects of the economic downturn, despite the relatively high cost of its products. The eye makeup sector was particularly dynamic in 2013. Beyond makeup classics such as mascaras, sales growth occurred for all types of eye makeup products such as eye shadows and even smaller segments such as eyebrow pencils and eyeliners.

The cosmetic distribution is mainly done through the selective distribution including the key players Sephora, Marionnaud, Nocibe, Douglas, followed by the mass distribution market, department stores and pharmacies.

Consumers are becoming very demanding and are constantly expecting more and more efficient products. Because consumers like to try new and innovative products, companies need to adapt products to the wants and needs of these consumers by launching new products every year.

Although this is a very difficult and competitive market – due to the dominance of French companies, particularly l'Oréal and L.V.M.H., and due to very strict government legislation – most market opportunities are limited to U.S. niche brands. However, there are only a few French distributors interested in sourcing innovative products from the

U.S., so new companies must draw extreme attention to a product's innovation, promotion, and packaging.

Best Prospects

[Return to top](#)

- Organic cosmetics are a booming market in France. Increasingly, organic cosmetics are positioned as high quality and premium products and draw a wide range of consumers.
- The ethnic cosmetic market appears to be a great opportunity in France due to an increase in the demand and purchasing power of ethnic communities. The well-known brands do not actually dedicate enough of their products to this growing market and specialized businesses are emerging too slowly.
- Products for men: more men are purchasing beauty products and anti-aging treatments. The male grooming market has experienced double digit growth rates in several segments over the past decade.
- The spa and wellness products remain one of the most dynamic markets with a significant increase over the past few years.

Opportunities

[Return to top](#)

The best opportunities will be offered to U.S. companies which:

- Invest heavily in promoting (i.e. through advertising and marketing) their products, in efforts to attract new consumers, keeping in mind it may take a long time to build a powerful image.
- Present their products in high-quality, new and innovative packaging materials. French women and men tend to choose products that are neat and tightly packaged but that are also creative and eye-catching. Because there are so many existing products on the market, a new U.S. firm will have to match and/or surpass the sophisticated aura of the French packaged product.

Resources

[Return to top](#)

French trade association for cosmetics and beauty products FEBEA
137, rue de l'université
75007 Paris
Tel: +33(0)1 56 69 67 89
<http://www.febea.fr>

ANSM (Agence Nationale de Securite du Medicament et des Produits de Sante)
143/147 boulevard Anatole France
93285 St Denis cedex
Tel : (33.1) 55.87.30.00

<http://ansm.sante.fr/Produits-de-sante/Produits-cosmetiques>
<http://ansm.sante.fr/Les-contacts-utiles-a-l-ANSM>
<http://ec.europa.eu/consumers/sectors/cosmetics/cnp/>

Beyond Beauty Paris trade show – [http:// www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)
(September 9-11, 2014)

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Caroline.de.Villoutreys@trade.gov

Phone: +33 (0)1 43 12 71 98

Website: <http://export.gov/france/>

TEXTILE (TXT)

Overview

[Return to top](#)

	2012*	2013*	2014**	2015**
Total Market Size	24,994	26,095	26,726	27,370
Total Local Production	16,468	17,176	17,519	17,869
Total Exports	10,476	10,843	10,950	11,059
Total Imports	19,002	19,762	20,157	20,560
Imports from the U.S.	288	276	281	287
Exchange Rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD millions) ** indicates unofficial estimates)*

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

**Official statistical figures including only textile companies employing at least 20 people.*

** Statistical import figures including French customs classification NO. 61- 62 - 63.*

The French textiles market remains a highly-developed, mature market, with many domestic and international players. Apparel accounts for 43.7 percent of the market's total value, while fabrics represent a further 29.8 percent. The French textiles market is governed by regulations on both the French and EU level. The French textile market, although large, is dominated by small, niche companies selling small quantities of highly technical and high value products. In France, the main consumers of technical textiles are industry (21%), transports (20%), medical (16%), protection (10%), construction (10%), and agro textiles (8%). Technical textiles or "textiles of the future" are increasingly represented in a wide range of industries. Consequently, they represent approximately 15 percent of the textile industry, and are anticipated to increase their market share in the future, particularly in the following industries: transportation, sports and leisure, packaging, and industrial protection.

United States textile exports to France are mainly composed of sportswear and technical textiles. American suppliers have an advantage in terms of the technical know-how and the ability to adapt quickly to market changes and create new products.

The main distributors of clothing are specialized chains (21%), independent sellers (16%), and super/hyper markets (13%).

Best Prospects

[Return to top](#)

The U.S. technical textiles manufacturers have a strong reputation for their technological know-how. Therefore, their new challenges are to develop functional textiles called "textiles of the future" for the following industries: transportation, construction, and industrial protection.

Best prospects within this sector are:

- health/well-being, and “techno-textiles” for the sportswear (i.e.: anti-bacterial, anti-odor, insect repellent, and breathable products);
- Techno-textiles with electronic devices and communication systems incorporate in the garments;
- Technical textiles for transportation (automotive and aeronautics) and for packaging industries.

Web Resources

[Return to top](#)

Union des Industries Textiles – U.I.T.
(Textile Trade Association)
37/39, rue de Neuilly
92110 Clichy

Tel: (33-1) 47.56.31.00
Fax: (33-1) 47.30.25.28
<http://www.textile.fr>

Union Française des Industries de l'Habillement – U F I H
(French Trade Association for apparel industries)
8, rue Montesquieu
75001 Paris

Tel: (33-1) 44.55.66.00
Fax: (33-1) 44.55.66.66
http://lamodefrancaise.org/fr/organisations_federations/ufih.html

- Lingerie trade show – <http://www.lingerie-paris.com>
(January 25-27, 2015)
- Paris Mode City (lingerie, swimwear and fabrics)
<http://www.lingerie-swimwear-paris.com/>
(September 7-9, 2014)
- Who's Next trade show (International Fashion Show) –
<http://www.whosnext.com>
(July 6 – 8 2014)
- Premiere Vision (Fabrics trade show) – <http://www.premierevision.com>
(September 2014)

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:
Caroline.de.Villoutreys@trade.gov
Phone: +33 (0)1 43 12 71 98
Website: <http://export.gov/france/>

EDUCATIONAL SERVICES (EDS)

Overview

[Return to top](#)

Academic Year	2010/2011	2011/2012	2012/2013
International Students in the U.S.	723,277(+4,7)	764,495 (+5.7%)	819,644 (+7.2%)
French students in the U.S.	8,098 (+5%)	8,232 (+1.7%)	8,297 (+0.8 %)

Source: *Education USA; Open doors 2013*

Education and training are the United States' fifth largest services export, contributing over \$23 billion in annual revenue to the economy. France is the sixteenth leading source of students coming to the United States. In the 2012/13 academic year, 8,297 students from France were studying in the United States, making it the second-most popular destination for French students wishing to go abroad, behind the United Kingdom. Of French students present in the United States 34 percent are undergraduates, 29 percent are graduate students and 10 percent are enrolled in a practical training program.

The number of French students in the United States rose steadily in the 1990s until it peaked at 7,401 students in 2001/2002. After a four-year decline, international students from France began to rise again in 2006/2007 and rose by three percent in 2008/2009, four percent in 2009/2010, five percent in 2010/11, 1.7 percent in 2011/12 and 0.8 percent to a current high of 8,297. This statistic demonstrates the upward trend of French enrollment in American institutions over the past years.

Sub-Sector Best Prospects

[Return to top](#)

Education abroad has increasingly become an important factor for French university graduates seeking to stand out in the employment market, especially with the expansion of the European Union. English is now effectively the business language of Europe.

Best prospects within this sector include:

- Undergraduate and graduate degrees.
- Intensive “American” English language training programs (summer programs for students or adults);
- Programs in business administration;
- One-year university programs for French high-school graduates (*post baccalaureate*) usually between graduation and entry into French University;
- Secondary boarding schools;
- Work/study programs (internships);
- Academic summer camps.

Opportunities

[Return to top](#)

American educational institutions can take advantage of the importance placed on English language abilities as well as the current state of the French labor market. As of November 2013, the unemployment rate in France continued to climb towards 11 percent with a 22 percent unemployment rate for those between 15 and 25 years old.

Web Resources

[Return to top](#)

Main Organization:

FULBRIGHT COMMISSION
<http://www.fulbright-france.org>

Main Educational Trade Shows:

STUDYRAMA INTERNATIONAL STUDIES FAIR *October 11 2014, Paris*
European road show includes Brussels October 14th and London October 16th
In 2014, USA will be the country of honor
<http://www.studyrama.com>

INTERNATIONAL STUDIES FAIR February 2015, Paris
<http://www.letudiant.fr>
High school road show in Paris before the main fair

EXPOLANGUES February 1 to February 4, 2015, Paris
International Exhibition for Living Languages
<http://www.expolangues.fr/indexELgb.html>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:
Isabelle.Singletery@trade.gov - Phone: (+33-1) 43 12 70 63
Website: <http://www.buyusa.gov/france/etudierauxusa/index.asp>

DIRECT MARKETING & E-COMMERCE BtoC

Overview

[Return to top](#)

	2012	2013*	2014*	2015*
Total Market Size	63,710	68,100	70,600	72,400
Total Local Production	N/A	N/A	N/A	N/A
Total Exports	N/A	N/A	N/A	N/A
Total Imports	N/A	N/A	N/A	N/A
Imports from the U.S.	N/A	N/A	N/A	N/A
Exchange Rate: USD 1.00	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

*(Figures in USD million; * Estimated figures)*

Best Prospects/Services

French direct marketing for consumer products and services is one of the largest markets in the world and one of the fastest growing in Europe, ranking third in Europe and sixth in the world in online consumption as of 2013. This market was valued at \$63.71 billion in 2012, with product sales accounting for 50 percent of total sales, and sales of services accounting for 50 percent.

In 2012, 69 percent of the French used distance purchasing through mail order, internet, telephone and mobile phones. While overall distance purchasing has decreased, the e-commerce sector continues to expand due to an increase in the average expenditure of an individual buyer per year from \$1712.28 in 2011 to \$2124.34 in 2012.

The total number of internet users in France and the total number of commercial websites has increased drastically. In 2012, there were approximately 54.5 million internet users in France, of those, 26.5 million were digital buyers. Twelve percent of internet users in France visit online shopping sites on a daily basis.

Retail online sales estimates (B-to-C) for 2012 are \$57.7 billion and the annual B2C e-commerce sales growth in France from 2014-2015 is projected to be approximately 2.5 percent. Today, 4.6 million have already made online purchases on their mobile phones alone – primarily travel packages, services, cultural products, clothing, and high-tech products. The average online transaction in 2012 was \$112.18.

E-commerce is expected to continue to grow rapidly in the coming years as smartphones becomes more and more common as well as accessible.

Opportunities

[Return to top](#)

Travel and tourism, services, cultural products, clothing, and high-tech products (computers, televisions, cameras, etc.) remain the most purchased items online.

Trade events:

Direct Marketing Show (product and service providers to the industry)

MD Expo Paris <http://www.md-expo.com>

E-Commerce Paris (service providers to the industry) <http://www.ecommercepairs.com>

Web Resources[Return to top](#)

French Direct Marketing Association (Fédération du E-commerce et de la Vente à Distance – FEVAD): <http://www.fevad.com>

E-commerce Trade Association (Association pour le commerce et les services en ligne – ACSEL): <http://www.associationeconomienumerique.fr/>

Le Journal du Net <http://www.journaldunet.com>

Contact:

U.S. Embassy - U.S. Commercial Service Commercial Specialist:

Rose-Marie.Faria@trade.gov

Phone: +33 (0)1 43 12 71 49

Website: <http://export.gov/france/>

ENVIRONMENT (ENV)

Overview

[Return to top](#)

	2012*	2013*	2014*	2015*
Total Market Size	72,800	73,700	73,600	73,600
Total Local Production	76,000	77,000	77,000	77,200
Total Exports	9,000	9,200	9,200	9,500
Total Imports	5,800	5,900	5,800	5,900
Imports from the U.S.	n/a	n/a	n/a	n/a
Exchange Rate: 1 USD	Euro 0.78	Euro 0.75	Euro 0.73	Euro 0.73

(Figures in USD millions) ** indicates unofficial estimates)

Source: French Ministry of Environment Data Sources: DGTPE Service de l'observation et des Statistiques

The French market for environmental technologies and services for water and wastewater, solid waste and air purification is mature and highly competitive. Opportunities exist in all segments as long as the proposed technologies are cutting edge and offer significant quantifiable improvements.

Environmental protection represents about 60 percent of the total market for environment activities against 40 percent for natural resource management activities. Following is the breakdown by sub-sectors for each of these two categories:

Environmental Protection	Percentages
Air Pollution	4%
Waste Water	39%
Garbage	40%
Radioactive Waste	2%
Remediation of soil and groundwater	8%
Noise	4%
Nature, Landscape and biodiversity	3%
TOTAL	100%

Natural Resources Management	Percentages
Sustainable Water Management	4%
Recycling	27%
Energy Management	13%
Renewable Energies	32%
Transversal Activities	15%
General Public Services	8%
TOTAL	100%

Sub-Sector Best Prospects

[Return to top](#)

Water and wastewater:

Total French market for water treatment equipment and related services is estimated to be worth \$25 billion. Over 15,000 water treatment and 17,000 waste water treatment

plants producing one million tons of sludge are in operation in France. There are about 16,700 municipalities and municipal associations involved in the sanitation and 12,400 in the water sector. Municipal associations play a major role in water and sanitation service provision in France. Private sector also plays an important role with the three largest French private sector water suppliers, Veolia Environnement, Suez Environnement and Saur.

Solid waste:

In 2011, France generated close to 500 million tons of waste covering all sectors of production: Mineral waste mostly from the building construction and public works, accounting for about 75 percent of the total, and out of which two-thirds were recycled. Non-mineral, non-hazardous waste accounting for about 20 percent of the total was generated from all sectors, from industry (45 percent) to household waste (55 percent), out of which half was recycled. Hazardous waste, accounting for about two percent of the total generated by the industry and requiring specific processing operations with human health and environmental risks associated. Half was recycled or incinerated with energy recovery.

Air:

France has a sophisticated air quality monitoring network, developed since the introduction of the law on air and rational use of energy passed in the mid 1990's. Over the last 20 years, emissions of air pollution by particulates fell by over a third. The heaviest emitters are agriculture and forestry (35 percent), manufacturing (30 percent), residential-tertiary sector (22 percent) and road transport (11 percent). Air emissions of sulphur dioxide, produced mainly by burning of fossil fuels containing sulphur (coal, fuel oil, diesel oil) and in some industrial processes, amounted to 358 000 tons, compared with 3.2 million tons thirty years ago. Emissions of nitrogen oxides have fallen in all sectors apart from the residential/tertiary sectors. Emissions of non-methane volatile organic compounds in France are estimated at about one million tons per year, down by 60 percent over the last 20 years, thanks to progress made in the storage and distribution of hydrocarbons, the introduction of the catalytic converter and the increasing proportion of diesel vehicles.

Opportunities

[Return to top](#)

Opportunities exist in all segments as long as technologies proposed are cutting edge and bring significant improvement to currently used state of the art technologies and services.

Web Resources

[Return to top](#)

Environment and Pollution control trade Show: <http://www.pollutec.com>

French government brief on Environment sector in France:

<http://www.tresor.economie.gouv.fr>

French government Environmental Agency ADEME: <http://www2.ademe.fr/>

Directory of water processing companies in France: <http://www.eau-entreprises.org>

Environment in France by the European Environment Agency:

<http://www.eea.europa.eu> <http://www.eea.europa.eu/soer/>

Waste Recycling industry Association in France: <http://www.fnade.org/>

Recycling in France: <http://www.federec.org/>

Water & Waste Treatment Local Operators: <http://www.fnsa-vauid.org/>

French Institute for Industrial Risks: <http://www.ineris.com/>

Soil Remediation French Operators: <http://www.upds.org/> ; <http://www.uniclimate.fr/>

Contact:

U.S. Commercial Service France / Environmental Technologies:

olivier.collette@trade.gov

Phone: +33 (0)1 43 12 71 97

Website: <http://export.gov/france/>

1. FISH AND CRUSTACEANS

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	N/A	N/A
Local Production	N/A	N/A	N/A
Total Exports	1,303	1,407	1,406
Total Imports	4,745	5,222	4,684
Total Imports from U.S.	239	301	257
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs

(Figures in USD Million; * Estimated unofficial figures)

$Total\ Market\ Size = (Total\ Local\ Production + Total\ Imports) - (Total\ Exports)$

Comments:

France is a major consumer of seafood products and a net importer of many, because domestic production is significantly lower than demand. Seafood per capita consumption is approximately 36 kg per year, including 68 percent fin fish and 32 percent shellfish and crustaceans. In 2012, the United States was France's fifth largest supplier of seafood products after Norway, the United Kingdom, Spain and China. U.S. seafood products exported to France mainly consisted of frozen Alaska Pollock fillets, fresh and frozen scallops, frozen surimi base, live lobster, and frozen salmon.

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

2. BEVERAGES: MINERAL WATER, BEER, WINE AND SPIRITS

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	12,323	10,576
Local Production	N/A	25,794	25,501
Total Exports	15,123	17,698	18,880
Total Imports	3,558	4,227	3,955
Total Imports from U.S.	156	198	179
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs

(Figures in USD Million; * Estimated unofficial figures)

$Total\ Market\ Size = (Total\ Local\ Production + Total\ Imports) - (Total\ Exports)$

Comments:

In 2012, French retail sales of U.S. wine amounted to \$35 million, representing four percent of total French imports. U.S. wine imports in France ranks fourth after Spain, Portugal and Italy, ahead of Chile, South Africa or Australia. In France, California wines face strong competition from new world producers, such as Australia, South Africa and Chile. However, market opportunities do exist for U.S. wines thanks in part to the “exoticism”, the quality of the products, and the promotional efforts made by American themed restaurants in France. As per French Customs, French imports of U.S. whiskey amounted to \$101 million in 2012, this is 96 percent increase over 2011, thanks to the penetration of bourbon brands like Jim Beam, Maker’s Mark, Stepson, in addition to Jack Daniel’s, and Wild Turkey. The United States is France’s second supplier after the United Kingdom. In 2012, U.S. beer exports to France amounted to \$560,000, a 3.5 percent increase in value compared to 2011, but a volume decrease of 6.5 percent. France’s major beer suppliers are Belgium, The Netherlands and Germany. Opportunities exist for ethnic, new, and innovative U.S. beverages, particularly those linked with Tex-Mex foods. Sales of innovative beverage, such as artisanal “microbrews” are on the rise, as are sales of non-alcoholic beers and “panaches” (mixture of beer and lemonade).

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

3. FRESH AND DRIED FRUITS, INCLUDING NUTS

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	11,993	11,336
Local Production	N/A	9,500	8,647
Total Exports	1,955	2,059	2,041
Total Imports	4,436	4,552	4,730
Total Imports from U.S.	166	196	201
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs

(Figures in USD Million; * Estimated unofficial figures)

$Total\ Market\ Size = (Total\ Local\ Production + Total\ Imports) - (Total\ Exports)$

Comments:

Prime opportunities for U.S. suppliers are in off-season and extended-season sales, as well as during years of short French fruit crops. France is the leading European market for U.S. grapefruit, and number three in the world after Japan and Canada with 14,606 tons imported in calendar year 2012, valued at \$17 million. The U.S. market share for citrus fruits represents 19 percent of total French imports in volume and 21.3 percent in value. France imports apples and pears from the United States in short-crop years. There is also a niche market for berries, cherries, and tangerines. Imports of fresh and dried cranberry from the United States have been successful during the last ten years. The snack and nut product niche market is important for U.S. exporters, who profit by promoting their products as healthy and high-quality choices. Dried fruits and nuts, generally salted, are mainly consumed as snacks with aperitifs. Among the most popular snacks are almonds, cashews, pecans, hazelnuts, and pistachios, all of which sell best when merchandised in bulk packages. Consumption of these products has doubled over the past ten years. Being a significant grower of walnuts, French import demand is primarily determined by the size of the domestic crop. The United States is France's third supplier of in-shell and shelled walnuts after Ukraine and Moldova. (For detailed market information, please see Post brief reports on dried fruits and nuts, which can be found on the following websites:

<http://www.fas.usda.gov/gainfiles/200812/146306964.pdf> <http://www>

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

4. FRESH AND DRIED VEGETABLES

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	N/A	N/A
Local Production	N/A	N/A	N/A
Total Exports	2,431	2,607	2,400
Total Imports	3,194	3,153	3,146
Total Imports from U.S.	28	28	29
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs HS Code: 07

(Figures in USD Million; * Estimated unofficial figures)

$Total\ Market\ Size = (Total\ Local\ Production + Total\ Imports) - (Total\ Exports)$

Comments:

U.S. dried vegetables exports to France increased by 15 percent in value in 2012, compared to the previous years, to reach \$14,316 million. France is one of the top worldwide markets for Great Northern Beans. Significant opportunities exist for U.S. suppliers of dried beans, peas and lentils. Imports of U.S. rice grew 17.5 percent in value from 2011 to 2012 to reach \$4.7 million, and 28 percent in volume. Very few opportunities exist for U.S. fresh vegetables, except for green asparagus, and perhaps superior quality and off-season fresh vegetables, such as eggplant, zucchini, sweet peppers, and iceberg lettuce. Trends and increased consumption indicate a growing demand for fresh prepared vegetables (washed and cut) and many supermarkets have a special section for these types of products. There may also be demand for organic vegetables, as the new US/EU organic agreement should open doors for U.S. suppliers.

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

5. MEAT AND OFFALS

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	45,777	41,473
Local Production	N/A	44,853	40,245
Total Exports	4,156	4,905	4,499
Total Imports	5,226	5,829	5,727
Total Imports from U.S.	4	7	7
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs HS Code: 02

(Figures in USD Million; * Estimated unofficial figures)

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Comments:

Opportunities in this market are limited given the import quota on hormone-free meat and stringent EU veterinary regulations. However, as a result of the enlargement compensation agreement between the United States and the European Union a new quota of 45,000 tons hormone-free high quality beef was voted by the European Parliament in 2011 for import from the US to the EU with zero import duties. Additionally, bison meat is growing in popularity.

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

6. ORGANICS

Overview

[Return to top](#)

	2010	2011	2012
Total Market Size	N/A	N/A	N/A
Local Production	N/A	N/A	N/A
Total Exports	N/A	N/A	N/A
Total Imports	N/A	N/A	N/A
Total Imports from U.S.	N/A	N/A	N/A
Exchange Rate: USD 1.00	Euro 0.75	Euro 0.75	Euro 0.78

Source: GTI – French customs

Comments:

Since 2007, the organic market in France doubled to reach 5.3 billion dollars in 2012. In 2012, 83 percent of sales were made via the retail organic and specialty stores, 12 percent directly from producers to consumers and 5 percent by artisan traders. As per the latest report from the French Organic

Association (Agence Bio), fewer than 30 percent of organic products consumed in France are imported. These products are mainly exotic produce, fruits and vegetables, soy, and a variety of grocery products. In 2012, there were 18 buyers of organic products in France who imported from the United States. The main imported products were dried and exotic fruits, essential oils, and aromatic plants. The demand for baby food, pre-packaged pastries and cheese, breakfast cereals, ready to eat meals, and canned sauces rose during the past years. Also, the fact that the French certification agency, Ecocert, recently purchased a local U.S. certification agency, as well as the new equivalence agreement between the United States and the European Union may open new opportunities for U.S. suppliers and boost trade between France and the United States.

Contact:

Embassy Marketing Agricultural Specialist: Laurent J. Journo

Laurent.journo@fas.usda.gov

Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652

<http://www.usda-france.fr>

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 5: Trade Regulations, Customs and Standards

- [Import Tariffs](#)
- [Trade Barriers](#)
- [Import Requirements and Documentation](#)
- [U.S. Export Controls](#)
- [Temporary Entry](#)
- [Labeling and Marking Requirements](#)
- [Prohibited and Restricted Imports](#)
- [Customs Regulations and Contact Information](#)
- [Standards](#)
- [Trade Agreements](#)
- [Web Resources](#)

Import Tariffs

[Return to top](#)

The Integrated Tariff of the Community, referred to as TARIC (Tarif Intégré de la Communauté), is designed to show the various rules which apply to specific products being imported into the customs territory of the EU or, in some cases, exported from it. To determine if a license is required for a particular product, check the TARIC.

The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

Key EU Link: http://ec.europa.eu/taxation_customs/

Key French Links: <https://pro.douane.gouv.fr/prodouane.asp>

French Tariffs nomenclature: <http://www.tarif-douanier.com/>

Trade Barriers

[Return to top](#)

France's regulations and bureaucratic procedures can be a difficult hurdle for companies wishing to enter the market and require close attention by U.S. exporters. Complex safety standards, not normally discriminatory but sometimes rigorously applied, complicate access to the market for many U.S. products. U.S. suppliers are well advised to do their homework thoroughly and make sure they know precisely which standards apply to their product and that they obtain timely testing and certification.

For information on existing trade barriers, please see the National Trade Estimate Report on Foreign Trade Barriers, published by USTR and available through the following website: <http://www.ustr.gov/>

Information on agricultural trade barriers can be found at the following website: <http://www.usda-eu.org/>

To report existing or new trade barriers and get assistance in removing them, contact either the Trade Compliance Center at <http://www.trade.gov/tcc> or the U.S. Mission to the European Union at <http://export.gov/europeanunion/>

Import Requirements and Documentation

[Return to top](#)

The TARIC (Tarif Intégré de la Communauté), described above, is available to help determine if a license is required for a particular product.

Import Documentation

The Single Administrative Document

The official model for written declarations to customs is the Single Administrative Document (SAD). Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

- the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- the person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU member states. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

More information on the SAD can be found at: http://ec.europa.eu/taxation_customs

Regulation (EC) No 450/2008 laying down the Community Customs Code (so-called the "Modernized Customs Code") aimed at the adaptation of customs legislation and at introducing the electronic environment for customs and trade. This Regulation entered into force on June 24, 2008 and was due to be applicable once its implementing provisions were in force by June 2013. However, the Modernized Customs Code was recast as a Union Customs Code (UCC) before it became applicable. The Union

Customs Code (UCC) Regulation entered into force in October 2013 and repealed the MCC Regulation; its substantive provisions will apply only on May 1st 2016. Until this time, the Community Customs Code and its implementing provisions continue to apply.

Key EU Link: http://ec.europa.eu/taxation_customs/

Key French Links: <https://pro.douane.gouv.fr/>

EORI

Since July 1, 2009, all companies established outside of the EU are required to have an Economic Operator Registration and Identification (EORI) number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. If a U.S. company wishes to apply for AEO status or apply for simplifications in customs procedures within the EU, it must first obtain an EORI number. Companies should request an EORI number from the authorities of the first EU member state to which they export. Once a company has received an EORI number, it can use it for exports to any of the 28 EU member states. There is no single format for the EORI number.

More information about the EORI number can be found at <http://ec.europa.eu/>

U.S. - EU Mutual Recognition Arrangement (MRA)

Since 1997, the U.S. and the EU have had an [agreement](#) on customs cooperation and mutual assistance in customs matters. For additional information, please see http://ec.europa.eu/taxation_customs/

In 2012, the U.S. and the EU signed a new Mutual Recognition Arrangement (MRA) aimed at matching procedures to associate one another's customs identification numbers. The MCC introduced the Authorized Economic Operator (AEO) program (known as the "security amendment"). This is similar to the U.S.' voluntary Customs-Trade Partnership Against Terrorism (C-TPAT) program in which participants receive certification as a "trusted" trader. AEO certification issued by a national customs authority is recognized by all member state's customs agencies. An AEO is entitled to two different types of authorization: "customs simplification" or "security and safety." The former allows for an AEO to benefit from simplifications related to customs legislation, while the latter allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition.

The U.S. and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by mutual recognition will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. The newly signed arrangement officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The agreement is being implemented in two phases. The first

commenced in July 2012 with the U.S. customs authorities placing shipments coming from EU AEO members into a lower risk category. The second phase took place in early 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. The U.S. customs identification numbers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above):http://ec.europa.eu/taxation_customs/

Additional information on the MRA can be found at: <http://www.cbp.gov/newsroom/>

Batteries

EU battery rules changed in September 2006 following the publication of the Directive on batteries and accumulators and waste batteries and accumulators ([Directive 2006/66](#)). This Directive replaces the original Battery Directive of 1991 (Directive 91/157). The 2006 Directive applies to all batteries and accumulators placed on the EU market including automotive, industrial and portable batteries. It aims to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions on the labeling of batteries and their removability from equipment. In 2012, the European Commission published a FAQ document to assist interested parties in interpreting its provisions. For more information, see our market research report: <http://www.buyusainfo.net/>

REACH

REACH, "Registration, Evaluation and Authorization and Restriction of Chemicals", is the system for controlling chemicals in the EU and it came into force in 2007 (Regulation 1907/2006). Virtually every industrial sector, from automobiles to textiles, is affected by this policy. REACH requires chemicals produced or imported into the EU in volumes above 1 metric ton per year to be registered with a central database handled by the European Chemicals Agency (ECHA). Information on a chemical's properties, its uses and safe ways of handling are part of the registration process. The next registration deadline is **May 31, 2018**. U.S. companies without a presence in Europe cannot register directly and must have their chemicals registered through their importer or EU-based 'Only Representative of non-EU manufacturer'. A list of Only Representatives (ORs) can be found on the website of the U.S. Mission to the EU: <http://export.gov/>

U.S. companies exporting chemical products to the European Union must update their Material Safety Data Sheets (MSDS) to be REACH compliant. For more information, see the guidance on the compilation of safety data sheets: <http://echa.europa.eu/documents/>

U.S. exporters to the EU should carefully consider the REACH 'Candidate List' of Substances of Very High Concern (SVHCs) and the 'Authorization List'. Substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export products containing substances on the 'Authorization List' will require an authorization. The Candidate List can be found at: <http://echa.europa.eu/web/guest/candidate-list-table>. The Authorization List is available at <http://echa.europa.eu/>

WEEE Directive

EU rules on Waste Electrical and Electronic Equipment (WEEE), while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a national WEEE authority or arrange for this to be done by a local partner. The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment. This revised scope will apply from August 14, 2018 with a phase-in period that has already begun. U.S. exporters seeking more information on the WEEE Directive should visit: <http://export.gov/europeanunion>

RoHS

The ROHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork however, manufacturers must self-certify that their products are compliant. The Directive was revised in 2011 and entered into force on January 2, 2013. One important change with immediate effect is that RoHS is now a CE Marking Directive. The revised Directive expands the scope of products covered during a transition period which ends on July 22, 2019. Once this transition period ends, the Directive will apply to medical devices, monitoring and control equipment in addition to all other electrical and electronic equipment. U.S. exporters seeking more information on the RoHS Directive should visit: <http://export.gov/europeanunion/>

Cosmetics Regulation

On November 30, 2009, the EU adopted a new regulation on cosmetic products which has applied since July 11, 2013. The law introduces an EU-wide system for the notification of cosmetic products and a requirement that companies without a physical presence in the EU appoint an EU-based responsible person.

In addition, on March 11, 2013, the EU imposed a ban on the placement on the market of cosmetics products that contain ingredients that have been subject to animal testing. This ban does not apply retroactively but does capture new ingredients. Of note, in March 2013, the Commission published a Communication stating that this ban would not apply to ingredients where safety data was obtained from testing required under other EU legislation that did not have a cosmetic purpose. For more information on animal testing, see: <http://ec.europa.eu/consumers/>

For more general information, see: <http://export.gov/europeanunion/>

Agricultural Documentation

Phytosanitary Certificates: Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.

Sanitary Certificates: For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these certificates are uniform throughout the EU, but the harmonization process is not complete. During this transition period, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, a number of

other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on harmonized import requirements can be found at the following website: <http://www.usda-eu.org/trade-with-the-eu>.

Sanitary Certificates (Fisheries)

In April 2006, the European Union declared the U.S. seafood inspection system as equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the U.S. are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

Since June 2009, the only U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).

In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally.

For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU (stephane.vrignaud@trade.gov) or visit the following NOAA dedicated web site: <http://www.seafood.nmfs.noaa.gov/>

U.S. Export Controls

[Return to top](#)

The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.

The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: <http://www.bis.doc.gov/licensing/>

BIS has developed a list of "red flags," or warning signs, intended to discover possible violations of the EAR. These are posted at: <http://www.bis.doc.gov/enforcement/>

If there is reason to believe a violation is taking place or has occurred, report it to the Department of Commerce by calling the 24-hour hotline at 1(800) 424-2980, or via the confidential lead page at: <https://www.bis.doc.gov/forms/>

The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State

has authority over defense articles and services. A list of other agencies involved in export control can be found on the BIS web.

It is important to note that in August 2009, the President directed a broad-based interagency review of the U.S. export control system, with the goal of strengthening national security and the competitiveness of key U.S. manufacturing and technology sectors by focusing on current threats, as well as adapting to the changing economic and technological landscape. As a result, the Administration launched the Export Control Reform Initiative (ECR Initiative) which is designed to enhance U.S. national security and strengthen the United States' ability to counter threats such as the proliferation of weapons of mass destruction.

The Administration is implementing the reform in three phases. Phases I and II reconcile various definitions, regulations, and policies for export controls, all the while building toward Phase III, which will create a single control list, single licensing agency, unified information technology system, and enforcement coordination center.

For additional information on ECR see: <http://export.gov/ecr/index.asp>

BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two day seminars and focus on the basics of exporting as well as more advanced topics. A list of upcoming seminars can be found at: <https://www.bis.doc.gov/seminarsandtraining/>

For further details about the Bureau of Industry and Security and its programs, please visit the BIS website at: <http://www.bis.doc.gov/>

Temporary Entry

[Return to top](#)

For temporary entry it is usually advisable to purchase an ATA Carnet, which allows for the temporary, duty-free entry of goods into over 50 countries, and is issued by the United States Council for International Business by appointment of the U.S. Customs Service: www.uscib.org.

French Customs Temporary Admission Web pages import/export:

<http://www.douane.gouv.fr/articles/a10858-admission-temporaire-de-marchandises>

<http://www.douane.gouv.fr/articles/c808-exportation>

<http://www.douane.gouv.fr/articles/a10928-fret-maritime-a-destination-des-etats-unis>

Labeling and Marking Requirements

[Return to top](#)

An overview of EU mandatory and voluntary labeling and marking requirements has been compiled in a market research report that is available at: <http://buyusainfo.net/>

General French Language Requirements:

The use of French is compulsory in the designation, offer, presentation, user manual or the description of the scope and terms of guarantee of a product or service, as well as invoices and receipts. The objective is to provide information and consumer protection

so that he can buy and use a product or service and benefit from having a perfect knowledge of their nature, their use and their warranty.

The Act of August 4, 1994 and its implementing regulations have established that the use of French language is a fundamental element of the heritage of France. The purpose of the law is the protection of the French language; the obligations apply without any need to distinguish whether the buyer is an individual or a professional.

These requirements are part of the French Code of Consumption that can be accessed at: <http://www.legifrance.gouv.fr/>.

A partial list of French language requirements relevant to U.S. businesses operating in France includes:

- The use of French is compulsory in trade relations and labor relations, without, however, prohibiting the use of recognized foreign words or phrases.
- Contracts which are parts of legal entities under public or private persons performing a public service are written in French regardless of their purpose and form.
- Job offers in the press, labor contracts and other documents relating to social relations within the company are required to be written in French.
- Labeling of food, a decree of 1 August 2002 complement Article R. 112-8 indicating that the labeling may be contained in one or more other languages, in addition to French.
- Whenever mentions, ads and inscriptions are supplemented by one or more translations, the French presentation should be as legible, audible or intelligible as the presentation of foreign languages.
- All labeling must be easily understandable, written in French and no abbreviations other than those prescribed by the regulations or international conventions. They are listed in a conspicuous place and so as to be visible, clearly legible and indelible. They should in no way be hidden, obscured or interrupted by other written or pictorial.
- Relevant regulations:
 - Act No. 94-665 of 4 August 1994 on the use of the French language.
 - Decree No. 95-240 of 3 March 1995 taken for the implementation of Law No. 94-665 of 4 August 1994 on the use of French.
 - Circular of 19 March 1996 concerning the application of Law No. 94-665 of 4 August 1994 on the use of French.

Regarding Textile Labeling and specifically the care of these labels specified, the Court of Cassation, in a ruling dated November 14, 2000, ruled that the information labels completing the pictograms were warnings essential for the consumer and they should therefore be written in French. However, in order that French law is not an obstacle to the free movement of goods called for by European regulations, when the goods and products include inscriptions, print or woven in a foreign language words and phrases entered in the current language or resulting from international conventions (i.e. off / on,

made in ..., copyright, etc.) and are used when other means of consumer information, such as symbols or icons, they can be accompanied by statements foreign language not translated in French as long as the drawings, symbols or pictograms and statements are either equivalent or complementary subject they are not likely to mislead the consumer.

Basic Labeling/Packaging Requirements for Food products:

Labels should be written in French and include the following information:

- *Product definition*
- *Shelf life: indicate “used by” and “best before” dates and other storage requirements*
- *Precautionary information or usage instructions, if applicable*
- *Statement of contents: ingredients, weights, volumes, etc., in metric units. All additives, preservatives and color agents must be noted on the label with their specific group name or their “E” number*
- *Product’s country of origin and name of importer or vendor within the EU*
- *Manufacturer’s lot or batch number*

With the introduction of [Regulation \(EC\) No 1829/2003](#) on “Genetically Modified Food and Feed,” and [Regulation \(EC\) No 1830/2003](#) regarding “The Traceability and Labeling of Genetically Modified Organisms,” the EU sought to create greater coherence in the regulatory framework for authorization, labeling, and traceability. Regulation (EC) No 1829/2003 establishes a “one door, one key” principle, enabling a single application for authorization of release into the environment (according to the criteria set in Directive 2001/18/EC), and the authorization for use as food or feed. The authorization depends on a positive risk assessment by the [European Food Safety Authority \(EFSA\)](#) and a risk management process involving the European Commission and EU Member States through a [regulatory committee procedure](#). France implemented the EU Novel Food/Novel Feed and Traceability and Labeling Regulations (T&L) on April 18, 2004. According to the T&L regulation, biotech products and biotech-derived products must be identified “from the seed to the fork” at each stage of market release. A unique code is attributed to each genetic event to facilitate communication among operators. The T&L regulation imposes the labeling of any food or feed product derived from biotech, whether biotech DNA is detectable in the final product or not. The threshold under which labeling is not compulsory is set at 0.9 percent for both human food and animal feed. A threshold on planting seeds has not yet been established. Traces of biotech events deregulated for commercial use in food and feed in the United States and other countries, but not yet authorized in the EU were detected in not only U.S. shipments, but also shipments from other countries to the EU. The EU’s policy of zero tolerance implies that shipments containing low level presence (LLP) of EU unapproved events are not allowed into the European Union. However, the European authorities and Member States are currently working on revising their tolerance level of LLP biotech products in imported products from third countries

For more information on food labeling, see the U.S. Foreign Agricultural Service Exporter Guide for France: <http://gain.fas.usda.gov/>

Please also contact: American Embassy France Marketing Agricultural Specialist:
Laurent J. Journo; Tel: +33(0)1-4312-2245; Cell: +33(0)6-8620-4652
Laurent.journo@fas.usda.gov ; <http://www.usda-france.fr>

Prohibited and Restricted Imports

[Return to top](#)

The TARIC is designed to show various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a product is prohibited or subject to restriction, check the TARIC for the following codes:

CITES Convention on International Trade of Endangered Species
PROHI Import Suspension
RSTR Import Restriction

For information on how to access the TARIC, see the Import Requirements and Documentation Section above.

Key Link: http://ec.europa.eu/taxation_customs/

Customs Regulations and Contact Information

[Return to top](#)

The following provides information on the major regulatory efforts of the EC Taxation and Customs Union Directorate:

Electronic Customs Initiative – This initiative deals with EU Customs modernization developments to improve and facilitate trade in the EU member states. The electronic customs initiative is based on the following three pieces of legislation:

- The Security and Safety Amendment to the Customs Code which provides for full computerization of all procedures related to security and safety;
- The Decision on the paperless environment for customs and trade (Electronic Customs Decision) which sets the basic framework and major deadlines for the electronic customs projects;
- The Modernized Community Customs Code (recast as Union Customs Code) which provides for the completion of the computerization of customs.
- http://ec.europa.eu/taxation_customs/
- Homepage of Customs and Taxation Union Directorate (TAXUD) Website:
http://ec.europa.eu/taxation_customs/customs/index_en.htm

Customs Valuation – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.

Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:

- economic and commercial policy analysis;
- application of commercial policy measures;

- proper collection of import duties and taxes; and
- import and export statistics.

These objectives are met using a single instrument - the rules on customs value. The EU applies an internationally accepted concept of 'customs value'.

The value of imported goods is one of the three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

Key EU Link: http://ec.europa.eu/taxation_customs/

Key French Links:

French Customs: <https://pro.douane.gouv.fr/prodouane.asp>

French Tariffs nomenclature: <http://www.tarif-douanier.com/>

List of French Customs Offices: <http://www.douane.gouv.fr>

List of French Customs Corporate Counseling Offices <http://www.douane.gouv.fr>

French Importation Document: <http://www.douane.gouv.fr>

French customs for E-Commerce and postal package: <http://www.douane.gouv.fr>

Standards

[Return to top](#)

- [Overview](#)
- [Standards Organizations](#)
- [Conformity Assessment](#)
- [Product Certification](#)
- [Accreditation](#)
- [Publication of Technical Regulations](#)
- [Labeling and Marking](#)

Overview

[Return to top](#)

Products tested and certified in the United States to American standards are likely to have to be retested and re-certified to EU requirements as a result of the EU's different approach to the protection of the health and safety of consumers and the environment. Where products are not regulated by specific EU technical legislation, they are always subject to the EU's General Product Safety Directive as well as to possible additional national requirements.

European Union legislation and standards created under the New Approach are harmonized across the member states and European Economic Area countries to allow

for the free flow of goods. A feature of the New Approach is CE marking. For a list of new approach legislation, go to: <http://ec.europa.eu/enterprise/>

The concept of new approach legislation is likely to disappear as the New Legislative Framework (NLF), which entered into force in January 2010, was put in place to serve as a blueprint for existing and future CE marking legislation. Since 2010/2011 existing legislation has been reviewed to bring them in line with the NLF concepts.

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the European Union.

Agricultural Standards

The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, but it took until January 2002 for the publication of a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the Foreign Agricultural Service's website at: <http://www.usda-eu.org>

There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website: <http://www.usda-eu.org/trade-with-the-eu/>

Standards Organizations

[Return to top](#)

EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

1. CENELEC, European Committee for Electrotechnical Standardization (<http://www.cenelec.eu/>)
2. ETSI, European Telecommunications Standards Institute (<http://www.etsi.org/>)
3. CEN, European Committee for Standardization, handling all other standards (<http://www.cen.eu/cen/>)

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the member states, which have "mirror committees" that monitor and participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual member states standards bodies. ETSI is different in that it allows direct participation in its technical committees from non-EU companies that have interests in Europe and gives

away some of its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental and consumer groups. The Commission also provides money to the standards bodies when it mandates standards development to the European Standards Organization for harmonized standards that will be linked to EU technical legislation. Mandates – or requests for standards - can be checked on line at: <http://ec.europa.eu/>

Given the EU's vigorous promotion of its regulatory and standards system as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include affiliate members (countries which are hopeful of becoming full members in the future) such as Albania, Belarus, Israel, and Morocco among others. Another category, called "partner standardization body" includes the standards organization of Mongolia, Kyrgyzstan and Australia, which are not likely to become a CEN member or affiliate for political and geographical reasons.

To know what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both CEN and CENELEC offer the possibility to search their respective database. ETSI's portal <http://portal.etsi.org/> leads to ongoing activities.

The European Standardization system and strategy was reviewed in 2011 and 2012. The new standards regulation 1025, adopted in November 2012, clarifies the relationship between regulations and standards and confirms the role of the three European standards bodies in developing EN harmonized standards. The emphasis is also on referencing international standards where possible. For information, communication and technology (ICT) products, the importance of interoperability standards has been recognized. Through a newly established mechanism, a "Platform Committee" reporting to the European Commission will decide which deliverables from fora and consortia might be acceptable for public procurement specifications. The European standards bodies have been encouraged to improve efficiency in terms of delivery and to look for ways to include more societal stakeholders in European standardization.

Key Link: <http://ec.europa.eu/>

Key Links to the French Standard Organization AFNOR: <http://www.afnor.org/en>

Conformity Assessment

[Return to top](#)

Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages, from design to production, to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice regarding conformity assessment, depending on the level of risk involved in the use of their product. These range from self-certification, type examination and

production quality control system, to full quality assurance system. Conformity assessment bodies in individual member states are listed in NANDO, the European Commission's website.

Key Link: <http://ec.europa.eu/enterprise/newapproach/nando/>

To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification system is known as the Keymark. Neither CENELEC nor ETSI offer conformity assessment services.

French Accreditation Web Portal: <http://www.cofrac.fr/>

Key Links to the French Standard Organization AFNOR Certification:
<http://www.afnor.org/>

Key Links to the French Standard Organization AFNOR Certification French label NF
<http://www.marque-nf.com/>
http://www.marque-nf.com/liste_laboratoires
http://www.marque-nf.com/organismes_mandates
http://www.marque-nf.com/secretariats_techniques

Product Certification

[Return to top](#)

To sell products in the EU market of 28 member states as well as in Norway, Liechtenstein and Iceland, U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized standards. There is no easy way for U.S. exporters to understand and go through the process of CE marking, but hopefully this section provides some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC or ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the requirements of EU Directives. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance, standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the member states, and its use simplifies the task of essential market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back to the manufacturer or the local contact established in the EU. This detailed information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

Accreditation

[Return to top](#)

Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.

"European Accreditation" (<http://www.european-accreditation.org>) is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible to appropriate EN and ISO/IEC standards.

French Accreditation Web Portal:

<http://www.cofrac.fr/>

<http://www.cofrac.fr/fr/accreditation/>

<http://www.cofrac.fr/fr/accreditation/distinction.php>

Key Links to the French Standard Organization AFNOR Certification:

<http://www.afnor.org/metiers/certification/panorama-certification>

Key Links to the French Standard Organization AFNOR Certification French label NF

<http://www.marque-nf.com/pages.asp?ref=Reseau&Lang=French>

http://www.marque-nf.com/pages.asp?ref=reseau_liste_laboratoires&Lang=French

http://www.marque-nf.com/pages.asp?ref=reseau_organismes_mandates&Lang=French

http://www.marque-f.com/pages.asp?ref=reseau_secretariats_techniques&Lang=French

Key Link to French National Testing Laboratories – LABORATOIRE NATIONAL D'ESSAIS LNE: <http://www.lne.eu/index-en.asp>

Publication of Technical Regulations

[Return to top](#)

The Official Journal is the official publication of the European Union. It is published daily on the internet and consists of two series covering adopted legislation as well as case law, studies by committees, and more (<http://eur-lex.europa.eu/>). It lists the standards reference numbers linked to legislation (<http://ec.europa.eu/enterprise/policies/>).

National technical Regulations are published on the Commission's website <http://ec.europa.eu/> to allow other countries and interested parties to comment.

NIST Notify U.S. Service

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

French standards and technical regulations can be obtained from AFNOR on Shop Online: <http://www.boutique.afnor.org/>

Labeling and Marking

[Return to top](#)

Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes.

Manufacturers are advised to take note that all labels require metric units although dual labeling is also acceptable. The use of language on labels has been the subject of a Commission Communication, which encourages multilingual information, while preserving the right of member states to require the use of the language of the country of consumption.

The EU has mandated that certain products be sold in standardized quantities. Council Directive 2007/45/EC harmonizes packaging of wine and spirits throughout the EU. Existing national sizes will be abolished with a few exceptions for domestic producers. Key Link: http://ec.europa.eu/-products/index_en.htm

The Eco-label

The EU eco-label is a voluntary label which U.S. exporters can display on products that meet high standards of environmental awareness. The eco-label is intended to be a marketing tool to encourage consumers to purchase environmentally-friendly products. The criteria for displaying the eco-label are strict, covering the entire lifespan of the product from its manufacture, use, and disposal. These criteria are reviewed every three to five years to take into account advances in manufacturing procedures. There are currently 13 different product groups, and more than 17000 licenses have been awarded.

Applications to display the eco-label should be directed to the competent body of the member state in which the product is sold. The application fee will be somewhere between €275 and €1600 depending on the tests required to verify if the product is eligible, and an annual fee for the use of the logo (typically between \$480 to \$2000), with a 20% reduction for companies registered under the [EU Eco-Management and Audit Scheme](#) (EMAS) or certified under the international standard [ISO 14001](#). Discounts are available for small and medium sized enterprises (SMEs).

Key EU Links: [Eco-label Home Page](#)

Key French Links:

French Ministry of Economy Web page on Labeling: <http://www.economie.gouv.fr>

AFNOR Resources on CE labelling: <http://www.boutique-certification.afnor.org/>

Contacts

[Return to top](#)

French Contacts:

French Accréditation Agency:

COFRAC

52 rue Jacques Hillairet

75012 PARIS

Phone : +33(0)1 44 68 82 20

<http://www.cofrac.fr/>

Sectorial Contacts at: <http://www.cofrac.fr/fr/contact/>

French Standard Organization

Groupe AFNOR:

11, rue Francis de Pressensé

93571 La Plaine Saint-Denis Cedex

France

Contact: Fabienne Bonin-Bree

Tel: +33 1 41 62 62 96

Email : international-network@afnor.org

<http://www.afnor.org/en>

Key Links to the French Standard Organization AFNOR Certification French label NF

<http://www.marque-nf.com/Reseau>

French Certification Organizations

http://www.marque-nf.com/organismes_mandates

French Technical secretariats involved with the certification process:

http://www.marque-nf.com/secretariats_techniques

French Testing Laboratories:

http://www.marque-nf.com/liste_laboratoires

Key French Links:

French Ministry of Economy Web page on Labeling: <http://www.economie.gouv.fr>

AFNOR Resources on CE labelling:

<http://www.boutique-certification.afnor.org/>

E.U. Contacts:

U.S. Mission to the EU

Sylvia Mohr, Commercial Specialist
Tel: 32.2.811.5001
Sylvia.Mohr@trade.gov

National Institute of Standards & Technology
Mr. George W. Arnold
Director
Standards Coordination Office
100 Bureau Dr.
Mail Stop 2100
Gaithersburg, Maryland 20899
Tel: (301) 975-5627
Website: <http://ts.nist.gov/Standards/Global/about.cfm>

CEN – European Committee for Standardization
Avenue Marnix 17
B – 1000 Brussels, Belgium
Tel: 32.2.550.08.11
Fax: 32.2.550.08.19
Website: <http://www.cen.eu>

CENELEC – European Committee for Electrotechnical Standardization
Avenue Marnix 17
B – 1000 Brussels, Belgium
Tel: 32.2.519.68.71
Fax: 32.2.519.69.19
Website: <http://www.cenelec.eu>

ETSI - European Telecommunications Standards Institute
Route des Lucioles 650
F – 06921 Sophia Antipolis Cedex, France
Tel: 33.4.92.94.42.00
Fax: 33.4.93.65.47.16
Website: <http://www.etsi.org>

SBS – Small Business Standards
4, Rue Jacques de Lalaing
B-1040 Brussels
Tel: +32.2.285.07.27
Website: under development (<http://www.ueapme.com/>)

ANEC - European Association for the Co-ordination of Consumer Representation in Standardization
Avenue de Tervuren 32, Box 27
B – 1040 Brussels, Belgium
Tel: 32.2.743.24.70
Fax: 32.2.706.54.30
Website: <http://www.anec.org>

ECOS – European Environmental Citizens Organization for Standardization
Rue d'Edimbourg 26
B – 1050 Brussels, Belgium

Tel: 32.2.894.46.55
Fax: 32.2.894.46.10
Website: <http://www.ecostandard.org>

EOTA – European Organization for Technical Assessment (for construction products)
Avenue des Arts 40
B – 1040 Brussels, Belgium
Tel: 32.2.502.69.00
Fax: 32.2.502.38.14
Website: <http://www.eota.be/>

Trade Agreements

[Return to top](#)

For a list of trade agreements with the EU and its member states, as well as concise explanations, please see <http://tcc.export.gov/>

Web Resources

[Return to top](#)

French Websites:

French Customs: <https://pro.douane.gouv.fr/prodouane.asp>

French Tariffs nomenclature: <http://www.tarif-douanier.com/>

List of French Customs Offices: <http://www.douane.gouv.fr/>

List of French Customs Corporate Counseling Offices <http://www.douane.gouv.fr>

French Importation Document: <http://www.douane.gouv.fr/>

French customs for E-Commerce and postal package: <http://www.douane.gouv.fr/>

French Accreditation Agency: <http://www.cofrac.fr/> <http://www.cofrac.fr/fr/contact/>

French Standard Organization: <http://www.afnor.org/en>

French label NF <http://www.marque-nf.com/>

French Certification Organizations http://www.marque-nf.com/organismes_mandates

French Technical secretariats involved with the certification process:
http://www.marque-nf.com/ecretariats_techniques

French Testing Laboratories http://www.marque-nf.com/liste_laboratoires

French Ministry of Economy Web page on Labeling: <http://www.economie.gouv.fr/>

AFNOR Resources on CE labelling: <http://www.boutique-certification.afnor.org/>

EU websites:

Online customs tariff database (TARIC): http://ec.europa.eu/taxation_customs/

The Modernized Community Customs Code MCCC):
http://europa.eu/legislation_summaries

ECHA: <http://echa.europa.eu>

Taxation and Customs Union: http://ec.europa.eu/taxation_customs/customs

Security and Safety Amendment to the Customs Code - Regulation (EC) 648/2005:
<http://eur-lex.europa.eu/>

Electronic Customs Initiative: Decision N° 70/2008/EC <http://eur-lex.europa.eu>

Modernized Community Customs Code Regulation (EC) 450/2008): <http://eur-lex.europa.eu>

Legislation related to the Electronic Customs Initiative:
http://ec.europa.eu/taxation_customs/

Export Help Desk
http://exporthelp.europa.eu/thdapp/index_en.html

International Level:

What is Customs Valuation: http://ec.europa.eu/taxation_customs/

Customs and Security: Two communications and a proposal for amending the Community Customs Code: http://ec.europa.eu/taxation_customs

Establishing the Community Customs Code: Regulation (EC) n° 648/2005 of 13 April 2005
<http://eur-lex.europa.eu>

Pre Arrival/Pre Departure Declarations: http://ec.europa.eu/taxation_customs/

AEO: Authorized Economic Operator: http://ec.europa.eu/taxation_customs/

Contact Information at National Customs Authorities:
http://ec.europa.eu/taxation_customs

New Approach Legislation: <http://ec.europa.eu/enterprise/newapproach>

Cenelec, European Committee for Electro technical Standardization:
<http://www.cenelec.eu/>

ETSI, European Telecommunications Standards Institute: <http://www.etsi.org/>

CEN, European Committee for Standardization, handling all other standards:
<http://www.cen.eu/>

Standardisation – Mandates: <http://ec.europa.eu/enterprise/>

ETSI – Portal – E-Standardisation : <http://portal.etsi.org>

CEN – Sector: <http://www.cen.eu/>

CEN - Standard Search: <http://esearch.cen.eu/esearch/>

Nando (New Approach Notified and Designated Organizations) Information System: <http://ec.europa.eu/enterprise/newapproach/nando/>

Mutual Recognition Agreements (MRAs): <http://ec.europa.eu/enterprise>

European Co-operation for Accreditation: <http://www.european-accreditation.org/home>

Eur-Lex – Access to European Union Law: <http://eur-lex.europa.eu/en/index.htm>

Standards Reference Numbers linked to Legislation: <http://ec.europa.eu/>

What's New: http://ec.europa.eu/enterprise/news/index_en.htm

National technical Regulations:<http://ec.europa.eu/enterprise/tris/>

NIST - Notify U.S.: <http://www.nist.gov/notifyus/>

Metrology, Pre-Packaging – Pack Size: <http://ec.europa.eu/>

European Union Eco-label Homepage: <http://ec.europa.eu/environment/ecolabel/>

U.S. websites:

National Trade Estimate Report on Foreign Trade Barriers: <http://www.ustr.gov/>

Agricultural Trade Barriers: <http://www.usda-eu.org/>

Trade Compliance Center: <http://tcc.export.gov/>

U.S. Mission to the European Union: <http://useu.usmission.gov/>

The New EU Battery Directive: <http://www.buyusainfo.net>

The Latest on REACH: <http://export.gov/europeanunion/reachclp/index.asp>

WEEE and RoHS in the EU: <http://export.gov/europeanunion/>

Overview of EU Certificates: <http://www.usda-eu.org>

Center for Food Safety and Applied Nutrition:<http://www.fda.gov/>

EU Marking, Labeling and Packaging – An Overview <http://buyusainfo.net/>

The European Union Eco-Label: <http://buyusainfo.net/>

Trade Agreements: http://tcc.export.gov/Trade_Agreements/index.asp

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 6: Investment Climate

- [Executive Summary](#)
- [Openness to Foreign Investment](#)
- [Conversion and Transfer Policies](#)
- [Expropriation and Compensation](#)
- [Dispute Settlement](#)
- [Performance Requirements and Incentives](#)
- [Right to Private Ownership and Establishment](#)
- [Protection of Property Rights](#)
- [Transparency of Regulatory System](#)
- [Efficient Capital Markets and Portfolio Investment](#)
- [Competition from State Owned Enterprises](#)
- [Corporate Social Responsibility](#)
- [Political Violence](#)
- [Corruption](#)
- [Bilateral Investment Agreements](#)
- [OPIC and Other Investment Insurance Programs](#)
- [Labor](#)
- [Foreign-Trade Zones/Free Ports](#)
- [Foreign Direct Investment Statistics](#)
- [Web Resources](#)

Executive Summary

[Return to top](#)

France welcomes foreign investment. France has a stable and reliably safe business climate that attracts investment from around the world. The French government devotes significant resources to attracting foreign investment, through policy incentives, marketing, its overseas trade promotion offices, and investor support mechanisms. France has a well-educated population, excellent universities, and a talented workforce. It has a modern business culture, sophisticated financial markets, strong intellectual property protections, and innovative business leaders. The country is known for its world-class infrastructure, including high-speed passenger rail, maritime ports, extensive roadway networks and public transportation systems, and efficient intermodal connections. 3G/4G telephony is nearly ubiquitous and over 85% of French citizens are connected to the internet with plans underway for nationwide high-speed broadband internet.

The investment climate in France, though complex, is generally quite conducive to U.S. investment, as evidenced by the fact that the United States is France's largest source of foreign direct investment (FDI stock). The nearly 4,200 U.S. companies in France

represent over 450,000 jobs. In total, there are more than 20,000 foreign-owned companies doing business in France. France is home to more than 30 of the world's 500 largest companies. At number 21 in the World Economic Forum's ranking of global competitiveness, France is one of 12 European countries in the top 25.

The legal and regulatory environment is relatively transparent and stable. In 2013, the French government continued to introduce new measures to encourage growth and investment. The implementation of a €20-billion corporate tax credit program (CICE – *Crédit d'Impôt Compétitivité Emploi*) and the elimination of a corporate social solidarity tax are part of a plan to attract local and foreign investors alike. The government maintains a generous research and development tax credit as well. The government has also recently implemented new labor laws, which strengthen vocational training and add elements of flexibility to the French labor market. Efforts are under way to simplify French tax and labor laws and administrative procedures.

France continues to support innovation in small and medium enterprises (SMEs) via its ten-year, €35-billion "Investments for the Future" (*Investissements d'Avenir*) program targeting green technologies, the digital economy and industrial sectors such as aeronautics, space, transportation, and shipbuilding. It has further developed its tax incentives to spur research and innovation, such as the Research Tax Credit (CIR - *Crédit Impôt Recherche*) and tax incentives for innovative new companies (*Jeune Entreprise Innovante*).

There are, of course, reasons for caution as well. GDP growth in France last year was an anemic 0.3% and unemployment is stubbornly above 10%. France has been subject to strict European Union macroeconomic surveillance due to a prolonged period of budget deficits exceeding the EU limit of 3%. The 2013 AmCham-Bain Barometer study on the morale of U.S. investors in France pointed to a growing pessimism due to a lack of clarity in the government's agenda, red tape and burdensome regulations, a lack of predictability in legislation and a growing complexity of labor legislation. In recent years, the French government has selectively intervened in corporate mergers and acquisitions and it maintains a significant stake in a number of industries.

Openness to Foreign Investment

[Return to top](#)

Attitude Toward FDI:

France is committed to encouraging foreign investment within its borders. In the current economic climate, the French government sees foreign investment as a way to create jobs and stimulate growth. Investment regulations are simple, and a range of financial incentives are available to foreign investors. A public agency, the French Agency for International Investment (*Agence Française pour les Investissements Internationaux* – AFII) coordinates investment promotion. The agency combines the overseas offices of the Invest in France Agencies (IFA), with the Invest in France Network (IFN) association. A merger is underway between AFII and the French export promotion agency Ubifrance, with the objective to give French trade and investment promotion efforts greater coherence. AFII and the French Intellectual Property Agency, INPI (*Institut National de la Propriété Industrielle*), has a communication campaign (initially launched in October 2012) called "Say OUI to France, Say OUI to Innovation," with the objective of attracting more foreign investors. See the web pages <http://www.inpi.fr> and

<http://www.sayouitofrance-innovation.com>, which promise to help potential investors learn all they need to know before investing in France “in three clicks.”

Foreign investors say they find France’s skilled and productive labor force, good infrastructure, technology, and central location in Europe attractive. France’s membership in the European Union (EU) and the Eurozone (as the 18 countries that use the Euro currency are known) facilitates the movement of people, services, capital, and goods. However, notwithstanding French efforts at economic reform, market liberalization, and attracting foreign investment, perceived disincentives to investing in France include the tax environment, the high cost of labor (with the minimum wage, called the SMIC for *Salaire Minimum Interprofessionnel de Croissance*, at €1,445 per month), rigid labor markets, and occasional strong negative reactions toward foreign investors planning to restructure, downsize or close. The 2013 AmCham-Bain Barometer (an annual study conducted by the American Chamber of Commerce in France and Bain & Company), released in October 2013, details U.S. businesses’ concerns about some of France’s economic policies under President François Hollande (in office since May 2012), notably the lack of predictability in economic and budget policy and increased complexity of the tax and labor regimes. See <http://www.amchamfrance.org/> to download the annual AmCham-Bain Barometer study. In February 2014, French President François Hollande announced diverse pragmatic measures in favor of investors (foreign and local), promising them stability and simplicity. The Ministry of Foreign Affairs has a webpage devoted to economic diplomacy (<http://www.diplomatie.gouv.fr/>) that lists attracting foreign investment to France as a top focus. Websites with a broader focus include: <http://www.amchamfrance.org/>, <http://www.france.fr/>, and <http://www.france.fr/>.

English summaries of regulations including labor and tax regulations applicable to foreign companies in France are available at the AFII’s website (<http://www.invest-in-france.org/>) and at the Paris Chamber of Commerce and Industries’ website (<http://www.inforeg.cci.fr/>).

Other Investment Policy Reviews:

The World Trade Organization (WTO) does not provide trade policy reviews for the individual member states of the European Union, but does provide one for the European Union as a whole: <http://www.wto.org/>. The United Nations Committee on Trade and Development (UNCTAD) does not have a public report on the investment climate in France, though UNCTAD provides a statistical fact sheet on French FDI (inward and outward) at <http://unctad.org/> and an investment country profile at <http://unctad.org/>. The Organization for Economic Cooperation and Development (OECD) has not conducted a review of the French investment climate since 1996.

Laws/Regulations of FDI:

There is strong respect for the rule of law in France. Whereas the United States uses a “common law” system, French law is codified. Private law governs interactions between individuals (e.g., civil, commercial, and employment law) and public law governs the relationship between the government and the people (e.g., criminal, administrative, and constitutional law).

The formal French investment regime is said to be among the least restrictive in the world. See <http://www.invest-in-france.org/> (English) or <http://www.invest-in-france.org/fr/> (French) for a brief introduction. The Invest in France website (<http://www.invest-in-france.org/us> in English or <http://www.invest-in-france.org/fr> in French) has a media library. See, for example, <http://www.invest-in-france.org/> (English) or <http://www.invest-in-france.org/> (French) for detailed information on relevant regulations.

Industrial Strategy:

In September 2013, President Hollande unveiled a €3.5 billion (\$4.84 billion) plan to support 34 key “industrial sectors of the future” over the next decade (*34 Plans de Reconquête pour la Nouvelle France Industrielle*). These include developing the next generation TGV (high speed train); an affordable fully electric car for all; the first fully electric passenger airplane; efficient, low-emissions ships; more powerful and longer-lasting batteries; electricity recharging stations; “intelligent” fabrics; thermally-efficient building renovation; nano-electronics; augmented reality; connected objects; robotics; electrically propelled satellites; cloud computing; and **cyber security**. Unlike past government-led industrial policies, these plans were developed by the private sector, with the government merely “levering the funds to be invested by companies taking part in these initiatives,” which are also open to foreign investors. More information on these initiatives is available at:

<http://www.invest-in-france.org/> (summary), and <http://www.redressement-productif.gouv.fr> (detailed presentation on the 34 priority projects).

President Hollande also launched an “Innovation 2030” program in 2013 via a global contest called the “Worldwide Innovation Challenge” open to all entrepreneurs investing in France, regardless of nationality. In March 2014, the Innovation 2030 Commission selected 58 preliminary stage winners who will receive an initial €200,000 (\$276,760) to get their ventures going. The French government has earmarked €300 million (\$415 million) to co-finance innovative entrepreneurs between now and 2030 in the following sectors: energy storage, the recycling of **metals**, the development of marine resources, plant proteins and plant chemistry, the silver economy (products and **services** for older people), and big data. Other details are available on the “Worldwide Innovation Challenge” website: <http://innovation-2030.dgcis.gouv.fr/en/>.

In the same vein, the French government inaugurated the “French Tech” initiative in 2014 to promote the development of France’s tech “brand,” and promote France as the location for start-ups and high-growth digital companies, with the goal of turning France into a “Start-Up Republic.” The “French Tech” initiative includes an “acceleration” investment by the French government of €200 million (\$277 million) to foster start-up ecosystems in and outside France. The first two “French Tech” hubs will be in the United States, opening in San Francisco and Boston in 2014.

France continues to support innovation in small and medium enterprises (SMEs) via its €35 billion (\$48.4 billion) ten-year (2010-2020) Investments of the Future program (*Investissements d’Avenir*) targeting **environmental technologies**, the digital economy and industrial sectors such as **aeronautics, space, transportation, and shipbuilding**. See <http://investissement-avenir.gouvernement.fr> for details.

Limits on Foreign Control:

With a few exceptions in strategic sectors, there are no statutory limits on foreign ownership of companies. On the other hand, French government officials occasionally try to insert themselves into merger and acquisition talks or try to exert pressure on executives involved in major cross-border deals.

A 1993 privatization law gives the government the option to maintain a so-called "golden share" when privatizing national companies in order "to protect national interests." A golden share gives the government the right to: require prior authorization from the Ministry of the Finance, Economy and Industry for any investors acting in concert to own more than a certain percentage of a firm's capital; name up to two non-voting members to the firm's board of directors; and block the sale of any asset to protect "national interests."

In June 2002, the European Court of Justice reaffirmed the basic principle of free movement of capital in the EU and stated that the use of golden shares was a serious impediment to that principle. Nonetheless, a December 2006 French law related to the **energy sector** allowed the government to keep a golden share in Gaz de France (GDF) to ensure the security of energy supplies. The French government received approval from the European Commission (EC) to maintain its golden share following the merger of GDF with Suez, and has reserved the right to retain a golden share in any restructuring of Areva.

Privatization Program:

France (like many other European governments) undertook a major privatization program in the 1990s. Today, it owns a minority stake in several companies, listed in the section titled "Competition from State-Owned Enterprises." The government has not recently announced plans to privatize any of the remaining state-owned enterprises (SOEs) but it has drawn down its shareholdings in several companies. Foreign investors are allowed to participate in privatization programs. The government's stakes in state-owned companies are sometimes sold through market-based public offerings, but more commonly through an off-market bidding process. In both cases, the Ministry of Finance/Economy makes determinations based on bidders' business plans, and with the advice of the quasi-independent "*Commission des Participations et des Transferts*" (formerly known as the Privatization Commission). The confidential nature of off-market sales can raise suspicions about the equal treatment of foreign and French bidders, cooling interest from foreign investors. In the past, a policy of selling holdings to "core" shareholders to avoid splitting up companies or selling sensitive state assets to foreign investors favored French firms.

Screening of FDI:

The AFII website's "Doing Business in France" section explains French regulations on foreign direct investment. While there is no generalized screening of foreign investment, French law (Decree 2005-1739) stipulates that acquisitions in "sensitive" sectors are subject to prior notification, screening, and approval by the Finance Minister. The decree lists a total of eleven strategic sectors: gambling and casino activities; private security services; research, development and production of pathogens or toxic substances for unlawful or terrorist activities; wiretapping and mail interception equipment; testing and certification of security for IT products and systems; goods and

services related to the information security systems of companies managing critical infrastructure; dual-use (civil and military) items and technologies; encryption services; the activities of firms entrusted with national defense secrets; research, production or trade of weapons, ammunition, and explosive substances intended for military purposes; any business supplying the Defense Ministry with any of the above goods or services. The French government must review any investment in these sectors that acquires control of a firm, surpasses a 33-percent ownership threshold, or involves any part of any firm that has established headquarters in France. Some investments in sensitive sectors require the consent of several ministries.

Competition Law:

Direct investments in the form of mergers and acquisitions are subject to antitrust review from the French Competition Authority (*Autorité de la Concurrence*) as provided by the August 4, 2008 law on the modernization of the economy. The Competition Authority handles any operation meeting the following three conditions: the pre-tax global turnover of all the combined companies or entities is higher than €150 million (\$207 million); the pre-tax turnover in France is higher than €50 million (\$60 million); the operation does not fall within the scope of 2004 EU Regulation 139 on merger regulation.

Information in English is available at <http://www.autoritedelaconcurrence.fr>.

A tradition of state intervention in the French economy can pose challenges to both French and foreign investors, as corporate governance and employment decisions occasionally attract political attention. French labor unions tend to see U.S. firms as focused on short-term profits at the expense of employment and not sufficiently committed to social dialogue or respect for their legal obligations to employees when restructuring. A degree of opaqueness in the privatization process can also arouse suspicions about the equal treatment of foreign investors in publicly held firms.

Investment:

Trends

Foreign investment represents a significant percentage of production in many sectors. According to AFII, some 29,600 companies established in France receive foreign investment. They employ two million people, are responsible for one-third of French exports and undertake more than 20 percent of corporate R&D expenditures. Rapid growth in new technologies has given way to renewed growth in traditional sectors: **automobiles, metalworking, aerospace**, capital goods, consultancy and **services**. Although France remains a top destination for foreign direct investment (FDI), according to UNCTAD estimates, France fell from the second largest recipient of foreign direct investment inflows in 2009 to the sixteenth largest in 2012, when FDI inflows accounted for 0.9 percent of GDP. The United States remains one of the largest sources of FDI in France, accounting for 11.8 percent in 2012, down from 12.1 percent the previous year. Based on recent estimates, U.S. holdings of French securities in 2012 totaled \$196 billion, down from the 2011 level of \$217 billion. Those figures likely understate U.S. investment in France, as the U.S. investments tend to be considerably older than those of other countries, and U.S. firms often finance expansions and acquisitions on domestic French capital markets or through subsidiaries in third countries. As a result, much U.S. investment in France is not recorded in balance of payments statistics, even though it may ultimately be controlled by U.S. citizens.

Firms with questions about foreign investment operations that require notification to Banque de France (the French central bank) may contact the bank at:

Banque de France (<http://www.banque-france.fr>)
 Service de la Balance des Paiements
 31, rue Croix-des-Petits Champs
 Tel: 01-4292-4292

A list of recent U.S. investment projects may be found on the Invest in France website (<http://www.invest-in-france.org>). A listing by industry of over 400 foreign investors in France can be found in the AmCham directory published by:

American Chamber of Commerce in France (<http://www.amchamfrance.org>)
 77, rue de Miromesnil
 75008 Paris, France
 Tel: 01-5643-4567; Fax: 01-5643-4560.

TABLE 1: The following chart summarizes France’s rank on several well-regarded indices and rankings.

Measure	Year	Rank or Value	Website Address
Transparency International Corruption Perceptions index	2013	(22 of 177)	http://cpi.transparency.org/
Heritage Foundation’s Economic Freedom index	2013	(70 of 178)	http://www.heritage.org/
World Bank’s Doing Business Report “Ease of Doing Business”	2013	(38 of 189)	http://doingbusiness.org/
Global Innovation Index	2013	(20 of 142)	http://www.globalinnovationindex.org/
World Bank GNI per capita (USD)	2012	\$41,750	http://data.worldbank.org

The **Principality of Monaco**, the world’s second smallest country, has an open economy that welcomes foreign investment. **Monaco** enjoys a high standard of living and low unemployment. Foreigners (and Monegasques) actually living and working in Monaco are not subject to personal income tax, with the exception of French citizens. Corporations may benefit from various tax incentives. There are no restrictions preventing foreigners and non-residents from buying property or opening bank or brokerage accounts in Monaco, though some banks have levied fees on American accounts. Non-residents likely account for more than half of real estate investments. **Monaco** is well known for its security and political stability.

Note: **Principality of Monaco** is not covered by the World Bank “Doing Business Report,” the Transparency International “Country Corruption Report,” nor the Heritage Foundation “Economic Freedom Index” report.

Investment Regime of Monaco

Monaco's economic and regulatory system is closely tied to that of France, and Monaco uses the Euro as its currency. The convention of May 1, 1963 brought French and Monegasque territories, including territorial waters, under a customs union resulting in the application of French customs law in Monaco. Although Monaco is not a full member of the European Union, the customs union with France makes it subject to EU customs laws, thus guaranteeing that the transfer of goods and services from and into Monaco remains within the single European market.

Economic activity within **Monaco**, including commercial, craft and industrial activity is strictly monitored by the Government. Prior approval from the Direction de l'Expansion Economique is required before conducting any economic activity in the principality, and this applies to foreign companies which may establish a branch or an administrative unit in the principality. Monegasque authorities issue approvals based on type of business; approval is personal and may not be transferred. Any change in the terms requires a new approval. The government is streamlining the approval process by reducing the number of documents required to nine, or six for individual authorizations.

A body called "Espace Entreprises Monaco Business Office" helps new investors. The Monaco Welcome and Business office (MWBO) assists individuals and entrepreneurs in relocating to the **Principality of Monaco**. In the financial sector, creation of any financial organization is subject to the approval of both the French CECEI (Committee for Credit and Investment Institutions) in Paris and of Monegasque financial supervisory authorities. Offshore companies are subject to the same due diligence and suspicious transaction reporting regulations as other banking institutions.

Monaco has taken a number of initiatives to promote economic activity and make company operations more transparent while maintaining high ethical standards, including:

- creation of the legal status of Limited Liability Company
- adoption of systems to combat money laundering, organized crime and corruption (through the creation of the "*Service d'Information et de Contrôle sur les Circuits Financiers*" SICCFIN: <http://www.siccfm.gouv.mc>)
- special exemptions for new companies and research

In **Monaco**, there is no direct taxation, with two exceptions:

- companies earning more than 25% of their turnover (revenue) outside of the principality, and companies whose activities consist of earning revenues from patents and literary or artistic property rights, subject to a tax of 33.33% on profits
- French nationals unable to prove that they resided in the principality for 5 years before October 31, 1962 are subject to the French income tax.

To encourage the creation of companies, the **Principality of Monaco** offers tax incentives, exempting new companies developing a new activity from corporate tax in the first two years, and requiring them to pay only a portion of their full tax bill in the third year (25 percent), fourth year (50 percent), and fifth year (75 percent).

A research tax credit was created in March 2009. The **Principality of Monaco** announced that it would follow international norms in matters of tax transparency. In September 2009, Monaco was removed from the Organization for Economic Cooperation and Development (OECD) list of "non-cooperative" countries, or "grey list" in terms of provision of tax

information. The principality has signed thirteen tax information exchange agreements (TIEA), including one with the United States on September 8, 2009.

Size of the Economy of Monaco

Monaco's GDP was €4.48 billion in 2011. The country's budget comes from taxes on industry, trade and services, a vibrant tourism sector, and several government-owned enterprises, most notably the country's famous casinos. Approximately 50% of government revenue is estimated to come from the Value Added Tax (VAT) applied by the French Administration on Monaco.

There is a high concentration of financial professionals in **Monaco**, as might be expected in this center of international business. French banking law applies in Monaco, subjecting banks to the same level of supervision as in France. Some 43 banks and 107 financial institutions operate in Monaco; the most recent figures available show them managing an estimated €750 billion for a clientele that is 46% non-resident.

Monetary Conversion and Transfer Policies

[Return to top](#)

Foreign Exchange:

France is one of eighteen countries that use the Euro currency. Exchange rate policy for the Euro is handled by the European Central Bank. Several French officials have called for a lower euro in the 2013-2014 period, saying that the strength of the euro has harmed France's export competitiveness.

Below is an excerpt from the U.S. Treasury Department's *Report to Congress on International Economic and Exchange Rate Policies* (<http://www.treasury.gov/>):

The euro area has a freely floating exchange rate. The euro has experienced large fluctuations since the financial crisis resulting from ebbs and flows in risk aversion associated with financial stresses in the euro area. In the second half of 2013, the euro appreciated by 5.3 percent against the dollar and has been relatively stable through the first three months of 2014. On a real effective basis, the euro depreciated by 0.7 percent in the second half of 2013.

The euro area's recovery has substantially lagged other developed countries, leaving economic activity at a low level. Euro area GDP is 2.7 percent below its peak in the first quarter of 2008. Private demand is more than five percent below pre-crisis levels, and unemployment is running at a near-record high of 12 percent. Following six consecutive quarters of contraction, the euro area economy returned to growth in the second quarter of 2013, with GDP expanding by 1.0 percent, on a seasonally adjusted, annualized basis, over the last three quarters of 2013.

However, significant macroeconomic and financial headwinds persist. While the pace of fiscal consolidation has eased, the region's fiscal stance remains contractionary, and bank deleveraging, low real wage growth, and weak investment continue to weigh on economic activity. Moreover, growth was driven primarily by net exports in 2013. With inflation in the euro area dropping to new record lows in recent months and the risk of

further financial volatility in emerging markets having an adverse impact on global demand, Europe faces the risk of a prolonged period of substantially below-target inflation or outright deflation. This would slow Europe's return to growth, further hinder the internal rebalancing that is still needed between the core and periphery, and increase the real burden of public and private debts. The European Commission forecasts that the euro area economy will grow by around 1.0 percent in 2014.

The euro-area's collective current account surplus expanded to 2.2 percent of GDP in 2013, as large current account deficits in peripheral countries continued to shrink, in some cases moving into surplus largely through demand compression, while surplus countries have not reduced their current account surpluses. Both in dollar terms and as a share of GDP the euro area's surplus now exceeds China's surplus. Previous current account deficits in Italy, Spain, and the smaller economies in the periphery have turned into small surpluses in recent quarters, primarily as a result of a collapse of domestic demand and falling wages. The Netherlands and Germany, meanwhile, have continued to run substantial current account surpluses since 2011, with Germany's surplus rising to 7.4 percent of GDP in 2013.

To ease the adjustment process within the euro area, countries with large and persistent surpluses need to take action to boost domestic demand growth and shrink their surpluses. For example, in Germany, domestic demand has grown faster than GDP only three times in the past ten years. German domestic demand picked up in the third quarter of 2013, but weakened in the fourth quarter, leaving domestic demand just 0.4 percent larger in the second half of 2013 than in the first half. One sign of the subdued pace of German demand growth is that German goods imports were 1.0 percent weaker for the year. Stronger domestic demand growth in all surplus European economies is needed to help facilitate a durable rebalancing of imbalances in the euro area.

The European Union's (EU) annual Macroeconomic Imbalances Procedure, developed as part of the EU's increased focus on surveillance, recently identified Germany's current account surplus as an imbalance which requires monitoring and policy action. Notably, the EU stated that, given the size of the German economy, action was particularly important to reduce the risk of adverse effects on the functioning of the euro area. While identification of Germany is a welcome step, as are the EC's recommendations for measures to bolster investment and demand growth, it remains to be seen whether the procedure can produce robust recommendations or policies aimed at the euro area aggregate fiscal stance and symmetric rebalancing.

(Source: <http://www.treasury.gov/>)

All inward and outward payments must be made through approved banking intermediaries by bank transfers. There is no restriction on the repatriation of capital. Similarly, there are no restrictions on transfers of profits, interest, royalties, or service fees. Foreign-controlled French businesses are required to have a resident French bank account and are subject to the same regulations as other French legal entities. The use of foreign bank accounts by residents is permitted.

For purposes of controlling exchange, the French government considers foreigners as residents from the time they arrive in France. French and foreign residents are subject to the same rules; they are entitled to open an account in a foreign currency with a bank established in France, and to establish accounts abroad. They must report all foreign

accounts on their annual income tax returns, and money earned in France may be transferred abroad.

France established its own tax-haven black list in February 2010, and updates it periodically. France uses its powers under national law to freeze terrorist's assets, and cooperates internationally and at the United Nations on terrorist financing issues. As part of international efforts to combat money laundering and the financing of terrorism, France introduced regulations tightening reporting on checks, their amounts, origins and destinations, as recommended by the Financial Action Task Force (a 34-nation intergovernmental body).

Remittance Policies:

France's investment remittance policies are stable and transparent.

France is a member of the Financial Action Task Force (FATF), playing a prominent role as a founding member. As reported in the Department of State's France Report on Terrorism, the French government has a comprehensive anti-money laundering/counterterrorist financing (AML/CTF) regime and is an active partner in international efforts to control money laundering and terrorist financing. Since 2011, the French government has considerably expanded its financial intelligence/enforcement unit -- "TracFin." TracFin also became more active within international organizations. In April 2012, France's bank supervisor, the Prudential Control Authority ("*Autorité de contrôle prudentiel*") updated its guidance on vigilance measures concerning fund transfers.

Expropriation and Compensation

[Return to top](#)

Under French law, private investors are entitled to compensation if their properties are expropriated, and such compensation must be prompt and adequate. This is reflected in France's bilateral investment treaties. There have been no recent disputes involving expropriation of U.S. investments.

Dispute Settlement

[Return to top](#)

Legal System, Specialized Courts, Judicial Independence, Judgments of Foreign Courts:

France's Tribunal of Commerce ("*Tribunal de Commerce*") ("TDC") specializes in commercial litigation. Magistrates of the commercial tribunals are lay judges, who are well-known in the business community and have experience in the sectors they represent. Decisions by the commercial courts can be appealed before the Court of Appeals. France also has an administrative court system to challenge a decision by local governments and the national government; the State Council ("*Conseil d'Etat*") is the appellate court.

France enforces foreign legal decisions such as judgments, rulings and arbitral awards through the procedure of exequatur introduced before the *Tribunal de Grande Instance* (TGI), which is the court of original jurisdiction in the French legal system.

France has a distinctive system of protection of intellectual and industrial property rights, applicable not only to artistic or creative rights approximately equivalent to copyright, but also to designs, drawings, patents and trademarks. Firms can register and protect innovation on French territory with the centralized authority for registering industrial property rights, the INPI (*Institut National de la Propriété Industrielle*, <http://www.inpi.fr>). French attorneys are qualified and specialized in the specific field of intellectual property. No French commercial court has a monopoly of intellectual property rights. The French Courts are frequently called upon to decide claims from holders of intellectual property rights.

With regard to French patents, actions are generally brought before the High Court of Instance (*Tribunal de Grande Instance*), however questions of jurisdiction may arise concerning foreign patents. The French judicial system is independent, competent, and substantively fair and reliable. Firms can also protect their rights on the European territory or in foreign countries. Cases related to intellectual property rights on a “European community brand” can be brought to the European courts or the European Court of Justice. French courts must recognize and enforce judgments of foreign courts.

Bankruptcy:

France has very detailed bankruptcy regulations. Any creditor, regardless of the amount owed, may file suit in bankruptcy against a debtor. Foreign creditors, equity shareholders and foreign contracts holders have the same rights as their French counterparts. Monetary judgments by French courts on firms established in France are generally made in euros. Not bankruptcy, but bankruptcy fraud, the misstatement by a debtor of his financial position in the context of a bankruptcy, is criminalized. The French bankruptcy law was amended in 2012 to prevent managers and other entities responsible for the bankruptcy of a French company, to escape liability by shielding their assets (Law 2012-346). Also in 2012, France passed a law that enables debtors to implement a restructuring plan with financial creditors only, without affecting trade creditors. France is ranked 46 out of 189 for ease of resolving insolvency according to the *World Bank Doing Business Report*.

Investment Disputes:

In the past ten years, investment disputes involving U.S. or other foreign investors have been relatively rare though not unheard of.

French regulations in reaction to various potential or proven risks to the environment or human health have made market access for some U.S. energy and biotech companies more difficult. France banned hydraulic fracking in 2011 and revoked exploration licenses held by U.S. firms, including Schuepbach Energy LLC and Hess Oil, in 2013. France’s constitutional court ruled that a July 13, 2011 law banning fracking was “pursuing a legitimate goal in the general interest of protecting the environment.” In April 2014, the government temporarily suspended the ongoing debate within the government on the pros and cons of fracking and it is not yet clear how this debate will evolve. U.S. biotech producers Monsanto, Pioneer/Hi-Bred (a DuPont company), and Dow Agro Sciences are present in France, but face on and off bans on genetically modified organisms (GMO) and application of the “precautionary principle” (under which protections can be relaxed only if further scientific findings emerge that provide sound evidence that no harm will result).

International Arbitration France is a member of the **International Centre for Settlement of Investment Disputes (ICSID)** and signatory to the 1958 **New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards**. France was one of the first countries to enact a modern arbitration law in 1980 and 1981. In 2011, the French Ministry of Justice issued Decree 2011-48 which introduced further international best practices into French arbitration procedural law. As a result of that decree, parties are free to agree orally to settle their disputes through arbitration, and the arbitrators to apply their chosen procedure, subject only to minimum standards of due process and a newly enacted principle of procedural celerity and fairness. The President of the *Tribunal de Grande Instance* (Civil Court of First Instance) of Paris has the authority to issue orders related to ad-hoc international arbitration (i.e., not institutional arbitration). Paris is the seat of the International Chamber of Commerce's International Court of Arbitration, composed of representatives from 90 countries. Basic texts governing international arbitration in France can be found at <http://www.parisarbitration.com/>.

Duration of Dispute Resolution:

The timeframe for dispute resolution varies considerably -- up to two years (all forms of appeal included). For emergency situations, a so-called "référé" procedure is available provided there is a danger of irreparable harm; this expedited procedure takes just a few days.

Performance Requirements and Incentives

[Return to top](#)

France complies with the **World Trade Organization's Trade-Related Investment Measures (TRIMS)** requirements. While developing new draft legislation, the French government submits a copy to the World Trade Organization (WTO) for the WTO's review to ensure the prospective legislation is not inconsistent with its WTO obligations.

Investment Incentives:

France offers a range of financial incentives, generally equally available to both French and foreign investors. The French government introduced a competitiveness and employment tax credit ("*Crédit d'Impôt pour la Compétitivité et l'Emploi*" - CICE), effective January 2013, that reduces payroll taxes paid by SMEs, and temporarily exempts some firms based on geographic location (urban tax-free zones, rural regeneration zones, etc.) or status as an innovative start-up. Detailed information is provided in English on the Economic Ministry website at <http://www.economie.gouv.fr/ma-competitivite/> or in French at <http://www.ma-competitivite.gouv.fr>.

Recognizing that French corporate tax rates are high compared to those in other leading industrial countries, the government plans to gradually reduce the nominal corporate tax rate from 33 percent to 28 percent by 2020, on top of tax credits already in place.

For movie makers, the French government has increased the maximum tax credit per foreign film from €4 million (\$5.54 million) to €10 million (\$13.8 million) applicable in 2014.

The government is also expected to inaugurate a plan to incentivize corporate venture investment in small companies. Under the plan, a French company or French subsidiary of a foreign company that invests in cash for a minority shareholding (less than 20%) in a small, innovative SME, either directly or indirectly (i.e., through a fund), would benefit from a five year, linear amortization of their investment. To qualify, SMEs must allocate at least 15% of their spending on research, or their product's processes or technique must have been recognized as innovative by the Public Investment Bank (<http://www.bpifrance.fr>).

France's domestic planning and investment promotion agency, DATAR (*Delegation Interministerielle a l'Aménagement du Territoire et à l'Attractivité Regionale*) has a broad mandate to attract and assist foreign investors. DATAR (<http://www.datar.gouv.fr>) offers local, regional and national subsidies and tax incentives for investment in less affluent areas, and maintains offices throughout France and around the world to provide advice and assistance. DATAR's overseas offices are called "Invest in France Agencies" (IFA), or IFANA in North America (<http://www.invest-in-france.org/us>). There are three IFA offices in the United States:

<p>North and East: IFANA New York Philippe Parfait, Director 1700 Broadway, Suite 3000 New York, NY 10019 Tel: (212) 757-9340 Fax: (212) 245-1568 usa@investfrance.org</p>	<p>West and South: IFANA San Francisco Caroline Laporte, Director 88 Kearny Street, Suite 700 San Francisco, CA 94108 Tel: (415) 781 0986 Fax: (415) 781 0987 usa@investfrance.org</p>	<p>Midwest: IFANA Chicago Michel Gilbert, Director 205 North Michigan Ave, Suite 3750 Chicago, IL 60611 Tel: (312) 628-1054 Fax: (312) 628-1033 usa@investfrance.org</p>
--	--	--

The primary investment incentive offered by DATAR is a regional planning grant (*Prime d'Aménagement du Territoire - PAT*) for investment in an eligible geographical zone. To qualify, investors are required to create jobs (see Performance Requirements), but the subsidies can be generous, and the system is even more flexible for SMEs. Other incentives include:

- R&D project grants for businesses located in competitiveness clusters
- Special tax treatment for company headquarters
- Local and regional tax holidays and subsidies
- "Industrial conversion" zones featuring tax breaks and grants for job-creation
- Special access to credit for SMEs
- Assistance for training, including a portion of wages paid to employees in training.

Besides DATAR/IFA at the national level, several French cities and regions have developed their own investment promotion agencies that advise potential investors, offer administrative assistance, and oversee investment incentives. Regional councils are empowered to provide direct aid to companies. All incentives are subject to EU regulations.

Research and Development:

U.S. and other foreign firms are able to participate in research and development programs on a national treatment basis. France has developed two tax regimes benefitting research and innovation, namely the Research Tax Credit (*Crédit Impôt Recherche* - CIR) and tax incentives for new, innovating firms (*Jeune Entreprise Innovante* - JEI). The Research Tax Credit, expected to total €5.8 billion (\$8 billion) in 2014, covers 30% of all R&D costs up to €140 million (\$193.73 million), and 5% above this threshold. SMEs are also eligible up to €110,000 (\$152,220) a year. New, innovative firms are entitled to payroll tax exemptions during their first eight years provided they invest at least 15% of their expenditure in research and development.

The French government sponsors research and development programs at three different levels:

- *International/European programs* (e.g., ESA, CERN, EUREKA, EU Framework program). France is competing more actively for European R&D funding. In 2014, the EU launches its new seven-year R&D funding cycle with the framework program “Horizon 2020” (over €70 billion for 2014-2020), with three focus points: **Excellent Science** (top scientists and younger researchers); **Industrial Leadership** (areas like ICT, nanotechnologies, advanced manufacturing, robotics, biotechnologies and space); and **Societal Challenges** (e.g., **health**; **agriculture**, maritime and bioeconomy; **energy**; **transport**; climate action, environment, resource efficiency and raw materials; reflective societies; and **security**).
- *National research programs* (mostly administered by the Higher Education and Research Ministry (MESR). The Administration is setting new R&D priorities to be released in May 2014. French priorities will be aligned with EU-wide Horizon 2020 framework priorities (above).
- *Private sector programs*. A significant portion of French R&D expenditures in France are funded by the private sector, particularly by the **automotive**, pharmaceutical, and **aerospace** industries.

See <http://www.invest-in-france.org/>.

Performance Requirements:

While there are no mandatory performance requirements established by law, the French government will generally require commitments regarding employment or R&D from both foreign and domestic investors seeking government financial incentives. Incentives like PAT regional planning grants (*Prime d'Aménagement du Territoire*) and related R&D subsidies are based on the number of jobs created, and authorities have occasionally sought commitments as part of the approval process for acquisitions by foreign investors.

The French government imposes the same conditions on domestic and foreign investors in cultural industries: all “purveyors” of movies and television programs (i.e., television broadcasters, telecoms operators, internet service providers and video **services**) must invest a percentage of their revenues to finance French **film and television** productions. They must also abide by broadcasting content quotas (minimum 40% French, 20% EU).

No data localization measures have been implemented yet, but there is ongoing discussion among the government, civil society, and companies on proposals to encourage data localization.

Right to Private Ownership and Establishment

[Return to top](#)

Foreign and domestic private entities have the right to establish and own business enterprises and engage in all sorts of remunerative activities.

U.S. investment in France is subject to the provisions of the Convention on Establishment between the United States of America and France, which was signed in 1959 and remains in force. The rights it provides U.S. nationals and companies include:

- Rights equivalent to those of French nationals in all commercial activities (excluding **communications**, air transportation, water transportation, banking, the exploitation of natural resources, certain "professions," and the production of electricity);
- Treatment equivalent to that of French or third country nationals with respect to transfer of funds between France and the United States;
- Property protected from expropriation except for public purposes, accompanied by payment that is just, realizable and prompt.

The treaty does not apply to the use or production of fissionable materials, arms or any materials used directly or indirectly to supply military establishments, and does not prevent application of measures necessary to protect essential security interests.

Protection of Property Rights

[Return to top](#)

Real Property:

In the World Bank's *Doing Business Report* (DBR), France is ranked 149 of 189 for registering property (its worst score on the ten DBR metrics), reflecting the difficulty businesses face in securing rights to property (in terms of the number of steps, time, and cost involved in registering property). The right to real property is regulated by the French civil code. French civil-law notaries ("*notaires*") -- highly specialized lawyers in private practice appointed as public officers by the Justice Ministry -- handle residential and commercial conveyancing and registration, contract drafting, company formation, successions and estate planning. The official system of land registration, the "*cadaster*," is maintained by the French public land registry, under the auspices of the French tax authority (*Direction Générale des Finances Publiques* - DGFIP).

Intellectual Property Rights

France is a strong defender of intellectual property rights. Under the French system, patents and trademarks protect industrial property, while copyrights protect literary/artistic property. By virtue of the Paris Convention and the Washington Treaty regarding industrial property, U.S. nationals have a "priority period" following filing of an application for a U.S. patent or trademark in which to file a corresponding application in France: twelve months for patents and six months for trademarks.

Counterfeiting is a costly problem for French companies, and the government of France maintains strong legal protections and a robust enforcement mechanism to combat trafficking in counterfeit goods -- from copies of luxury goods to fake medications -- as

well as the theft and illegal use of intellectual property. The French Intellectual Property Code has been revised repeatedly over the years. On February 26, 2014, the French Parliament adopted a bill reinforcing France's anti-counterfeiting law, which is based on an October 29, 2007 law that implements the April 29, 2004 EU directive on intellectual property rights. The new legislation increases the Euro amount for damages to companies that are victims of counterfeiting and extends trademark protection to smart card technology, certain geographic indications, plants, and agricultural seeds. The new legislation also increases the statute of limitations for civil suits from three to ten years and strengthens the powers of customs officials to seize fake goods sent by mail or express freight. Finally, the new legislation requires the establishment of a database that will centralize all relevant information from French customs and mail and freight operators.

France has robust laws against online piracy. The government agency called the High Authority for the Dissemination of Artistic Works and the Protection of Rights on Internet (*Haute Autorité pour la Diffusion des Œuvres et la Protection des droits sur Internet* - HADOPI) administers a "graduated response" system of warnings and fines and it has taken action against online pirate sites including Megaupload in 2012. HADOPI cooperates closely with the U.S. Patent and Trademark Office (USPTO) as well as with the White House Office of the Intellectual Property Enforcement Coordinator to share best practices, including pursuing voluntary arrangements that target intermediaries that facilitate or fund pirate sites.

For additional information about treaty obligations and points of contact at local IP offices, please see the World Intellectual Property Organization's (WIPO) country profiles at <http://www.wipo.int/directory/en/>.

Resources for Rights Holders:

Robert W. Gerber, Economic Affairs Officer, U.S. Embassy Paris. Tel: +33-1-4312-2524, GerberRW@state.gov.

<http://france.usembassy.gov/business/france.html>

<http://france.usembassy.gov/judicial.html>

<http://www.amchamfrance.org/en/contact>

http://www.amchamfrance.org/en/business_center/living_and_working_in_france/5

Transparency of Regulatory System

[Return to top](#)

The French government has made considerable progress in recent years on the transparency and accessibility of its regulatory system. A major reform in 2009 extended the investigative and decision-making powers of France's Competition Authority, and in 2011 the Authority published its methodology for calculating fines imposed on companies charged with abuse of a dominant position. In 2012, it issued specific guidance on competition law compliance, and government ministers, companies, consumer organizations and trade associations now have the right to petition the authority to investigate anti-competitive practices. While the authority alone examines the impact of mergers on competition, the Minister of the Economy retains the power to request a new investigation or reverse a merger transaction decision for reasons of industrial development, competitiveness or maintenance of employment.

The French government generally engages in industry and public consultation before drafting legislation or rulemaking through a regular but variable process directed by the relevant ministry. However, the text of draft legislation is not always publically available before parliamentary approval. The French government has recently experimented with new procedures such as online industry consultations for input related to the U.S.-EU Transatlantic Trade and Investment Partnership (TTIP) and the EU-Japan FTA as well as mandatory impact assessments. Although more open than before, French practices appear to be somewhat less transparent and less systematic than EU public notice and comment procedures, according to industry feedback.

To increase transparency in the French legislative process, since 2009 all ministries are required to attach an impact assessment to their draft bills. The Prime Minister's Secretariat General (SGG for *Secrétariat Général du Gouvernement*) is responsible for ensuring that impact studies are undertaken in the early stages of the drafting process. The State Council (*Conseil d'Etat*), which must be consulted on all draft laws and regulations, may reject a draft bill if the impact assessment is insufficient.

Foreign companies have expressed concern regarding the setting of standards. Rigorous testing and approval procedures are sometimes required before goods approved in the United States are cleared for sale in France. The United States and the EU have negotiated mutual recognition agreements covering the testing and certification of some products, but French standards apply where EU-wide standards do not exist. More information on these agreements can be found on the websites of the International Bureau of Weights and Measures at <http://www.bipm.org>, the U.S. Commerce Department's International Trade Administration (ITA) at <http://www.trade.gov>, and the U.S. National Institute of Standards and Technology at <http://www.nist.gov>. U.S. firms may also find it useful to become members of industry associations, which play an influential role in developing government policies. Even "observer" status can offer insight into new investment opportunities and greater access to government-sponsored projects.

Efficient Capital Markets and Portfolio Investment

[Return to top](#)

There are no administrative restrictions on portfolio investment in France, and there is an effective regulatory system in place to facilitate portfolio investment.

Liquidity and Access to Capital Markets France's open financial market allows foreign firms easy access to a variety of financial products both in France and internationally. France continues to modernize its marketplace; as markets expand, foreign and domestic portfolio investment has become increasingly important.

As in most EU countries, French listed companies are required to meet international accounting standards. Some aspects of French legal, regulatory and accounting regimes are less transparent than U.S. systems, but they are consistent with international norms.

France's banking system has recovered gradually from the 2008-2009 global financial crisis. The assets of France's largest banks totaled €6.8 trillion (\$9 trillion) at the end of 2012. Commercial banks offer all classic financing instruments, including short, medium, and long-term loans, short-and medium-term credit facilities, and secured and non-secured overdrafts. They assist in public offerings of shares and corporate debt, as

well as mergers, acquisitions and takeovers, and offer hedging services against interest rate and currency fluctuations. Foreign companies have access to all banking services. Although subsidies are available for home mortgages and small business financing, most loans are provided at market rates.

Euronext Paris (also known as Paris Bourse), the primary French stock exchange, created “Alternext” to offer companies an unregulated market (based on the legal definition of the European investment **services** directive) with more consumer protection than the “Marché Libre” still used by a couple hundred small businesses for their first stock listing. A company seeking a listing on Alternext must have a sponsor with status granted by NYSE-Euronext, and prepare a French language prospectus for a permit from “Autorité des Marchés Financiers - AMF,” the French equivalent of the U.S. Securities and Exchange Commission. Since May 2013, small and medium-size enterprises (SMEs) may list on EnterNext, a new subsidiary of the Euronext Group. Drawing on its pan-European presence, EnterNext brings together all Euronext Group initiatives for companies listed in the B compartment (valued between €150 million and €1 billion) and the C compartment (market capitalization of less than €150 million) of its regulated European markets and on Alternext. Foreign companies can provide statements in English with a short summary in French. Details may be found on the AMF web site (<http://www.amf-france.org>), and more information is available on the Paris Stock Exchange website (<http://www.bourse-de-paris.fr> and <http://www.euronext.com/>).

Foreigners held 46.3 percent of the capital of large publicly traded French companies (CAC 40) as of December 2012. An intricate network of cross-shareholdings among French corporations has often been seen as a barrier to foreign acquisition; often, two French companies will own a significant share of each other, with the same executives sitting on both Boards of Directors. This has grown less common in recent years under pressure from the marketplace.

Mergers and Acquisitions

French takeover law is designed to limit hostile takeovers of publicly traded companies. Shareholders are required to disclose holdings in French listed companies to both the AMF and the listed company whenever holdings reach or exceed 5 percent of the company’s shares or voting rights, and thereafter every time the holding reaches or exceeds 10, 15, 20, 25, 33 1/3, 50, 66 2/3, 90 or 95 percent. Anticipating revisions to the EU Transparency Directive, AMF implemented a law requiring cash-settled instruments to be aggregated in calculations of major shareholdings of French listed companies, and included in declarations of intent.

A hostile takeover of a French company by a foreign investor could face public and even governmental scrutiny. French companies can suspend implementation of a takeover when targeted by a foreign company whose country of origin does not apply reciprocal rules, and French regulations allow a U.S.-style “poison pill” takeover defense, including granting existing shareholders and employees the right to increase their leverage by buying discounted shares through stock purchase warrants.

In 2013, the French Minister of Industry expressed the desire of the French government to take new measures designed to protect French companies against hostile takeover bids. Measures focus on the fight against creeping takeovers, the development of long-term shareholder equity and the softening of the conditions governing the issuance of

so-called "poison pills." The bill called "Proposal aimed at reconquering the real economy" ("*Loi visant à reconquérir l'économie réelle*") was published in the French Register ("*Journal Officiel*") on April 1, 2014.

Competition from State Owned Enterprises (SOEs)

[Return to top](#)

The French government has shareholdings in 72 companies. (listed at: <http://www.economie.gouv.fr/>). SOEs dominate common carrier **transportation** (rail, bus, air) and are active in **energy, defense, and the media**.

The French government maintains stakes in Aéroports de Paris (50.63%), Air France KLM (15.88%), Areva (14.33%), CNP Assurances (1.1%), Airbus Group (EADS) (12%), EDF (84.44%), Orange (a direct 13.45% stake and a 13.5% stake through BPI France), GDF-Suez (36.74%), PSA (14%), Renault (15.01%), Safran (27.1%), and Thalès (27.08%), and in unlisted companies including SNCF (rail), RATP (public transport), CDC and La Banque Postale (banks). The government also has majority and minority stakes in small firms in a variety of sectors.

Guidelines on Corporate Governance of SOEs Companies owned or controlled by the state behave largely like other companies in France and are subject to the same laws and tax code. The Boards of SOEs operate according to accepted French corporate governance principles as set out in the (private sector) AFEP-MEDEF Code of Corporate Governance. SOEs are required by law to publish an annual report, and the French Court of Audit conducts financial audits on all entities in which the state holds a majority interest. The French government appoints representatives to the Boards of Directors of all companies in which it holds significant numbers of shares, and manages its portfolio through a special unit attached to the Economics Ministry, the shareholding agency APE ("*Agence de Participations de l'Etat*"). In its 2013 annual report, the APE highlighted the government's new strategy to keep a "sufficient level of control in strategically important companies" while scaling back its shareholdings in traditional industrial sectors to invest in growth companies "in key sectors for economic growth." The sale of some of its stakes (e.g., in jet engine firm Safran, **aerospace** conglomerate EADS/Airbus Group and Aéroports de Paris) illustrated that strategy, generating €1.9billion (\$2.63 billion) in public funds, and enabling the government to invest in its Public Investment Bank (BPI). The BPI has begun acquiring minority stakes in companies, for shorter periods than is generally the case for the government, to promote regional growth, support innovation, and help finance **environmental technologies** and industries of the future.

Sovereign Wealth Funds France has no sovereign wealth fund (SWF) per se, but does operate funds with similar intent. The Strategic Investment Funds ("*Fonds Stratégique d'Investissement - FSI*") was created in 2008. It was owned by the government and the state-owned Caisse des Dépôts et Consignations (CDC). In 2012, FSI was merged with OSEO (involved in financial support to small businesses) and CDC Entreprises to form the Public Investment Bank ("*Banque Publique d'Investissement -BPI*"). BPI France's role is to support small and-medium term enterprises (SMEs), larger enterprises ("*Entreprises de Taille Intermédiaire*") and innovating businesses. The government strategy is defined at national level and aims to fit with local strategies. BPIexport was created in 2013 as part of an initiative to encourage SMEs to export. All investment made by BPIFrance is domestic. BPIFrance may hold direct stakes in companies, hold indirect stakes via generalist or sectorial funds, venture capital, development or transfer

capital. It has taken minority stakes in firms and 250 investment funds, including 90 local investment funds that invest in businesses.

Corporate Social Responsibility (CSR)

[Return to top](#)

Guidelines for Multinational Enterprises France has been a long-time advocate of Corporate Social Responsibility principles both internationally and domestically and there is an exceptionally high degree of awareness of CSR among both producers and consumers. France has played an active role in negotiating the ISO 26000 standard (2010), the International Finance Corporation Performance Standards (revised 2010), the OECD Guidelines for Multinational Enterprises (revised in 2011), and the UN Guiding Principles on Business and Human Rights (2011). France was one of the first European countries to support the Extractive Industries Transparency Initiative (EITI) launched at the Evian G7 Summit in 2003 although it has not yet implemented it. In June 2012, France, together with Brazil, Denmark and South Africa, launched the Group of Friends of Paragraph 47 of the Rio +20 outcome document on sustainable development, which seeks to promote greater transparency through corporate social and sustainability reporting.

Since 2012, all large companies in France are required to publish an annual report on CSR activities.

The term “Corporate Social Responsibility” is defined broadly in France, covering environmental, social, and transparency concerns in both business operations and interactions with stakeholders. France was a trailblazer of responsible reporting and implementation among EU nations, passing legislation in 2001 that made annual sustainability reporting mandatory for all nationally listed companies. The legislation focused on financial issues, such as increasing the transparency of take-over bids, improving corporate governance, and fortifying antitrust regulation, but also mandated disclosure of companies' "triple bottom line" performance, which takes into account not only financial but also social and environmental factors. It requires reporting in three key areas: human resources and labor standards; interaction with the local community; and the environment. Annual reports are available to the public.

GOF policies use both incentives and penalties to promote diversity and deter discrimination. Since 2009, firms of over 20 employees must meet a 6 percent quota of disabled people or pay a fine; since 2010, all firms of 50 employees or more must employ workers over 50 years of age. The GOF awards diversity certifications to companies that meet certain criteria, and established an independent authority to handle discrimination-related complaints.

Political Violence

[Return to top](#)

France is a politically stable country and political violence is relatively uncommon. Occasionally, large demonstrations and protests occur (sometimes organized to occur simultaneously in multiple French cities), and they sometimes (though rarely) lead to violence.

When faced with imminent business closures, on rare occasions French trade unions have resorted to confrontational techniques such as setting plants on fire, planting bombs or kidnapping executives or managers -- as was the case earlier this year at a Goodyear plant in northern France. So-called “boss-nappings” of senior managers also occurred at three U.S. industrial groups in 2009 although none resulted in injury. To remedy the situation and switch from a confrontation approach to labor disputes to a more conciliatory one, the government introduced new labor laws in 2014 that encourage negotiated settlements over conflict.

Corruption

[Return to top](#)

Transparency International (TI) ranks France 22nd on its corruption perception index, but maintains that France continues to face corruption challenges in certain areas (<http://www.transparency.org/>). According to Transparency International's chapter in France, the sectors most affected by corrupt practices are public works and the **defense** industry. TI France (<http://www.transparency-france.org>) works with French companies of all sizes to discourage and avoid corruption when investing in foreign countries. Transparency International's website has material on the international fight against corruption, and France-specific information is posted at <http://www.transparency.org>. There have been no specific complaints from U.S. firms of unfair competition or investment obstacles due to corrupt practices in France in recent years.

UN Anticorruption Convention, OECD Convention on Combatting Bribery:

France became party to the OECD Anti-Bribery convention in 2000 and to the UN Anticorruption Convention in 2003. The Phase 3 report on France by the OECD Working Group on Bribery in International Transactions published on October 2012 chastised France for the very small number of convictions for bribery of foreign public officials (four individuals but no company) and suggested that it is partly due to the fact that victims of foreign bribery (except corruption occurring within the EU) are prohibited from being civil parties to proceedings and initiating criminal cases. The Working Group further called for stricter limits on national security confidentiality, a point also recently cited by the Council of Europe Group of States against Corruption (GRECO). At the same time, the OECD Working Group welcomed the greater independence of public prosecutors and the efficacy of the French anti-money laundering authority TracFin in reporting cases.

Resources to Report Corruption:

The Central Office for the Prevention of Corruption (“*Service Central de Prévention de la Corruption*” or SCPC) is responsible for combating corruption. The SCPC is an inter-ministerial agency formally attached to the French Ministry of Justice. Established by Law 93-122 (January 29, 1993) on the prevention of corruption and the transparency of business and public procedures, its main role is to collect information regarding corruption-related offences and use it to prevent corruption. As part of that mandate, the SCPC publishes an annual report providing detailed statistics on corruption-related offenses and convictions. In its latest report, the agency called for the introduction of a legal requirement for large companies to implement an anti-corruption program similar to that imposed on businesses under the 2010 UK Bribery Act. A 1968 French law referred to as the “blocking statute” prohibits the communication of economic, commercial,

industrial, financial or technical information or documents as part of foreign judicial proceedings, but the SCPC has served as a conduit (a role it would like to be formalized in an amendment to the blocking statute) between French companies and foreign bodies like the U.S. Department of Justice and the U.S. Securities and Exchange Commission.

Contact information for the SCPC (Central Office for the Prevention of Corruption):

Mailing Address : Service Central de Prévention de la Corruption 13, Place Vendôme 75042 Paris Cedex 01 Email : scpc@justice.gouv.fr	Physical Address: Service Central de Prévention de la Corruption 5, boulevard de la Madeleine 75001 Paris Tel : (+33) 1 44 77 69 65
---	--

Contact information for Transparency International's French affiliate:

Transparency International France

14, passage Dubail

75010 Paris

Tel: (+33) 1 84 16 95 65; Email: contact@transparency-france.org

Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

U.S. Foreign Corrupt Practices Act:

In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at: <http://www.justice.gov/criminal/fraud/>

Other Instruments:

It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements. This country is party to [add instrument to which this country is party], but generally all countries prohibit the bribery and solicitation of their public officials.

OECD Antibribery Convention:

The OECD Antibribery Convention entered into force in February 1999. As of March 2009, there are 38 parties to the Convention including the United States (see <http://www.oecd.org/>). Major exporters China, India, and Russia are not parties, although the U.S. Government strongly endorses their eventual accession to the Convention. The Convention obligates the Parties to criminalize bribery of foreign public officials in the conduct of international business. The United States meets its international obligations under the OECD Antibribery Convention through the U.S. FCPA.

UN Convention:

The UN Anticorruption Convention entered into force on December 14, 2005, and there are 158 parties to it as of November 2011(see <http://www.unodc.org/>). The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery.

OAS Convention:

In 1996, the Member States of the Organization of American States (OAS) adopted the first international anticorruption legal instrument, the Inter-American Convention against Corruption (OAS Convention), which entered into force in March 1997. The OAS Convention, among other things, establishes a set of preventive measures against corruption, provides for the criminalization of certain acts of corruption, including transnational bribery and illicit enrichment, and contains a series of provisions to strengthen the cooperation between its States Parties in areas such as mutual legal assistance and technical cooperation. As of December 2009, the OAS Convention has 34 parties (see <http://www.oas.org/>).

Council of Europe Criminal Law and Civil Law Conventions:

Many European countries are parties to either the Council of Europe (CoE) Criminal Law Convention on Corruption, the Civil Law Convention, or both. The Criminal Law Convention requires criminalization of a wide range of national and transnational conduct, including bribery, money-laundering, and account offenses. It also incorporates provisions on liability of legal persons and witness protection. The Civil Law Convention includes provisions on compensation for damage relating to corrupt acts, whistleblower protection, and validity of contracts, inter alia. The Group of States against Corruption (GRECO) was established in 1999 by the CoE to monitor compliance with these and related anti-corruption standards. Currently, GRECO comprises 49 member States (48 European countries and the United States). As of December 2011, the Criminal Law Convention has 43 parties and the Civil Law Convention has 34. (see: www.coe.int/greco.)

Free Trade Agreements:

While it is U.S. Government policy to include anticorruption provisions in free trade agreements (FTAs) that it negotiates with its trading partners, the anticorruption provisions have evolved over time. The most recent FTAs negotiated now require trading partners to criminalize “active bribery” of public officials (offering bribes to any public official must be made a criminal offense, both domestically and trans-nationally) as well as domestic “passive bribery” (solicitation of a bribe by a domestic official). All U.S. FTAs may be found at the U.S. Trade Representative Website: <http://www.ustr.gov>.

Local Laws:

U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department’s U.S. and Foreign Commercial Service can provide assistance with navigating the host country’s legal system and obtaining a list of local legal counsel.

Assistance for U.S. Businesses:

The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company’s overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at www.trade.gov/cs.

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department’s Advocacy Center and State’s Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy

personnel and through the Department of Commerce Trade Compliance Center “Report A Trade Barrier” Website at tcc.export.gov/.

Guidance on the U.S. FCPA:

The Department of Justice’s (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department’s present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ’s Fraud Section Website at www.justice.gov/. Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at <http://www.ogc.doc.gov/>. More general information on the FCPA is available at the Websites listed below.

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of corruption by virtue of being parties to various international conventions discussed above.

Anti-Corruption Resources

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a “Lay-Person’s Guide to the FCPA” is available at the U.S. Department of Justice’s Website at: <http://www.justice.gov/>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: http://www.oecd.org/departement/0,3355,en_2649_34859_1_1_1_1_1,00.html. See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/>.
- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: <http://www.ogc.doc.gov/>.

Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: <http://www.transparency.org/>. TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.

- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 213 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See <http://info.worldbank.org/governance/wgi/index.asp>. The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://data.worldbank.org/>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See <http://www.weforum.org/>.
- Additional country information related to corruption can be found in the U.S. State Department's annual *Human Rights Report* available at: <http://www.state.gov/>.
- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 106 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>.

Bilateral Investment Agreements

[Return to top](#)

Bilateral Investment Treaties:

The United States and France do not have a Bilateral Investment Treaty (BIT) or Free Trade Agreement (FTA).

Investments in France by other EU member states are governed by the provisions of the Treaty of Rome and by Union Law. France has signed Bilateral Investment Treaties (BITs) with the following 91 countries: Albania, Algeria, Argentina, Armenia, Azerbaijan, Bahrain, Bangladesh, Bolivia, Bosnia and Herzegovina, Bulgaria, Cambodia, Chile, China, the Democratic Republic of the Congo, Costa Rica, Croatia, Cuba, Czech Republic, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Estonia, Ethiopia, Georgia, Guatemala, Haiti, Honduras, Hong Kong, Hungary, India, Indonesia, Iran, Israel, Jamaica, Jordan, Kazakhstan, Korea (South), Kuwait, Kyrgyz Republic, Laos, Latvia, Lebanon, Liberia, Libyan Arab Jamahiriya, Lithuania, Macedonia, Madagascar, Malaysia, Malta, Mexico, Moldova, Mongolia, Morocco, Mozambique, Nepal, Nicaragua, Nigeria, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, , Qatar, Romania, Russian Federation, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Sri Lanka, Sudan, Syria, Tajikistan, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, Uruguay, Uzbekistan, Venezuela, Vietnam, Yemen. (<http://unctad.org/>)

Bilateral Investment Treaties signed with the following 11 countries have yet to be ratified: Belarus, Brazil, Chad, Djibouti, Ghana, Iraq, Kenya, Mauritius, Syrian Arab

Republic, Zambia and Zimbabwe. The list of ratified and non-ratified BITs is on the UNCTAD website.

French BITs generally cover the following:

- Just and equitable treatment no less favorable than that accorded to domestic investors or the most favored investors from a third country;
- Restrictions on expropriation of investments, and requirements that, in the case of expropriation, compensation is prompt and adequate;
- Free transfers;
- The ability to resolve investor-state disputes through binding international arbitration.

U.S.-France Convention on Establishment:

U.S. investment in France is subject to the provisions of the Convention on Establishment between the United States of America and France, which was signed in 1959 and remains in force. The rights it provides U.S. nationals and companies include:

- Rights equivalent to those of French nationals in all commercial activities (excluding **communications**, air transportation, water transportation, banking, the exploitation of natural resources, certain "professions," and the production of electricity);
- Treatment equivalent to that of French or third country nationals with respect to transfer of funds between France and the United States;
- Property protected from expropriation except for public purposes, accompanied by payment that is just, realizable and prompt.

The treaty does not apply to the use or production of fissionable materials, arms or any materials used directly or indirectly to supply military establishments, and does not prevent application of measures necessary to protect essential security interests.

Bilateral Taxation Treaties:

The United States and France have a bilateral tax treaty addressing, among other things, double taxation and tax evasion. The two countries signed a bilateral information exchange agreement related to the U.S. Foreign Account Tax Compliance Act (FATCA), which aims to combat off-shore tax evasion by U.S. taxpayers. Effective July 1, 2014, French banks and financial institutions will have to disclose names and addresses of U.S. account holders, as well as balances, receipts, and withdrawals to the U.S. Internal Revenue Service (IRS).

OPIC and Other Investment Insurance Programs

[Return to top](#)

Given France's high per capita income, investments in France do not qualify for investment insurance or guarantees offered by the Overseas Private Investment Corporation (OPIC). Further information can be found on the OPIC website (<http://www.opic.gov>).

Labor

[Return to top](#)

Current labor market:

France's private sector labor force is a major asset in attracting foreign investment, despite the relatively high cost of labor and rigid labor regulations.

Unemployment has risen sharply during the post-2008 economic crisis. The number of unemployed rose to an all-time high in February 2014: more than 3.3 million unemployed, over 2 million of them out of work for more than a year. The rate of unemployment is also high, at 9.8 percent in mainland France and 10.2 percent overall (including overseas territories) in the fourth quarter of 2013. Regional disparities are significant, with unemployment rates ranging from 7 percent to 14 percent.

The unemployment rate among those aged 20-24 has not dropped below 16 percent in nearly 30 years, and has flirted with 22 percent since 2009. Many in the 20-24 age bracket have been affected by the growing problem in low-growth European countries: the young and educated unemployed go from one internship to another, one short-term contract to another, but cannot find a permanent job that gets them on the path to the taxpaying, property-owning French ideal that was the norm for decades. The number of job-seekers over age 50 has doubled since 2008. Underemployment (defined as part-time workers unable to find full-time positions) increased from 212,000 to 1.2 million between 2006 and 2013. Two-thirds of the underemployed are women.

Labor rights:

Working conditions are generally excellent in France and workers are well-protected. The labor code sets minimum standards for working conditions including the workweek, layoffs, overtime, vacation and personal leave. The 35-hour work week is standard and most French retire at age 62. Work contracts follow requirements stipulated in industry-wide collective bargaining agreements. For example, an employee of a large company who is laid off for economic reasons may benefit from training, short-term contracts, or transfer to another company. Other labor standards are contained in collective agreements, usually negotiated by sector (at a national or regional level) by various trade union federations and employers' associations. Additionally, occupational health and safety committees are mandatory under French law in medium and large size companies. Companies with more than 10 employees must begin to meet a wider range of administrative requirements and companies with 50 or more employees face a very large number of administrative and health regulations.

For a review of French compliance with international labor standards, see: <http://www.state.gov>.

Labor-Management Relations While the rate of union membership in France (around 8 percent overall; 5 percent in the private sector and 14 percent in the public sector) has steadily declined to just over half that of the United States, French labor law provides an extensive institutional role for employee representatives and organized labor. This is due in part to the fact that union delegates represent all employees (nonmembers and members alike). In addition, at companies with 50 or more employees, management is required to meet regularly with the workers council and health-and-safety council on an array of managerial decisions. French unions thus continue to play a significant (even outsized) role in labor-management relations. Indeed, the top five unions and the top three employer associations (collectively known as the "*partenaires sociaux*") have a

statutory role in national-level negotiations. Strikes are common in France, part of the social fabric even, but do not pose a more serious commercial risk to foreign investors than to local ones.

Labor tribunals (playing a role largely equivalent to the U.S. National Labor Relations Board in resolving labor disputes) are comprised of equal numbers of union and employer representatives. Appeals are possible to the level of the “*Cour de Cassation*,” one of France's high courts.

New labor laws:

The government that came into office in May 2012 has introduced three significant new labor laws. Their existence is evidence of a long-term shift from confrontational labor standoffs to negotiated solutions. The first, a new “employment security” law, was introduced on January 11, 2013 following a negotiated agreement between a majority of trade unions and employers’ organizations. Five years after signing their first labor market flexibility agreement, which introduced labor contract termination by mutual consent, this new “flexicurity law” gives struggling companies up to two years of enhanced flexibility on wages and part-time employment, and establishes portable individual accounts for training and unemployment insurance. At the same time, to discourage the “over-use” of short-term contracts, the flexicurity law increases employers’ contribution to unemployment insurance from 4 percent to 7 percent for contracts of less than a month, to 5.5 percent for contracts of one to three months, and 4.5 percent for contracts of more than three months. The impact of these measures is likely to be greatest in the hotel and restaurant sectors. Finally, the new law sets a minimum of 24 hours a week for part-time employment.

The second, the government’s January 21, 2014 pension reform law, does not change the legal age of retirement, which remains unchanged at 62, but it extends the pension contribution period for both public and private sector employees from 41.5 to 43 years by 2035. The new law further provides for a general 0.3% rise in employee and employer pension contributions over a period of four years. Finally, the text provides for the creation of an individual hardship prevention account from 2015, enabling employees exposed to certain hardship factors, such as night or dangerous work, to benefit from a reduced contribution period to gain entitlement to a full pension. The law will be implemented by further government decrees laying out the new requirements for employers to notify daily and for each employee separately the new “pension points” that will be part of employees’ personal hardship accounts.

The third is a February 27, 2014 law on vocational training that grants workers (as of January 1, 2015) an individual vocational training account (of up to 150 hours over 8 years) that is portable when the employee moves to a new employer. These individual training accounts will be financed by employers at 0.55% to 1% of staff wages depending on the size of the company. The new law also stipulates that companies help finance the trade unions, though the contribution formula and mechanism were not specified.

The French government currently has imposed a 75 percent marginal income tax rate that employers must pay on the portion of individual employees’ salaries exceeding €1 million (\$1.38 million) per year.

France is subject to all European Union free trade zone regulations. These allow member countries to designate portions of their customs territory as free trade zones and duty-free warehouses in return for commitments favoring employment. France has several, which benefit from exemptions on corporate taxes, payroll taxes, and real estate taxes. The French Customs Service administers them, and provides details on its website:

<http://www.douane.gouv.fr> .

French legal texts are published online at <http://legifrance.gouv.fr>.

Competitive Clusters in France online at: <http://competitivite.gouv.fr/>

Foreign Direct Investment Statistics

[Return to top](#)

TABLE 2: Key Macroeconomic data, U.S. FDI in France

	INSEE		World Bank		Source of data
Economic Data	Year	Amount	Year	Amount	
Host Country Gross Domestic Product (GDP) (Millions U.S. Dollars)	2012	\$2,611 with average exch. rate: €=\$1.2848	2012	\$2,611	http://www.worldbank.org/en/country
Foreign Direct Investment	Bank of France		World Bank		Source of data
U.S. FDI in partner country (Millions U.S. Dollars, stock positions)	2012	\$76,445	2012	\$82,596	(BEA) Bureau of Economic Analysis
Host country's FDI in the United States (Millions U.S. Dollars, stock positions)	2012	\$208,908	2012	\$209,121	(BEA) Bureau of Economic Analysis
Total inbound stock of FDI as % of GDP	2012	24.7% of GDP	2012	24.7% of GDP	(calculated)

Direct Investment from/in Counterpart Economy Data (2012)					
From Top Five Sources/To Top Five Destinations (US Dollars, Millions)					
Inward Direct Investment			Outward Direct Investment		
Total Inward	1,029,813	100%	Total Outward	1,568,775	100%
Netherlands	170,197	17%	United States	241,510	15%
Luxembourg	135,968	13%	Belgium	223,182	14%
Belgium	128,576	12%	Netherlands	185,303	12%
United Kingdom	115,484	11%	United Kingdom	165,878	11%
United States	101,488	10%	Germany	87,302	6%

"0" reflects amounts rounded to +/- USD 500,000.

TABLE 3: Sources and Destination of FDI

Source: <http://cdis.imf.org>

IMF data are not consistent with France's data in terms of amounts and rankings. According to the Bank of France total inward direct investment totaled \$646,254 million, not \$1,029, 813 million in 2012. Top five sources are Luxemburg and the Netherlands (tied), Belgium (3), the United States (4), Germany (5) and the United Kingdom (6). The new method used by the Bank of France results in a significant decrease in direct investment flows and stocks compared to previous estimates based on the IMF definition. FDI data published by the Bank of France have been revised in anticipation of a European norm to be implemented in 2014, according to which loans between companies of the same group are classified according to the residence of the group's headquarters. For example, a loan from a Dutch subsidiary of a French group to another subsidiary of the same group in France is no longer counted as a Dutch direct investment in France, but as a French disinvestment in the Netherlands.

TABLE 4: Sources of Portfolio Investment

Portfolio Investment Assets (2012)								
Top Five Partners (Millions, US Dollars)								
	Total		Equity Securities			Total Debt Securities		
World	2,570,100	100%	World	637,798	100%	World	1,932,302	100%
Netherlands	319,363	12%	Luxemburg	137,792	22%	Netherlands	285,095	15%
Italy	285,314	11%	Germany	85,103	13%	Italy	258,047	13%
Germany	255,107	10%	United States	58,313	9%	United Kingdom	175,562	9%
United Kingdom	230,967	9%	United Kingdom	55,404	9%	Germany	170,004	9%
Luxemburg	203,882	8%	Ireland	39,153	6%	Spain	164,553	9%

Source: <http://cdis.imf.org>

IMF data for total portfolio investment assets are consistent with France's data: the rankings are the same, and amounts in USD are only slightly different (exchange rate for the Euro is the average exchange rate in 2012 published by the ECB). However the breakdown by equity securities and total debt securities does not show the same results. A portion of portfolio investment may come from tax havens in 2012. France has a black list of tax havens, and removes countries when they agree to provide tax information.

Web Resources

[Return to top](#)

AFII's website <http://www.investinfrance.org/>

Paris Chamber of Commerce and Industries' website: <http://www.inforeg.CCIP.fr>

U.S. Foreign Corrupt Practices Act: FCPA Lay-Person's Guide at:
<http://www.justice.gov/criminal/fraud/>
OECD Antibribery Convention: <http://www.oecd.org/>.
UN Convention: <http://www.unodc.org/unodc/>
OAS Convention: <http://www.oas.org/juridico/>
Council of Europe Criminal Law and Civil Law Conventions: www.coe.int/greco
Free Trade Agreements: U.S. Trade Representative Website: <http://www.ustr.gov>
Assistance for U.S. Businesses: www.trade.gov/cs.
Department of Commerce Trade Compliance Center "Report A Trade Barrier" Website
at tcc.export.gov/.
Guidance on the U.S. FCPA: DOJ's Fraud Section Website at www.justice.gov/.
Office of the Chief Counsel for International Counsel, U.S. Department of Commerce,
Website, at <http://www.ogc.doc.gov/>
World Bank Business Environment and Enterprise Performance Surveys:
<http://data.worldbank.org>.
World Economic Forum / *Global Enabling Trade Report*: <http://www.weforum.org>
U.S. State Department's annual *Human Rights Report*: <http://www.state.gov/>
Global Integrity Report: <http://report.globalintegrity.org/>.

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 7: Trade and Project Financing

- [How Do I Get Paid \(Methods of Payment\)](#)
- [How Does the Banking System Operate](#)
- [Foreign-Exchange Controls](#)
- [U.S. Banks and Local Correspondent Banks](#)
- [Project Financing](#)
- [Web Resources](#)

How Do I Get Paid (Methods of Payment)

[Return to top](#)

For U.S. exporters, financing export sales is basically the same as financing domestic sales. The fundamental concern in both cases is that one is paid in a timely manner for the goods and/or services delivered.

France's modern banking system offers a full range of payment methods, the most significant of which are:

- Commercial letters of credit
- Sight and time drafts
- Bank transfers
- Certified checks, and
- Electronic payments including electronic payment orders, pre-formatted inter-bank payment orders, electronic commercial trade bills, and electronically processed promissory notes for use in the Single Euro Payments Area (SEPA).

Cross-border payment services are becoming faster, cheaper and safer in Europe. As of January 28, 2008, businesses are able to make faster euro credit transfers. Since November 1, 2010, payments with direct debit are available, and businesses are able to set up cross-border direct debits in euros between two SEPA countries. On February 14, 2012 the European Parliament set February 1, 2014 as the deadline for banks to ensure that their payment schemes comply with the SEPA Regulation. The EU commission did not change the formal deadline for migration, but extended SEPA changeover by six months to provide German banks more time to transfer to the SEPA payment system and ensure minimal disruption for consumers and businesses. The deadline will be October 31, 2016 for banks established in non-Eurozone Member States.

More information can be found about the SEPA Program at:

<http://136.173.161.106/>

<http://www.europarl.europa.eu/>

<http://www.ecb.int/>

<http://ec.europa.eu/>

How Does the Banking System Operate

[Return to top](#)

The French banking system underwent a fundamental structural reform in 1984, which removed most of the distinction between commercial banks and merchant banks and grouped most financial institutions under a single supervisory system. The largest commercial banks, such as Crédit Agricole - LCL, BPCE (Banque Populaire Caisse d'Épargne), Société Générale, BNP Paribas, Natixis, Crédit Mutuel - CIC group, and HSBC France rank among the largest banks in the world. These commercial banks offer all classic financing instruments, including short, medium, and long-term loans, short- and medium-term credit facilities, and secured and non-secured overdrafts. Commercial banks also assist in public offerings of shares and corporate debt, as well as mergers, acquisitions and takeovers. Banks also offer hedging against interest rate and currency fluctuations. France also has 142 foreign banks; some have sizeable branch networks.

The Bank of France (Banque de France) is a member of the European Central Bank (ECB) system and the Banque de France's governor sits on the executive board of the European Central Bank. The Banque de France introduced Euro-denominated banknotes and coins in January 2002, completing the transition to the Euro, and eliminating the French franc.

The Banque de France participates in the regulation and supervision of the French banking and financial system. Its governor is also president of the Prudential Control Authority, which grants or withdraws banking licenses, ensures that banks adhere to banking regulations, and supervises insurance companies. In July 2013 France passed a reform of the banking law which separates customer services from the proprietary trading activities in order to reduce the risks incurred by the depositors. The Prudential Control Authority will be renamed the Prudential Supervisory and Resolution Authority and will have the tasks to prevent bank difficulties and to undertake of winding up measures. .

The French government has sold its majority equity stakes in major banks and insurance companies. However, it retains ownership of the Caisse des Dépôts et Consignations and minority stakes in several major financial institutions. The French postal service, La Poste, an independent public entity, holds 10 percent of the French financial services market. La Poste has created its own bank, La Banque Postale, which in 2006 acquired the status of a regular bank.

Foreign-Exchange Controls

[Return to top](#)

As part of the international effort to combat money laundering and the financing of terrorism, France's banking regulations have undergone several changes, which affect the handling of checks, as recommended by the Financial Action Task Force <http://www.fatf-gafi.org>. In addition to implementing EU Common Positions regarding terrorists or arms proliferators, France sometimes uses its powers under national law to execute asset freeze orders against terrorists. In general, all inward and outward payments must be made through approved banking intermediaries by bank transfers.

Repatriation of Capital and Earnings:

There is no restriction on repatriation of capital provided this is carried out through an approved bank and the investment in question was authorized. Similarly, there is no restriction on transfers of profits, interest, royalties, or service fees, provided the investment was authorized and made through approved banks.

Businesses:

Foreign-controlled French businesses are required to have a resident French bank account and are subject to the same regulations as other French legal entities. The use of foreign bank accounts by residents is permitted.

Individuals:

France has few controls on the use of foreign exchange. For exchange control purposes, foreigners are considered to be residents from the time they arrive in France. French and foreign citizens are subject to the same rules. Residents are entitled to open an account in foreign currency with a bank established in France and to establish accounts abroad. Residents must report the account number for all foreign accounts on their annual income tax returns. French-source earnings may be transferred abroad, without limitations if carried out through an approved bank.

U.S. Banks and Local Correspondent Banks

[Return to top](#)

All large French banks have correspondent U.S. banking arrangements. Many French banks also have subsidiaries or branch offices in the United States; the following non-exhaustive list is based on information from individual banks and from the Federal Reserve.

BNP Paribas: BancWest (Bank of the West and First Hawaiian Bank in 19 West and Mid West States); BNP Paribas (Addison, Chicago, Dallas, New York, Houston, King of Prussia, Miami, San Francisco); Banque Privée Miami; Cardif Etats-Unis; CIB États-Unis; Investment partners; Banca Nazionale Del Lavoro (New York, Chicago); <http://www.bnpparibas.com>

Société Générale: Société Générale (Chicago, Dallas, Houston and New York); Trust Co of the West (Los Angeles), SG Equipment (Jersey City); SG CIB (New York); CGI North America (Baltimore); TCW (New York); Société Générale Private Banking (New York and Miami); Amundi (Chicago) <http://www.socgen.com>

Crédit Industriel et Commercial: CIC (New York) <http://www.cic.fr>

Banque Transatlantique (New York) <http://www.transat.tm.fr>

NATIXIS (Houston, New York): <http://www.natixis.com>

Crédit Agricole: Calyon (Chicago, San Francisco, Houston, Miami, New York); LCL (Miami); <http://www.credit-agricole.fr> <http://www.caylon.com>

Dexia Credit Local (New York): <http://www.dexia.com>

Major American banks and financial institutions present in Paris:

American Express Cartes France
4, rue Bleriot
92500 Rueil-Malmaison CEDEX
Tel: (+33) 1 47 77 77 07
Website: <http://www.americanexpress.fr>

Bank of America Merrill Lynch
112, avenue Kléber
75116 Paris
Tel: (+33) 1 53 65 55 55; Fax: (+33) 1 53 65 58 04
Website: <http://www.bankofamerica.com>

The Bank of New York Mellon (representative office)
13-15, boulevard de la Madeleine
75001 Paris
Tel: (+33) 1 42 97 90 20 ; Fax: (+33) 1 42 97 43 73
Website: <http://www.bankofnewyork.com>

Banque AIG (subsidiary)
112, avenue Kleber
75116 Paris
Tel: (+33) 01 56 90 18 50
Website: <http://www.aig.com>

Goldman Sachs (subsidiary)
2, rue Thann
75017 Paris
Tel: (+33) 01.42.12.10.00
Website: <http://www.gs.com>

Citigroup Global Markets Limited
1-5 rue Paul Cézanne
75008 Paris
Tel: (+33) 01.70.75.50.00
Website: <http://www.citibank.fr>

JP Morgan Chase Bank (subsidiary)
14, Place Vendôme
75001 Paris
Tel: (+33) 1 40 15 45 00
Websites: <http://www.jpmorganchase.com>
<http://www.jpmorganassetmanagement.com>

Banque Lazard
121, boulevard Haussmann
75008 Paris
Tel: 01.44.13.01.11; Fax: 01.44.13.01.10
Website: <http://www.lazard.com>

Project Financing

[Return to top](#)

EU financial assistance programs provide a wide array of grants, loans, loan guarantees and co-financing for feasibility studies and projects in a number of key sectors (e.g., environmental, transportation, energy, telecommunications, tourism, public health). A number of centralized financing programs are also generating procurement and other opportunities directly with EU institutions. From a commercial perspective, these initiatives create significant market opportunities for U.S. businesses, U.S.-based suppliers, and subcontractors.

The EU supports projects within its member states, as well as EU-wide "economic integration" projects that cross both internal and external EU borders. In addition, the EU provides assistance to accession countries in Eastern and Southern Europe, Iceland and Turkey, as well as some of the former Soviet republics.

The EU provides project financing through grants from the European Commission and loans from the European Investment Bank. Grants from the Structural Funds program are distributed through the member states' national and regional authorities, and are only available for projects in the 27 (soon to be 28) EU member states. All grants for projects in non-EU countries are managed through the Directorate-General EuropeAid in conjunction with various European Commission departments, such as DG Regional Development.

EU Structural Funds:

EU Structural Funds, including the European Regional Development Fund, were created in 1975 to assist economically depressed regions of the European Union that required industrial restructuring. From 2007 – 2013, the EU earmarked EUR 308 billion for projects under the Structural Funds and the Cohesion Fund programs. In addition to funding economic development projects proposed by member states or local authorities, EU Structural Funds also support specialized projects promoting EU socioeconomic objectives. The reformed cohesion policy for 2014-2020 will make available up to EUR 351,8 billion¹ to invest in Europe's regions, cities and the real economy. It will be the EU's principle investment tool for delivering the Europe 2020 goals: creating growth and jobs, tackling climate change and energy dependence, and reducing poverty and social exclusion. This will be helped through targeting the European Regional Development Fund at key priorities such as support for small and medium-sized enterprises where the objective is to double support from EUR 70 to 140 billion over the 7 years. There will be stronger result-orientation and a new performance reserve in all European Structural and Investment Funds that incentivizes good projects. Finally, efficiency in cohesion policy, rural development and the fisheries fund will also be linked to economic governance to encourage compliance of Member States with the EU's recommendations under the European Semester. For information on approved programs that will result in future project proposals, please visit: <http://ec.europa.eu/>

For projects financed through the Structural Funds, member state officials and regional authorities are the key decision-makers. They assess the needs of their country; investigate projects; evaluate bids; and award contracts. To become familiar with available financial support programs in the member states, it is advisable for would-be contractors to meet with DG Regional Development officials and local officials in Member States to discuss local needs.

Tenders issued by member states' public contracting authorities for projects supported by EU grants are subject to EU public procurement legislation if they meet the EU minimum contract value requirement for the eligible sector. Below this threshold, tender procedures are subject to national procurement legislation and EU Treaty rules. There are no overt prohibitions against the participation of U.S. companies, either as developers or concessionaires of projects supported partially by the Structural Funds, or as bidders on subsequent public tenders related to such projects, but it is highly advisable to team up with a local partner to gain credibility and demonstrate references.. All Structural Fund projects are co-financed by national authorities and most may also qualify for a loan from the European Investment Bank. The private sector is also involved in project financing. For more information on these programs, please see the market research section on the website of the U.S. Mission to the EU: <http://export.gov>

The Cohesion Fund:

The Cohesion Fund is another instrument of EU structural policy. Its EUR 61.5 billion (2007-2013) budget seeks to improve cohesion within the EU by funding transport infrastructure and environmental projects in Portugal, Spain, Greece and the twelve new (since 2004) EU member states from Central and Eastern Europe. These projects are generally co-financed by national authorities, the European Investment Bank, and the private sector. Key Link: <http://ec.europa.eu/>

Other EU Grants for Member States:

Another set of sector-specific grants offers assistance to EU member states in the fields of science, technology, communications, energy, environmental protection, education, training and research. Tenders related to these grants are posted on the various websites of the directorates-generals of the European Commission. Conditions for participation are strict and participation is usually restricted to EU firms or tied to EU content. Information pertaining to each of these programs can be found on: <http://ec.europa.eu>

External Assistance Grants:

"Development and Cooperation – EuropeAid" is a new Directorate-General (DG) responsible for designing EU development policies and delivering aid through programs and projects across the world. It incorporates the former Development and EuropeAid DGs. Its website offers extensive information on the range of grant programs, the kind of projects that are eligible, as well as manuals to help interested parties understand the relevant contract law. However, participation in these calls for tender is reserved for enterprises located in the EU member states or in the beneficiary country and requires that the products used to respond to these projects are manufactured in the EU or in the aid recipient country. Consultants of U.S. nationality employed by a European firm are

allowed to form part of a bidding team. European subsidiaries of U.S. firms are eligible to participate in these calls for tender.

Key Link:

http://ec.europa.eu/europeaid/index_en.htm

The EU also provides specific Pre-Accession financial assistance to the accession candidate countries that seek to join the EU through the “Instrument for Pre-accession Assistance” (IPA). Also, the European Neighborhood and Partnership Instrument (ENPI) will provide assistance to countries that are the Southern Mediterranean and Eastern neighbors of the EU.

IPA focuses on priorities linked to the adoption of the *acquis communautaire* (the body of European Union law that must be adopted by accession candidate countries as a precondition to accession), i.e., building up the administrative and institutional capacities and financing investments designed to help them comply with European Commission law. IPA will also finance projects destined to countries that are potential candidate countries, especially in the Balkans. The budget of IPA for 2007-2013 is €11.4 billion.

Key Link: http://ec.europa.eu/enlargement/index_en.htm

The European Neighborhood Policy program (ENPI) covers the EU's neighbors to the east and along the southern and eastern shores of the Mediterranean i.e. Algeria, Armenia, Azerbaijan, Belarus, Egypt, Georgia, Israel, Jordan, Lebanon, Libya, Moldova, Morocco, the Palestinian Authority, Syria, Tunisia and Ukraine. ENPI budget is €11.9 billion for 2007-2013.

Loans from the European Investment Bank

Headquartered in Luxembourg, the European Investment Bank (EIB) is the financing arm of the European Union. Since its creation in 1958, the EIB has been a key player in building Europe. As the EIB's lending practices evolved over the years, it became highly competent in assessing, reviewing and monitoring projects. As a non-profit banking institution, the EIB offers cost-competitive, long-term lending in Europe. Best known for its project financial and economic analysis, the Bank makes loans to both private and public EU-based borrowers for projects in all sectors of the economy, such as telecommunications, transport, energy infrastructure and environment.

While the EIB mostly funds projects within the EU, it lends outside the EU as well (e.g., in Central, Eastern and Southeastern Europe; Latin America; and Pacific and Caribbean states). In 2012, the EIB lent EUR 52 billion for projects. The EIB also plays a key role in supporting EU enlargement with loans used to finance improvements in infrastructure, research and industrial manufacturing to help those countries prepare for eventual EU membership.

Projects financed by the EIB must contribute to the socioeconomic objectives set out by the European Union, such as fostering the development of less favored regions; improving European transport and telecommunication infrastructure; protecting the environment; supporting the activities of SMEs; assisting urban renewal; and, generally promoting growth, competitiveness and employment in Europe. The EIB created a list of projects to be considered for approval and posted the list on its website. As such, the

EIB website is a source of intelligence on upcoming tenders related to EIB-financed projects: <http://www.eib.org>

The EIB presents attractive business opportunities to U.S. businesses. EIB lending rates are lower than most other commercial rates. Like all EIB customers, however, U.S. firms must apply the loan proceeds to a project that contributes to the European objectives cited above.

Web Resources

EU websites:

The EU regional policies, the EU Structural and Cohesion Funds:
http://ec.europa.eu/regional_policy/index_en.htm

EU Grants and Loans index: http://ec.europa.eu/grants/index_en.htm

EuropeAid Co-operation Office: http://ec.europa.eu/europeaid/index_en.htm

EU tender repository: <http://ted.europa.eu/TED/main/HomePage.do>

The European Investment Bank: <http://www.eib.org>

EIB-financed projects: <http://www.eib.org/projects/index.htm?lang=-en>.

U.S. websites:

Market research section on the website of the U.S. Mission to the EU:
<http://export.gov/mrktresearch/index.asp>

Export-Import Bank of the United States: <http://www.exim.gov>

Country Limitation Schedule: http://www.exim.gov/tools/country/country_limits.html

OPIC: <http://www.opic.gov>

Trade and Development Agency: <http://www.ustda.gov/>

SBA's Office of International Trade <http://www.sba.gov/about-offices-content/1/2889>

U.S. Agency for International Development: <http://www.usaid.gov>

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 8: Business Travel

- [Business Customs](#)
- [Travel Advisory](#)
- [Visa Requirements](#)
- [Telecommunications](#)
- [Transportation](#)
- [Language](#)
- [Health](#)
- [Local Time, Business Hours and Holidays](#)
- [Temporary Entry of Materials and Personal Belongings](#)
- [Web Resources](#)

Business Customs

[Return to top](#)

The most important characteristic of French business behavior is its emphasis on courtesy and a certain formality. Appointment schedules and hierarchical titles are to be respected and correspondence, whether by mail or by fax, should be acknowledged promptly. A handshake is customary upon initiating and closing a business meeting, accompanied by an appropriate greeting. Professional attire is expected.

Today, many French executives put less emphasis on long, heavy business lunches for reasons of health and time. Nevertheless, informal business discussions in restaurants where everyone appreciates a good meal are one of the best ways to promote good working relations.

Travel Advisory

[Return to top](#)

State Department Travel Website: www.travel.state.gov

Visa Requirements

[Return to top](#)

U.S. companies that require travel by foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: <http://travel.state.gov/content/visas/english.html>
Consular Section of the U.S. Embassy Paris: <http://france.usembassy.gov>

Telecommunications

[Return to top](#)

France's telecommunication system has a very sophisticated network of fiber-optic cable, coaxial cable, microwave radio relay, a domestic satellite system. Cell phone service is widely available, and has roaming service to foreign countries.

Telecommunications to and from Paris compare favorably with those of any large U.S. city. A direct-dial telephone system links France to the United States and most of the world. Calls to the United States may be charged to international telephone cards such as AT&T, MCI and Sprint; international directory inquiries may be reached by dialing 0-800-99-00-11 (AT&T Direct U.S. operator). Most public phones in France are equipped for the convenient "Télécartes" (pre-paid cards) available in tobacco shops, post offices and subway/railway stations. In addition, Voice-over-Internet-Protocol (VoIP) services are widely available.

Transportation

[Return to top](#)

Frequent direct air service is available to many U.S. and French cities. The two airports serving Paris, Charles De Gaulle Roissy and Orly, are easily accessible by excellent bus (Air France) and rail service. The French railway system is among the best in the world; its efficient network ties in conveniently with public transportation in most French cities.

Buses and the Metro (subway) may be crowded during rush hours, but they provide fast and efficient service; however, a word to the wise: as in many large cities worldwide, one should be alert to the dangers of pickpockets while in public places.

Language

[Return to top](#)

While French is the official language in France, many business people speak English. Product literature, correspondence and negotiations in the French language provide a distinct advantage over competitors who use only English. It should be noted that other EU suppliers are accustomed to dealing in the French language.

Health

[Return to top](#)

Consular Section of the U.S. Embassy Paris:
<http://france.usembassy.gov/consulara.html>

American Hospital in Paris
63, boulevard Victor Hugo
92200 Neuilly sur Seine
Telephone: (+33) 1.46.41.25.25
(24-hour English-speaking medical and dental emergency service; credit cards accepted.)
Emergency Medical Team and Ambulance (SAMU)
Telephone: 15 or (+33) 1.45.67.50.50
Website: <https://www.american-hospital.org>

Local Time, Business Hours, and Holidays

[Return to top](#)

The working days abutting the French holidays and vacation periods are not prime time for business meetings: this includes the month of August and the several vacation periods between Christmas and Easter. Business hours in France are generally 9:00 AM to 6:00 PM (banking hours 9:00- 5:00) Monday through Friday, while stores are generally open 10:00 AM to 7:00 PM, Monday through Saturday. To ensure availability, advance appointments are recommended.

French Holidays

January 1, 2015	New Year's Day
April 6, 2015	Easter Monday
May 1, 2015	Labor Day
May 8, 2015	Veterans' Day (WWII)
May 14, 2015	Ascension Day
May 25, 2015	Whit Monday
July 14, 2015	French National Day
August 15, 2015	Assumption Day
November 1, 2015	All Saints' Day
November 11, 2015	Veterans' Day (WWI)
December 25, 2015	Christmas (Noël)

Temporary Entry of Materials and Personal Belongings

[Return to top](#)

Every U.S. citizen entering France must present a valid American passport; for stays of less than three months there is no requirement for visas, entry permits or health certificates.

Bona fide personal effects in a visitor's luggage (or hand-carried) are not normally subject to customs duties. Items to be declared, however, include those intended to be left in France, goods for professional/commercial use as well as any prohibited items. Goods imported for exhibition may enter under bond, deposit or an ATA carnet.

Professional equipment may be temporarily imported into France free of duty and tax under the Customs Convention on Temporary Importation of Professional Equipment;

the appropriate carnet may be obtained from the U.S. Council of the International Chamber of Commerce.

Web Resources

[Return to top](#)

State Department Travel Website: <http://travel.state.gov>

State Department Visa Website: <http://travel.state.gov/content/visas/english.html>

Commercial Service of the U.S. Embassy Paris: www.buyusa.gov/france/en/

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 9: Contacts, Market Research and Trade Events

- [Contacts](#)
- [Market Research](#)
- [Trade Events](#)

Contacts

[Return to top](#)

FRANCE:

U.S. Embassy Trade Related Contacts

AMBASSADOR (designate)

Jane Hartley
American Embassy
2, avenue Gabriel
75008 Paris

France

Phone: (+33-1) 43.12.27.00

Fax: (+33-1) 42.66.97.83

Website: <http://france.usembassy.gov/>

U.S. Postal Address:

9200 Paris Place
Washington, D.C. 20521

DEPUTY CHIEF OF MISSION

Uzra Zeya
American Embassy
2, avenue Gabriel
75008 Paris

France

Phone: (+33-1) 43.12.28.00

Fax: (+33-1) 42.66.97.83

Website: <http://france.usembassy.gov/>

MINISTER-COUNSELOR FOR COMMERCIAL AFFAIRS

Reginald A. Miller
American Embassy
2, avenue Gabriel
75008 Paris

Phone: (+33-1) 43.12.70.83; Fax: (+33-1) 43.12.70.50

Email: Paris.office.box@trade.gov; Website: <http://http://export.gov/france//>

MINISTER-COUNSELOR FOR ECONOMIC AFFAIRS

James T. Heg
American Embassy
2, avenue Gabriel
75008 Paris

France

Phone: (+33-1) 43.12.26.54

Fax: (+33-1) 42.66.97.83
Website: <http://france.usembassy.gov/>

MINISTER-COUNSELOR FOR AGRICULTURAL AFFAIRS

David G. Salmon
American Embassy
2, avenue Gabriel
75008 Paris
Phone: (+33-1) 43.12.23.29
Fax: (+33-1) 43.12.26.62
Email: AgParis@usda.gov; Website: www.usda-france.fr

AMERICAN PRESENCE POST - BORDEAUX

Thomas (Toby) Wolf, Consul
89, Quai des Chartrons
33300 Bordeaux
Phone: (+33-5) 56.48.63.80; Fax: (+33-5) 56.51.61.97
Email: usabordeaux@state.gov or wolftw@state.gov
Website: <http://bordeaux.usconsulate.gov/>

AMERICAN PRESENCE POST – LYON

Clayton Stanger, Consul
1 Quai Jules Courmont, 69002 Lyon
Ph.: 33-4-78-38-33-03; Fax: 33-4-7241-7181
E-mail: usalyon@state.gov or StangerCM@state.gov
Website: <http://lyon.usconsulate.gov/>

U.S. CONSULATE GENERAL - MARSEILLE

Monique Quesada, Consul General
Place Varian Fry
13286 Marseille
France
Phone: (+33-4) 91 54 92 00; Fax: (+33-4) 91 55 56 95
E-mail: QuesadaMV@state.gov
Website: <http://marseille.usconsulate.gov/>

AMERICAN PRESENCE POST - RENNES

Tashawna Bethea, Consul
30, quai Duguay-Trouin
35000 Rennes
Phone: (+33-2) 23 44 09 65; Fax: (+33-2) 99 35 00 92
E-mail: BetheaTS@state.gov or usarennes@state.gov
Website: <http://rennes.usconsulate.gov/>

U.S. CONSULATE GENERAL - STRASBOURG

Amy Westling, Consul General
15, avenue d'Alsace
67082 Strasbourg CEDEX
France
Phone: (+33-3).88.35.31.04; Fax: (+33-3).88.24.06.95
Email: WestlingAP@state.gov

Website: <http://strasbourg.usconsulate.gov/>

AMERICAN PRESENCE POST - TOULOUSE

Rachel Schneller, Consul

25, Allées Jean Jaurès

31000 Toulouse

Phone: (+33-5) 34.41.36.50; Fax: (+33-5) 34.41.16.19

Email: schnellerri@state.gov

Website: <http://toulouse.usconsulate.gov/>

U.S. CONSULAR AGENCY - NICE

7, avenue Gustave V

06000 Nice

Phone: 04 93 88 89 55

Email: citizeninfomarseille@state.gov

Website: <http://marseille.usconsulate.gov/>

Country Government Agencies

PRESIDENT OF FRANCE:

<http://www.elysee.fr/>

FRENCH GOVERNMENT:

<http://www.gouvernement.fr/institutions/composition-du-gouvernement>

Other Country Government Sub-Agencies

Invest in France Agency:

AGENCE FRANCAISE POUR LES INVESTISSEMENTS INTERNATIONAUX

www.invest-in-france.org

French government investment bank

BPI FRANCE BANQUE PUBLIC D'INVESTISSEMENT

<http://www.bpifrance.fr/>

French Export Promotion Agency

UBIFRANCE:

<http://www.ubifrance.com/>

French Statistical Institute

Insee Infos Services INSEE:

<http://www.insee.fr>

French Customs

SERVICE DES DOUANES:

<http://www.douane.gouv.fr/>

French National Testing Laboratory

LABORATOIRE NATIONAL D'ESSAI - L.N.E.:

<http://www.lne.fr>

Official Gazette
JOURNAL OFFICIEL:
<http://www.journal-officiel.gouv.fr>

National French Standards Association:
ASSOCIATION FRANCAISE DE NORMALISATION – AFNOR :
<http://www.afnor.fr>

National Institute Of Industrial Property
INSTITUT NATIONAL DE LA PROPRIETE INDUSTRIELLE – INPI:
<http://www.inpi.fr>

French Customs:
<http://pro.douane.gouv.fr/prodouane.asp>

French Tariffs nomenclature:
http://www.tarif-douanier.com/nomenclatures-douanieres/tarif_douanier_sct1.html

List of French Customs Offices:
<http://www.douane.gouv.fr/>

List of French Customs Corporate Counseling Offices
<http://www.douane.gouv.fr>

French Importation Document:
<http://www.douane.gouv.fr/>

French customs for E-Commerce and postal package:
<http://www.douane.gouv.fr/>

French Accreditation Agency:
<http://www.cofrac.fr/>
http://www.cofrac.fr/fr/contact/index.php?rub_id=6

French Standard Organization
<http://www.afnor.org/en>

French label NF
<http://www.marque-nf.com>

French Certification Organizations
http://www.marque-nf.com/organismes_mandates

French Technical secretariats involved with the certification process:
http://www.marque-nf.com/secretariats_techniques

French Testing Laboratories
http://www.marque-nf.com/liste_laboratoires

French Ministry of Economy Web page on Labeling: <http://www.economie.gouv.fr/>

AFNOR Resources on CE labelling:
<http://www.boutique-certification.afnor.org/>

Other Country Trade Associations

American Chamber of Commerce In France
CHAMBRE DE COMMERCE AMERICAINE EN FRANCE
<http://www.amchamfrance.org>

U.S. Travel & Tourism Promotion Association
VISIT USA COMMITTEE France (*OFFICE DU TOURISME – USA*)
<http://www.office-tourisme-usa.com>

European-American Chamber of Commerce
CHAMBRE DE COMMERCE EUROPEENNE-AMERICAINE
<http://www.eaccfrance.eu/>

Association of French Chambers of Commerce and Industry
ASSEMBLEE DES CHAMBRES FRANCAISES DE COMMERCE ET D'INDUSTRIES
<http://www.acfci.cci.fr>

Chamber of Commerce and Industry of Paris – Ile de France
CHAMBRE DE COMMERCE ET D'INDUSTRIE DE PARIS ILE DE FRANCE
<http://www.cci-paris-idf.fr/>

Importers' Association For Mechanics And Electronics
FEDERATION DES ENTREPRISES INDUSTRIELLES ET COMMERCIALES
INTERNATIONALES DE LA MECANIQUE ET DE L'ELECTRONIQUE
<http://www.ficime.fr>

French Employers Association
MEDEF – Mouvement des Entreprises de France
<http://www.medef.fr>

French Federation of Small and Medium-sized Firms
CGPME - Confédération Générale des Petites et Moyennes Entreprises et du Patronat
Réal
<http://www.cgpme-pdl.fr/>

Association of Large French Firms
AFEP – ASSOCIATION FRANCAISES DES ENTREPRISES PRIVEES
<http://www.afep.com/en>

French Association of Fast Growing Corporations
CROISSANCE PLUS
<http://www.croissanceplus.com/>

French Digital Consulting Industry Association
SYNTEC Numérique
<http://www.syntec-numerique.fr>

French Engineering Industry Association
SYNTEC Ingénierie
<http://www.syntec-ingenierie.fiation>

French Management Consulting Industry Association
SYNTEC Conseil en Management
<http://www.syntec-management.com>

French Pools & Market Survey Industry Association
SYNTEC Etudes Marketing et Opinion
<http://www.syntec-etudes.com>

French Public Relations Industry Association
SYNTEC Conseil en Relations Publics
<http://www.syntec-rp.com>

French Hiring Consulting Industry Association
Syndicat du Conseil en Recrutement SYNTEC
<http://www.syntec-recrutement.org>

French Career Development Consulting Industry Association
SYNTEC Conseil en Évolution Professionnelle
<http://www.syntec.evolution-professionnelle.com>

French Professional Training Consulting Industry Association
FFP Fédération de la Formation Professionnelle
<http://www.ffp.org>

French Event Organizers Industry Association
UNIMEV Union française des Métiers de l'Évènement
<http://www.unimev.fr>

Appliance Manufacturers' Association
GROUPEMENT INTERPROFESSIONNEL DES FABRICANTS D'APPAREILS
D'EQUIPEMENT MENAGER
<http://www.gifam.fr>

Automotive Equipment Industry Association
FEDERATION DES INDUSTRIES ET EQUIPEMENTS POUR VEHICULES
<http://www.fiev.fr>

Bakery Equipment Industry Association
UNION DES FABRICANTS FRANCAIS D'EQUIPEMENTS POUR LA BOULANGERIE
<http://www.uffeb.com>

Business Gifts Professionals Union

SYNDICATS DES PRODUCTEURS DE CADEAUX D'AFFAIRES ET D'OBJETS
PUBLICITAIRES - SYPOGRAF

<http://www.syprocaf.fr>

Chemical Industry Association
UNION INDUSTRIELLE DE LA CHIMIE

<http://www.uic.fr>

Cycle Manufacturers Association
CONSEIL NATIONAL DE LA PROFESSION DU CYCLE

Website: <http://www.tousavelo.com>

Farm Machinery Industry Association
SYNDICAT GENERAL DES CONSTRUCTEURS DE TRACTEURS ET MACHINES
AGRICOLES

<http://www.sygma.org>

Federation of Electric and Electronic Industries
FEDERATION DES INDUSTRIES ELECTRIQUE ELECTRONIQUE ET DE
COMMUNICATION

<http://www.fieec.fr>

French Federation of Jewelry, Gifts, Diamonds, Gems, Pearls and Related Activities
UNION FRANCAISE DE LA BIJOUTERIE, JOAILLERIE, ORFEVRERIE, DES PIERRES
ET DES PERLES

<http://www.bjop-france.com/>

French Federation of Toy Industries
FEDERATION JOUET ET PUERICULTURE

<http://www.fjp.fr>

French International Trade Association
CONFEDERATION DU COMMERCE DE GROS ET INTERNATIONAL

<http://www.cgi-cf.com>

French Aeronautic And Space Industry Association
GROUPEMENT DES INDUSTRIES FRANCAISES AERONAUTIQUES ET SPACIALES

<http://www.gifas.asso.fr>

French Automobile Manufacturers Committee
COMITE DES CONDUCTEURS FRANCAIS D'AUTOMOBILES

<http://www.ccfa.fr>

Gas And Petroleum Industry Association
ASSOCIATION FRANCAISE POUR LA PROMOTION DES TECHNOLOGIES
D'EQUIPEMENTS ET DE SERVICE DE L'ENERGIE PETROLIERE ET GAZ

<http://www.gep-france.com>

Laboratory Equipment Industry Association
FABRILABO

<http://www.fabrilabo.com>

Measuring And Control Equipment Industry Association
SYNDICAT DE LA MESURE
<http://www.syndicat-mesure.fr>

Mechanical Engineering Industries Association
FEDERATION DES INDUSTRIES MECANIQUES
<http://www.fim.net>

Medical Industry Association
SYNDICAT NATIONAL DE L'INDUSTRIE DES TECHNOLOGIES MEDICALES
<http://www.snitem.fr>

Minerals And Non-Ferrous Metals Industry Association
FEDERATION DES CHAMBRES SYNDICALES DES MINERAIS, MINERAUX
INDUSTRIELS ET METAUX NON FERREUX
<http://www.mineraux-et-metaux.org>

National Union of Product Advertising
SYNDICAT NATIONAL DE LA PUBLICITE PAR L'OBJET
<http://www.europv.com>

National Building Federation
FEDERATION FRANCAISE DU BATIMENT
<http://www.ffbatiment.fr>

National Federation of Public Works
FEDERATION NATIONALE DES TRAVAUX PUBLIQUES
<http://www.fntp.fr>

National Confederation Wood Industry For Construction
UNION DES INDUSTRIES DU BOIS
<http://www.industriesdubois.com>

International Association Of D.I.Y. Producers
UNION NATIONALE DES INDUSTRIES DU BRICOLAGE DU JARDINAGE ET DES
ACTIVITES MANUELLES DE LOISIR
<http://www.unibal.org>

National Union of French Furniture Industries
UNIFA
<http://www.meublefrance.com>

National Wood Federation
FEDERATION NATIONALE DU BOIS
<http://www.fnbois.com>

Nautical Industry Federation
FEDERATION DES INDUSTRIES NAUTIQUES
<http://www.france-nautic.com>

Optical Industry Association
GROUPEMENT DES INDUSTRIES FRANCAISES DE L'OPTIQUE
<http://www.gifo.org>

Paints & Inks Industry Association
FEDERATION DES INDUSTRIES DES PEINTURES, ENCRE, COULEURS, COLLES
ET ADHESIFS
<http://www.fipec.org>

Paper, Cardboard, Cellulose Industry Association
CONFEDERATION FRANCAISE DE L'INDUSTRIE DES PAPIERS, CARTONS, ET
CELLULOSES
<http://www.copacel.fr>

Perfume, Beauty and Toiletry Industry Association
FEBEA – FEDERATION DES ENTREPRISES DE LA BEAUTE
<http://www.febea.fr/>

Pharmaceutical Industry Association
LES ENTREPRISES DU MEDICAMENT
<http://www.leem.org>

PLASTIC TRANSFORMERS FEDERATION
<http://www.proplast.org>

National Union of Printing and Communication
UNION NATIONALE DE L'IMPRIMERIE ET DE LA COMMUNICATION - UNIC
<http://www.com-unic.fr/sites/unic>

Professional Union of Plastics Manufacturers
SYNDICAT DES PRODUCTEURS DE MATIERE PLASTIQUE
<http://www.lesplastiques.com>

Railroad Industry Federation
FEDERATION DE L'INDUSTRIE FERROVIAIRE
<http://www.fif.asso.fr>

Naval Activity and Construction Industries Group
GROUPEMENT DES INDUSTRIES DE CONSTRUCTION ET ACTIVITES NAVALES-
GICAN
<http://www.gican.asso.fr/>

Sporting Goods Industry Association
FEDERATION FRANCAISE DES INDUSTRIES DE SPORT
<http://www.fifas.com>

Telecommunication Industry Union
GROUPEMENT DES INDUSTRIES DES TECHNOLOGIES DE L'INFORMATION ET
DE LA COMMUNICATION
<http://www.gitep.fr>

Textile Industry Union
L'UNION DES INDUSTRIES TEXTILES
<http://www.textile.fr>

Union of Plastic and Rubber Industry Distributors
UNION DES SYNDICATS DES PME DU CAOUTCHOU ET DE LA PLASTURGIE
<http://www.ucaplast.fr>

Veterinarian Drug Industry Association
SYNDICAT DE L'INDUSTRIE DU MEDICAMENT VETERINAIRE ET REACTIF
<http://www.simv.org>

Market Research Firms in France

ALGOE: <http://www.algoe.fr>

ARTHUR D. LITTLE FRANCE: <http://www.adlittle.com> or <http://www.arthurdlittle.com>

AVISO CONSEIL: <http://www.aviso.fr>

B.V.A (Brule Ville Associates): <http://www.bva.fr>

CEGOS: <http://www.cegos.com>

GROUPE MV2: <http://mv2groupe-site.info/>

U.S. Banks in France

AMERICAN EXPRESS INTERNATIONAL BANKING CORPORATION:
<http://www.americanexpress.fr>

BANK OF AMERICA: <http://www.bankamerica.com>

BANK OF NEW YORK: <http://www.bankofny.com>

CITIBANK; <http://www.citibank.com>

JP MORGAN; <http://www.jpmorganchase.com>

French Banks

FEDERATION BANQUAIRE FRANCAISE: <http://www.afb.fr>

SOCIETE GENERALE: <http://www.socgen.com>

BNP-PARIBAS: <http://www.bnpparibas.com>

CREDIT AGRICOLE: <http://www.credit-agricole.fr/>

CREDIT INDUSTRIEL ET COMMERCIAL: <http://www.cic.fr/>

CREDIT LYONNAIS: <http://www.creditlyonnais.com/>

NATIXIS: <http://www.natixis.fr/>

Logistics and Transportation Services in France

FEDERATION DES ENTREPRISES DE TRANSPORT ET DE LOGISTIQUE DE FRANCE

<http://www.e-tlf.com>

ASSOCIATION FRANCAISE DU TRANSPORT ROUTIER INTERNATIONAL

<http://www.aftri.com>

Providers

AIR FRANCE CARGO: <http://www.airfrance.fr>

BRITISH AIRWAYS WORLD CARGO: <http://www.britishairways.com>

CALBERSON: <http://www.calberson.com>

DHL INTERNATIONAL: <http://www.dhl.fr>

EXEL LOGISTICS : <http://www.exel.com>

EXPEDITORS INTERNATIONAL FRANCE SA: <http://www.expeditors.com>

FEDEX: <http://www.fedex.com>

PROLOGIS-GARONOR: <http://www.prologis.com>

GEODIS: <http://www.geodis.com>

REGUS: <http://www.regus.com>

SNCF FRET: <http://www.sncf.fr>

UPS: <http://www.ups.com>

In the EUROPEAN UNION:

United States Department of Commerce - Contacts at the U.S. Mission to the EU:

Minister Counselor for Commercial Affairs

Beryl Blecher

Tel: 32.2.811.5374

Beryl.Blecher@trade.gov

Deputy Senior Commercial Officer

Patricia Gonzalez

Tel: 32.2.811.5328

Patricia.Gonzalez@trade.gov

Commercial/Standards Attaché

William Thorn (*until Summer 2014*)

Tel: 32.2.811.5034

William.Thorn@trade.gov

Commercial Attaché

Ilona Shtrom
Tel: 32.2.811.5632
ilona.Shtrom@trade.gov

Commercial Attaché
Michael Rogers
Tel: 32.2.811.4244
Michael.Rogers@trade.gov

NOAA Fisheries Representative
Stephane Vrignaud
Tel: 32.2.811.5831
Stephane.Vrignaud@trade.gov

U.S. Commercial Service
U.S. Mission to the European Union
Rue Zinner 13
B-1000 Brussels, Belgium
Tel.: 32.2.811.4100
Fax: 32.2.811.5151
E-mail: brussels.ec.office.box@trade.gov
Website: <http://export.gov/europeanunion/>

United States Department of Agriculture - Contacts at the U.S. Mission to the EU:

Office of Agricultural Affairs
U.S. Mission to the European Union
Rue Zinner 13
B-1000 Brussels, Belgium
Tel.: 32.2.811.4247
Fax: 32.2.811.5560
E-mail: AgUSEUBrussels@fas.usda.gov
Website: <http://www.fas.usda.gov/posthome/Useu/>

The European Commission:

European Commission
Rue de la Loi 200 / Wetstraat 200
B-1049 Brussels, Belgium
Tel: 32.2.299.11.11 (switchboard)
Fax: 32.2.295.01.38 (also 295.01.39 and 295.01.40)
Websites: http://ec.europa.eu/index_en.htm (European Commission)
http://eeas.europa.eu/us/index_en.htm (EU-U.S. relations)

For general information about the European Union:

Delegation of the European Commission to the United States
Washington, D.C. 20037
Tel: (202) 862-9500
Fax: (202) 429-1766
Website: <http://www.eurunion.org/>

Directorate General Taxation and Customs Union

Rue de la Loi 200

1049 Brussels
Tel: 32. 2.299.50.50
Fax: 32.2.296.90.46
Website: http://ec.europa.eu/taxation_customs/index_en.htm

Directorate General Enterprise and Industry

Avenue d'Auderghem 45/Rue Belliard 100
1049 Brussels, Belgium
Tel: 32.2.299.56.72
Fax: 32.2.299.16.75
Website: http://ec.europa.eu/enterprise/standards_policy/index_en.htm

Directorate General for Environment

Website: http://ec.europa.eu/dgs/environment/index_en.htm

Directorate General Health and Consumers (SANCO)

4 Rue Breydel/101 Rue Froissart
1040 Brussels - Belgium

The Cosmetics & Medical Devices and Pharmaceuticals units are located at:

24 Rue De Mot
1040 Brussels, Belgium
Tel: 32.2.299.11.11
Website: http://ec.europa.eu/dgs/health_consumer/index_en.htm

Directorate General for Trade

Multiple locations
See <http://ec.europa.eu/trade> for further information.

EFTA – European Free Trade Association

Rue Joseph II, 12-16
B – 1000 Brussels
Tel: 32.2.286.17.11
Fax: 32.2.286.17.50
Website: <http://www.efta.int/>

Business Associations:

AmchamEU

53 Avenue des Arts
1000 Brussels, Belgium
Tel: 32.2.513.68.92
Fax: 32.2.513.79.28
Website: <http://www.amchameu.eu/>

Business Europe

The Confederation of European Business
Avenue de Cortenbergh 168
1000 Brussels, Belgium
Tel: 32.2.237.65.11
Fax: 32.2.231.14.45
Website: www.besnesseurope.eu

Tech America Europe

40 Rue des Drapiers
1050 Brussels, Belgium
Tel: 32.2.502.75.60
Fax: 32.2.502.67.34
Website: <http://www.techamerica.org/europe>

The European Institute

1001 Connecticut Avenue, N.W., Suite 220,
Washington DC, 20036-5531
Tel: (202) 895-1670
Website: <http://www.europeaninstitute.org/>

Centre for European Policy Studies (CEPS)

1 Place du Congres
B-1000 Brussels, Belgium
Tel: 32.2.229.39.11
Fax: 32.2.219.41.51
Website: <http://www.ceps.eu/index.php>

The European Policy Centre

Residence Palace
155 Rue de la Loi
1040 Brussels, Belgium
Tel: 32.2.231.03.40
Fax: 32.2.231.07.04
Website: <http://www.epc.eu/>

European Round Table of Industrialists (ERT)

Place des Carabiniers 18a
B-1030 Brussels
Tel: 32 2 534 31 00
Fax: 32 2 534 73 48
Website: <http://www.ert.be/>

The Transatlantic Policy Network

Rue Froissart 115, 1st floor
B-1040 Brussels, Belgium
Tel: 32.2.230.61.49
Fax: 32.2.230.58.96
Website: <http://www.tponline.org/>

Transatlantic Business Council

Washington Office
919 18th Street NW, Suite 220
Washington, DC 20006
Tel: 1 202 828 9104
Fax: 1 202 828 9106

Brussels Office

Av. de Cortenbergh 168
1000 Brussels
Tel: 32 2 514 05 01
Website: <http://transatlanticbusiness.org/>

The Trans European Policy Studies Association (TEPSA)

11 Rue d'Egmont
B-1000 Brussels, Belgium
Tel: 32.2.511.34.70
Fax: 32.2.511.67.70
Website: <http://www.tepsa.be/>

Key EU-related websites:

For general information on the European Union

The EU's portal website
<http://www.europa.eu/>

Resource for EU news, policy positions and actors
<http://www.euractiv.com/>

A to Z index of European Union websites
<http://www.eurunion.org/infores/euindex.htm>

For information on topics related to doing business in the European Union

EU's "One Stop Internet Shop for Business" (EU funds, technical standards, intellectual property law, and free access to public procurement tender notices via the Tenders Electronic Daily (TED) database):
http://ec.europa.eu/youreurope/business/index_en.htm

EU Member State Chambers of Commerce in the U.S.
<http://www.eurunion.org/states/doingbizweu.htm>

EU market access database (information on tariffs and other trade information)
<http://madb.europa.eu/>

EURLEX – Access to EU law
<http://eur-lex.europa.eu/en/index.htm>

CORDIS – Community Research and Development Information Service (EU research and innovation website)
<http://cordis.europa.eu/>

European Commission Statistical Office (Eurostat)
<http://epp.eurostat.ec.europa.eu/>

EU Office of Official Publications
<http://publications.europa.eu/>

EU official website on the euro
http://ec.europa.eu/euro/index_en.html

European Central Bank, Frankfurt
<http://www.ecb.int/>

European Investment Bank, Luxembourg
<http://www.eib.org/>

Council of the European Union
<http://www.consilium.europa.eu/>

European Commission
http://ec.europa.eu/index_en.htm

European Parliament
<http://www.europarl.europa.eu/>

European Court of Justice
<http://curia.europa.eu/>

EU Who is Who – The Official Directory of the European Union
<http://europa.eu/whoiswho/public/>

In the UNITED STATES:

Washington-based USG Country Contacts

UNITED STATES DEPARTMENT OF COMMERCE
Office of European Union and Regional Affairs
Ellen House, France Desk Officer
14th Street and Constitution Avenue
Room 3042
Washington, DC 20230
Phone: (202) 482 0360
Email: ellen.house@trade.gov
Websites: <http://www.export.gov/>

UNITED STATES DEPARTMENT OF STATE
Office of Western European Affairs EUR/WE
Washington, DC 20520
France – Senior France Desk Officer - David McCawley
Email : McCawleyD@state.gov
Phone: (202) 647-4372
France – Junior France Desk Officer – Christopher Mchone
Email: BofillML@state.gov
Phone: (202) 647-4361; Fax: (202) 647-3459
Website: <http://www.state.gov>

Nicholas Sherman
U.S. Department of Energy
Policy and International Affairs
Office of European and Asian Pacific Affairs, PI-32

Forrestal Building, Rm. 7H-021
1000 Independence Avenue, SW
Washington, DC 20585
Tel: 202-586-3903; Fax: 202-586-5445
Email: Nicholas.Sherman@hq.doe.gov

ENVIRONMENTAL PROTECTION AGENCY
International Environmental Policy
Anna Phillips
Program Manager for Europe
USEPA Headquarters
1200 Pennsylvania Avenue, N.W.
Mail Code: 2650R
Washington, DC 20460
Phone: (202) 564-6607; or (202) 564-6400 (general number)
Website: <http://www.epa.gov>

U.S. DEPARTMENT OF LABOR
Bureau of International Labor Affairs
J. William Brumfield, Foreign Service Coordinator
Phone: (202) 693-4855
Fax: (202) 693-4860
200 Constitution Ave., NW
Washington, DC 20210
Email: Brumfield-william@dol.gov
Website: <http://www.dol.gov>

TREASURY DEPARTMENT
Peter Maier
International Economist
Office of Europe and Eurasia, Rm 4128A
U.S. Treasury Department
Washington, DC
Phone: 202-622-4375
Fax: 202-622-2308
Website: <http://www.treas.gov>

OFFICE OF THE U.S. TRADE REPRESENTATIVE
David Weiner (responsible for France)
Office of Europe and the Middle East
600, 17th Street, NW
Washington, DC 20506
Phone: 202-395-9679
Fax: (202) 395-3511
Email: David_Weiner@ustr.eop.gov
Website: <http://www.ustr.gov>

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Trade Programs (OTP)
Director for Market Developments and Grants Management Division
14th Street and Independence Avenue SW

Washington, DC 20250
Tel: (202) 690 159; Fax: (202) 690 0193
Website: <http://www.fas.usda.gov>

FOOD AND DRUG ADMINISTRATION
Department of Health and Human Services
Parklawn Bldg.
Mail Code: HF-1
5600 Fishers Lane
Rockville, MD 20857
Phone: (301) 827-24 10; Fax: (301) 443-31 00
Website: <http://www.fda.gov>

U.S.-Based Multipliers

FRENCH EMBASSY ECONOMIC & COMMERCIAL AFFAIRS
Website: <http://www.ubifrance.fr/> ; <http://www.ubifrance.fr/etats-unis/organigramme.html>
www.info-France-usa.org ; www.ambafrance-us.org

FRENCH-AMERICAN CHAMBER OF COMMERCE IN THE U.S.
<http://www.faccnyc.org>

INVEST IN FRANCE AGENCY (I.F.A.)
<http://www.investinfrance.org/NorthAmerica/>

Market Research

[Return to top](#)

To view market research reports produced by the U.S. Commercial Service please go to the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, and is free.

Trade Events

[Return to top](#)

Please click on the link below for information on upcoming trade events.
<http://www.export.gov/tradeevents/index.asp>

Professional International Trade Shows in France:

Sources: <http://www.parisregion-tradeshows.com>

Agriculture, Horticulture and Fishing

SIMA - February 2015
The Paris international agri-business show

Agricultural machinery, agri-supplies, animal husbandry, services - genetics, health, feedstuffs and equipment for cattle - countryside and forest management area - renewable energies: <http://www.simaonline.com/>

Food, Hotels and Catering

SIAL – 10/19/2014 – 10/23/2014

The world's largest food innovation marketplace

Food, wine, retail, trade and foodservice professionals, come and meet some 6,000 French and international exhibitors from the food industry.

www.sialparis.com

In-Food (as part of SIAL) – 10/19/2014 – 10/23/2014

An event 100% dedicated to semi-processed products

<http://www.infood.fr>

Salon du Chocolat Professionnel 10/28/2014 – 10/30/2014

The only trade show entirely dedicated to chocolate

Offers a comprehensive view of the market with the whole industry represented: producing countries, ingredients and raw materials, equipment, packaging, interior design, training. Not only chocolatiers, pastry chefs, confectioners and ice-cream makers but also industrials, distribution networks, hotels and restaurants have the opportunity to meet the key players of the field and explore today's and tomorrow's trends.

<http://pro.salon-du-chocolat.com>

Equip'Hôtel -11/16/2014 – 11/20/2014

The Hotel and Restaurant International Rendez-vous

Cooking, cleaning and laundry equipment and accessories, food and drinks, coffee-making and bar products construction, furnishings, furniture and decoration, bathrooms, fitness and well-being rooms, tableware and linen, technologies, services

<http://www.equiphotel.com/>

Natexpo October 2015

The trade show for organic, health food and ecological products

<http://www.natexpo.com>

House and Home Furnishing & Decoration

Maison&Objet - September 2014 & January 2015

The show for home-fashion

Decoration and the art of living... a broad-based, international, high-end offer

<http://www.maison-objet.com>

Now! design à vivre (as part as Maison&Objet) September 2014 & January 2015

International design show for the home

<http://www.maison-objet.com>

Scènes d'Intérieur (as part of Maison&Objet) September 2014 & January 2015

Luxury and extravagance..a show for excellence, marked by the greatest creators in home-fashion

<http://www.maison-objet.com>

Tradexpo September 2014 & January 2015

The biggest trends at the lightest prices

Sale of consumer goods: gifts, décoration, tableware, home textile, toys and festive goods, personal accessories, DIY, gardening, household and clearance products

<http://www.tradexpo-paris.com>

Idéo bain 11/2/2015 – 11/6/2015

International bathroom trade shows

Bathroom fittings, bathroom sinks, showers/hydro, bathroom furniture, accessories and decoration, saunas/spas, hamams, towel dry rails, lighting and electrical appliances, tiles and coverings, plumbing

<http://www.ideobain.com>

Art and culture

Salon du livre 03/20/2015 - 03/23/2015

Paris book fair

Promotion of books and reading, French and foreign publishing

<http://www.salondulivreparis.com>

Foire Internationale d'Art Contemporain 10/23/2014 – 10/26/2014

International modern and contemporary art fair

Modern, contemporary and cutting-edge art market, showing paintings, sculptures, drawings, prints, works on paper, photography, installations, living art, design

<http://www.fiac.com>

Salon International du Patrimoine Culturel 11/6/2014 – 11/9/2014

International Heritage Show

The event bringing together all the players of the heritage world: heritage and patronage - Heritage tourism - conservation and restoration

<http://www.patrimoineculturel.com>

Paris Photo 11/13/2014 – 11/16/2014

The 19th-century, modern and contemporary photography exhibition

<http://www.parisphoto.fr>

Audiovisual

SATIS – 11/18/2014 – 11/20/2014

Trade show for audiovisual, live entertainment & event, media

Lighting & stage equipment/radio/audio/broadcasting/cinema/tv creation & post-production/solutions & communication

<http://www.satis-expo.com/>

Construction and Civil Engineering

Equipbaie Metalexpo - 11/18/2014 – 11/21/2014

The international exhibition for windows, doors, closures and solar protection

Windows - wood, metal and pvc joinery - automation and solar - closing fixtures - glazed products - machines and tools - software and hardware

<http://www.equipbaie-metalexpo.com/>

Intermat - 4/20/2015 – 4/25/2015

International exhibition for equipment and techniques for construction and materials industries. Earthmoving- components, equipment, accessories - lifting/handling - building - concrete - roads - quarrying/aggregates - building materials industry/recycling - drilling/boring - engineering and services

<http://www.intermat.fr>

Batimat September 2015

THE INTERNATIONAL CONSTRUCTION EVENT

BATIMAT provides a powerful boost for the spread of new products through the building market and a real springboard for manufacturers who are launching innovations.

<http://www.batimat.com>

Interclima + elec 11/2/2015 – 11/6/2015

The hvac, electrical systems, refrigeration, new sources of energy and home & building automation exhibition Systems, materials, products and services related to heating, air conditioning, ventilation and refrigeration - electricity, lighting, networks and cables

<http://www.interclimaelec.com>

Cosmetics, Personal Care, Beauty, SPA, Hair Care

Mondial Coiffure Beauté - September 2014

The Paris hair show. Contests, fashion showcase, beauty and everything about hairdressing

<http://www.salonmcb.com>

Beyond Beauty Paris - 09/09/2014 – 9/11/2014

The 360th European event on beauty and wellness

<http://www.beyondbeautyparis.com>

Cosmeeting (as part of Beyond Beauty Paris) 09/09/2014 – 9/11/2014

The exhibition to discover beauty brands from all over the world

<http://www.beyondbeautyparis.com>

Creative (as part of Beyond Beauty Paris) - 09/09/2014 – 9/11/2014

European exhibition of beauty suppliers

The exhibition of the main beauty suppliers: packaging, contract manufacturing, consulting, accessories

<http://www.beyondbeautyparis.com>

European Spa Exhibition & Summit - 09/09/2014 – 9/11/2014

European exhibition and summit on beauty and wellness professional treatments

The exhibition of expertise, products and equipment for spa & beauty salons

<http://www.beyondbeautyparis.com>

Security and Defense

Eurosatory 16/06/13/2016 - 06/17/2016

The biggest exhibition for land, air-land defense, and homeland defense

<http://www.eurosatory.com>

Euronaval 10/27/2014 – 10/31/2014

Naval defense and maritime exhibition and conference

<http://www.euronaval.fr>

Expoprotection 12/9/2014 – 12/11/2014

Exhibition for risk management

Safety/security - firefighting - safety and health at work - industrial risks - natural risks

<http://www.expoprotection.com>

Milipol Paris (held with Cartes) – 11/3/2015 – 11/6/2015

The worldwide exhibition of internal state security

Public security, law enforcement, police equipment, industrial site security

<http://www.milipol.com>

Trade

Franchise Expo Paris - 03/15/2015 - 03/18/2015

International franchise show. Information and meeting event for organized trade and candidates joining a franchise network

<http://www.franchiseparis.com>

Equipmag 9/16/2014 – 9/18/2014

The trade show for point-of-sale, retail and distribution EQUIPMAG is France's leading trade show for point-of-sale, retail and distribution. It is organized by Comexposium and offers professionals from across retailing (food, textiles, multi-product retailing, telephony, office equipment, furniture, interiors and decor) the opportunity to see what fittings, layout and design specialists and technology manufacturers have to offer.

<http://www.equipmag.com>

Energy and the environment

Europropri - Multiservices April 2015

The show for hygiene, cleaning and support services solutions

<http://www.europri.com>

Pollutec Horizons Décembre 2015

Pollution treatment, resource optimization, energy and climate change, risk prevention and management, sustainable development, town planning, fluid and networks, transport/logistics and storage, analysis/measurement/monitoring, regulations

<http://www.pollutec.com/GB.htm>

Piscine Global- Lyon

European Swimming Pool Industries Show every 2 years 11/18/2014 – 11/21/2014

AQUALIE Spa & Fitness Expo every 2 years 11/18/2014 – 11/21/2014

<http://www.piscine-expo.com/homepage>

Pollutec – Lyon

International Exhibition of Environmental Equipment, Technology and Services for Industry and Local Authorities every 2 years 12/2/2014 – 12/4/2014

<http://www.pollutec.com/>

Industrial

Enova Paris 9/16/2014 - 09/18/2014

Technology fair in electronic measurement, vision and optics

<http://www.enova-event.com/>

Mesurexpovision – 9/16/2014 – 9/18/2014

The measurement, testing, simulation, and vision solutions trade show

<http://www.mesurexpovision.com>

Midest – 11/4/2014 – 11/7/2014

International subcontracting exhibition for plastic/rubber/composite processor; tooling, molds, models, microtechnics, electronics/electricity, engineering/research/quality, industrial maintenance, metal processing.

<http://www.midest.com>

Emballage 11/17/2014 – 11/20/2014

40th International Packaging Exhibition - The packaging innovation hub from packaging machines to manufactured containers: raw materials; transformation machines; primary and secondary packaging machines; printing, marking and labelling machines; containers and packaging accessories.

<http://www.emballageweb.com>

Expobois 11/17/2014 – 11/20/2014

The wood industry exhibition. Materials - machines for primary and secondary processing - molds and tools - equipment and peripherals -laboratory/measurement and test equipment - processing of plastics, rubber and composites - recycling equipment - processing and industrial services

<http://www.expobois.fr/>

Manutention, Equipements & Systems - 11/17/2014 – 11/20/2014

International show for equipment & services for material handling. Lifting - fork-lifts - continuous handling for individual loads - storage - warehouse equipment - organization and strategy - automated systems -information systems - services

<http://www.manutention.com>

Forum labo & biotech 3/31/2015 – 4/2/2015

Innovation in research, development, analysis, control. Laboratory equipment and services.

<http://www.forumlabo.com>

Tolexpo 11/17/2015 – 11/20/2015

The international show for sheet metal, coil, tube and section equipment

<http://www.tolexpo.com>

Interoute & Ville – Lyon 10/7/2014-10/9/2014

Symposium and Trade Show for Roads: Construction, Maintenance, Operation and safety every 2 years

<http://en.interoute-ville.com/>

Europack - Euromanut- Lyon November. 2015

European Packaging Exhibition. Packaging, Packing, Marking, Handling every 2 years

<http://www.europack-euromanut-cfia.com/en/>

Solutrans 11/17/2015-11/21/2015

European Trade Show of Transport Solutions every 2 years

<http://www.solutrans.eu/>

Light Festival Expo 12/5/2014-12/6/2014

International Festive & Event Lighting Trade Fair. Light Festival Expo exhibition is a unique professional meeting for all players of the festive and event lighting market.

<http://10times.com/light-festival-expo>

Innorobo March 2015

Robotics International Trade Show & Congress once a year

<http://www.innorobo.com/en/>

PCH Meetings March 2015

Petrochemicals, Chemicals & Pharmaceuticals Business Convention once a year

<http://www.pchmeetings.com/en/>

IT and Telecommunications

Les Salons Solutions 9/30/2014 – 10/2/2014

Information Management and Data-Processing of Documents

Exhibition devoted to information management and document process.

<http://www.salons-solutions.com/>

Cartes 11/4/2014 – 11/6/2014

The world leading event for digital security and smart technologies: (telecoms, contactless payments, authentication, M2M, services).

<http://fr.cartes.com/>

Recreational

Salon du Cheval de Paris 12/1/2014 – 12/7/2014

The biggest equestrian event of the year! A complete range of equipment for horses.

<http://www.salon-cheval.com>

Nautic - Salon Nautique de Paris 12/6/2014 – 12/14/2014

International Paris boat show. The largest display of French and international nautical industries and animations showcasing discovery, adventure and learning

<http://www.salonnautiqueparis.com>

Salon de la piscine & du spa 12/6/2014 – 12/14/2014

Swimming pool show: pools & spas. Materials and equipment, products for cleaning and maintenance, fitness and leisure

<http://www.salonpiscineparis.com>

Multisectoral

La Foire d'Automne 10/31/2014 – 11/9/2014

An event from Foire de Paris

<http://www.foiredautomne.fr/>

Educatec-Educaticice 11/26/2014 – 11/28/2014

The professional education show. An overview of solutions and innovations for a fresh look of education and training

<http://www.educatec-educaticice.com/>

Advertising and publishing

Viscom Paris 09/09/2014 – 9/11/2014

The international event visual communication

Sign, signage, digital printing, digital media, finishing, screen printing, cutting, engraving & marking, other technologies, services

<http://www.viscom-paris.com>

Graphitec June 2015

The graphic chain exhibition: from printed material to multichannel. Designing and pre-printing - networks and telecommunications - computer hardware - printing - finishing and converting - distribution - printing supports - consumables - services - management and quality - training and information - converting

<http://www.graphitec.com>

Healthcare

Rééduca 9/19/2014 – 9/21/2014

Reeducation, rehabilitation, physiotherapy, sports medicine and professional exhibition for fitness equipment

<http://www.salonreduca.com>

Funexpo – Lyon 11/20/204 – 11/22/2014

International show of Arts, Funerary Techniques & Equipment every 2 years

<http://www.funexpo-expo.com/?lang=en>

Handica- Lyon June 2015

International Exhibition for the Acquisition of Autonomy

<http://www.handica.com/>

Silmo Paris 9/26/2014 – 9/29/2014

International optics and eyewear exhibition. Optical frames, sunglasses, lenses, contact lenses, tools and instruments for optometrists, materials for manufacturing.

<http://www.silmoparis.com/>

Journées Internationales de Biologie - 11/8/2014 – 11/10/2014

Scientific congress & exhibition, the JIB brings together each year all the key players of medical biology: private and hospital medical biologist, biomedical engineers, pharmacists, technicians and laboratory secretaries.
<http://www.jib-sdbio.fr>

CIAMED Oct. 2014
European Business Meetings for Medical Industry
<http://www.abe-industry.com/ciamed/>

Journées de dermocosmétique Feb. 2015
Dermocosmetology Thematic Conference. Which Chemistry for cosmetics?
<http://www.ced-lyon.com/-Evenements-du-CED-Lyon-.html>

Services

Funéraire 11/21/2015 – 11/23/2015
International funeral trade exhibition. Funeral articles, tombstones, funeral services, coffins, hearses, embalming, stone working, excavation..., organizations and trade press
<http://www.salon-funeraire.com>

Textiles, Fashion and Accessories

TRANOÏ - Men - July 2014 & January 2015
International trade show of fashion designers, TRANOÏ is a "must see event" during fashion week, trends' pioneer, mixing luxury, avant-gardism and contemporary.
<http://www.tranoi.com/>

Fatex – 7/3/2014 – 7/5/2014
The essential event in textiles and clothes manufacturing - priorities: to promote constructive dialogues between international suppliers and buyers and develops efficient trade networks
<http://www.fatex.fr/>

WHO'S NEXT Prêt-à-Porter Paris 7/4/2014 - 7/7/2014 & January 2015
The new unifying event of international fashion!
All the market's sectors: women's ready-to-wear, urban fashion and menswear, fashion accessory, shoe, leather goods, luggage and jewelry. Catwalk shows, trends forums, themed exhibitions, talks and evening events.
<http://tradeshows.whosnext.com/>

Interfilère Paris (held with Mode City) – 7/5/2014 – 7/7/2014 and January 2015
First trade fair for lingerie and beachwear fabrics. Fabrics, lace, embroidery, fibers, trimmings and accessories
<http://www.interfilere.com>

Mode City 7/5/2014 – 7/7/2014
Leading global platform for intimates, beachwear and wellbeing. Intimates, swimwear, beachwear, loungewear, wellbeing and home wear
<http://www.mode-city.com/>

Apparel Sourcing September 2014

Apparel and fashion accessories on display. International trade fair for garments and fashion accessories

<http://apparelsourcing.messefrankfurt.com>

Indigo 9/1/2014 – 9/30/2014

International exhibition of creative textile design

Creative textile design for fashion: lingerie, knit, embroideries, accessories, transfer paper, computer graphics and fashion designing

<http://www.indigo-salon.com>

Le Cuir à Paris September 2014

Leather and fur event. Leathers and raw hides and partially-tanned skins, including special and exotic skins, furs, finished leathers, substitution materials, natural and artificial fabrics for the leather goods industry, components, findings and finishing products

<http://www.lecuiraparis.com/home>

ModAmont September 2014

International trade fair of trimming and supplies for fashion & design. Supplies and trims for clothing and the entire fashion industry: apparel, footwear, leather goods, jewelry, packaging.

<http://www.modamont.com>

Première Vision - September 2014

The World's Premier Fabric Show™. Pluriel Expert Trails, l'Atelier Denim, Knitwear solutions, fashion areas...

<http://www.premierevision.fr>

Premiere Vision Pluriel - September 2014

Six complementary events grouped together in one place in order to meet with all the key players in the fashion textile sector.

<http://www.premierevision-pluriel.com>

Texworlds September 2014

The fashion inside out. Worldwide fabric's and clothing's offer

<http://texworld.messefrankfurt.com>

TRANOÏ - Woman September 2014

International trade show of fashion designers, TRANOÏ is a "must see event" during fashion week, trends' pioneer, mixing luxury ,avant-gardism and contemporary.

<http://www.tranoi.com/>

Vendôme Luxury Tradeshow September 2014

Cutting edge designers and high end accessories, a crossroad between style and trend. It presents a selection of high-end women wear, accessories, fine jewelry, niche perfumes, luxury cosmetics, house and lifestyle exclusive products as well as high-tech chic.

<http://www.vendomeluxurytradeshow.com>

Zoom by Fatex - September 2014

First professional fair 100% dedicated to fashion manufacturing from Europe, the Mediterranean basin and the Indian Ocean.

<http://www.zoombyfatex.com>

Bijorhca PARIS 9/5/2014 – 9/8/2014 & January 2015

The international and professional event exclusively dedicated to Fashion, Designer, Couture, Silver, Gold Jewelry, to watches and to Fashion accessories

<http://www.bijorhca.com>

Paris sur Mode 9/26/2014 – 9/29/2014

Women fashion designers trade show. The favorite area for famous brands and designers

<http://www.parissurmode.com>

The Box – 9/26/2014 – 9/29/2014

A venue for fashion accessories

<http://tradeshows.whosnext.com/>

PRINT'OR Jan. 2015

International Meeting of Jewelry and Watch Trade Professionals

<http://10times.com/print-or>

Salon international de la lingerie January 2015

The famous world of intimates. Daywear, nightwear, foundations garments, swimwear, men's underwear, stockings and tights, toweling's, home wear, slippers, accessories, dummies, hangers

<http://www.lingerie-paris.com>

Tourism and Business Travel

MAP PRO - Le Monde à Paris 10/22/2014 – 10/23/2014

The leading public tourism trade show in France

French regions, incoming agents, national and international hotels groups, chateaux, monuments, places of interest flowers gardens, wild life parks, restaurants, festivals sound and light shows, national tourist offices of European countries

<http://www.lemondeaparispro.com>

Transport

Salon du Cycle - September 2014

Paris Cycle Show. The cycle universe under one roof in Paris: complete cycle manufacturers, makers of cycle accessories, components parts and clothing, trade press. Event for trade and consumers

<http://www.lesalonducycle.com/>

Mondial de l'Automobile 10/4/2014 – 10/19/2014

The Paris motor show. Showcase of private cars, light utility vehicles, equipment and parts for private cars and utility vehicles, second-hand cars, antique cars, cross over vehicles (4x4) with test drive road

<http://www.mondial-automobile.com>

Equip auto October 2015

The international show of all equipment for all vehicles. Exhibition for motorized and special vehicles - technologies, equipment, services and garage equipment

<http://www.equipauto.com>

Salon de la moto et du scooter - December 2015

Paris Motorcycle and Scooter Show. Biennial event gathering motorcycle and scooter manufacturers, makers of parts, components and accessories, connected service companies, press and media.

<http://www.lesalondelamoto.com/>

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 10: Guide to Our Services

The President's National Export Initiative aims to double exports over five years by marshaling Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities** and **support them once they do have exporting opportunities**.

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: www.export.gov

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: <http://buyusa.gov/france/>
U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRAD(E)**.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

[Return to table of contents](#)