

# Entering the French market

How to get information on French markets

*Slovenian delegation training – 9<sup>th</sup> June 2021*



**CCI PARIS ILE-DE-FRANCE  
INTERNATIONAL**

# Session Plan

- Ready-made reports
- Industry sources
- Additional sources

# Ready-made reports

## Commercial editors

Aggregator <https://www.marketresearch.com/>

French publisher <https://www.xerfi.com/>

## Free sources

Aggregator <https://rbcglobalconnect.rbc.com/>

CBI Market Info <https://www.cbi.eu/market-information>

# Industry sources (1)

## Professional associations

Business federation

<http://www.medef-idf.fr/>

International directory

<https://rbcglobalconnect.rbc.com/>

## Trade press

French trade press

<https://www.press-directory.com/>

International directory

<https://nouveau.europresse.com/>

# Exercise (1)

## Industry reports

Who are the 2 major publishers of reports on French food industry?

## Professional associations

Which of these French professional associations does not exist?

- Cosmetic-Valley
- Parfums de France
- PRODAROM

<https://rbcglobalconnect.rbc.com/>

# Industry sources (2)

## Statistical agencies (France)

French agency <https://www.insee.fr/en/statistiques>

Ministerial agencies <https://www.insee.fr/fr/information/>

## Statistical offices (International)

International directory <https://unstats.un.org/>

Production / demand data <https://www.nationmaster.com/>

Individual consumption data <http://data.un.org/>

# Industry sources (3)

## Tade statistics

Regional data <http://lekiosque.finances.gouv.fr/>  
International data <https://www.trademap.org/>

## Export potential

ITC tool <https://exportpotential.intracen.org/>  
Google tool <https://marketfinder.thinkwithgoogle.com/>

# Exercise (2)

## Trade statistics

How much (U.S.\$) has Slovenia exported to France in 2020?

- 1.11 \$ billion
- 1.69 \$ billions
- 1.93 \$ billion

<https://www.trademap.org/>



# Additional sources

## Fairs and trade exhibitions

Fairs & Trade shows (Paris)	<a href="https://www.cci-paris-idf.fr/">https://www.cci-paris-idf.fr/</a>
Fairs & Trade shows (France)	<a href="https://www.salons-online.com/">https://www.salons-online.com/</a>
Fairs & Trade shows (World)	<a href="https://www.eventseye.com/">https://www.eventseye.com/</a>

## Miscellaneous

Industry bookmarks	<a href="https://bnf.libguides.com/">https://bnf.libguides.com/</a>
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