

DOING BUSINESS IN PARIS

Enter the French Market

9 June 2021

Intercultural Approach



PROGRAM



A - KEY FACTORS AND FIGURES TO UNDERSTAND THE FOOD MARKET

B - INTERCULTURAL ELEMENTS: THINGS TO KNOW ABOUT FRANCE AND ITS INHABITANTS

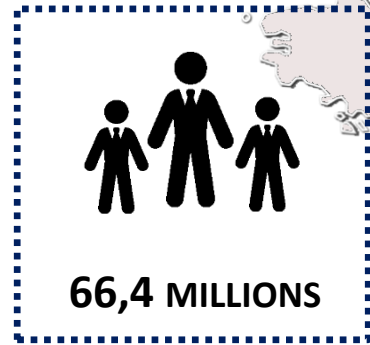
C- PUBLIC RESOURCES

D- FEW STRATEGIC ACTORS OF ECONOMIC SECTOR TO KNOW

E – ENVIRONMENT AND EVOLUTION DUE TO COVID

A - KEY FACTORS AND FIGURES TO UNDERSTAND THE MARKET

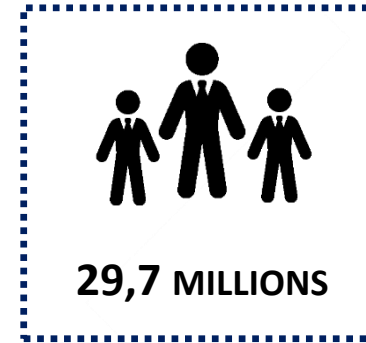
TOTAL POPULATION



DIVIDED INTO



**ACTIVE POPULATION
EN 2017**

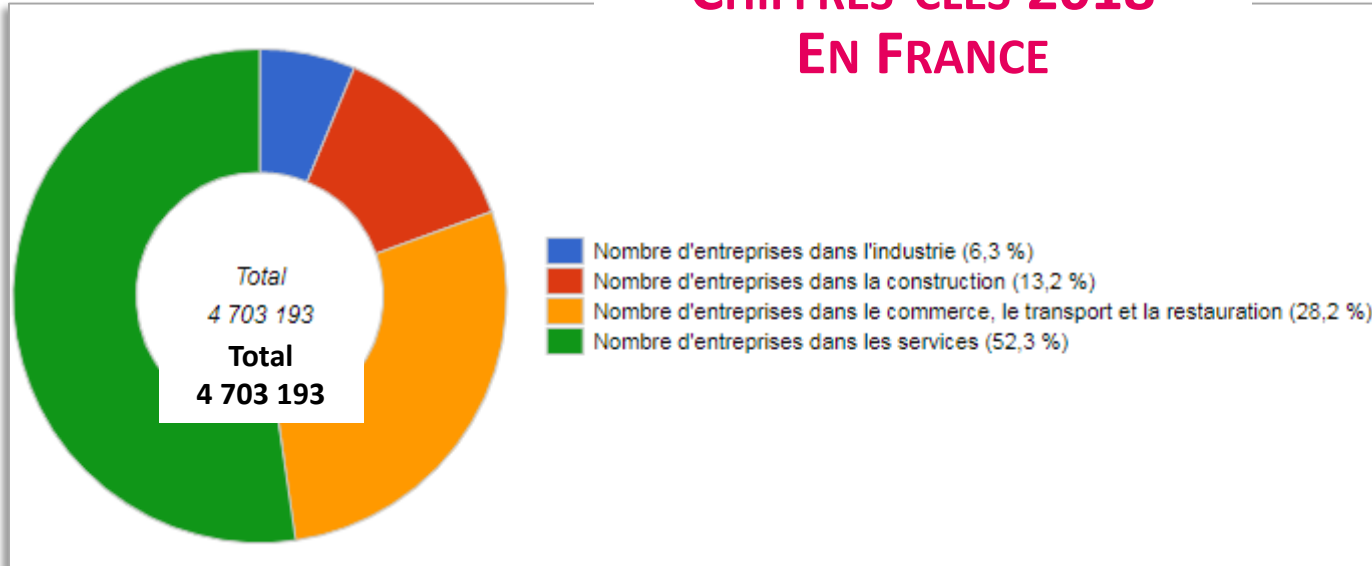


**Age distribution : 24% under 20,
50% 20-59, 20% over**

**Population of households:
29 millions of which 35% are single**

DISTRIBUTION OF ENTERPRISES BY SECTOR OF ACTIVITY

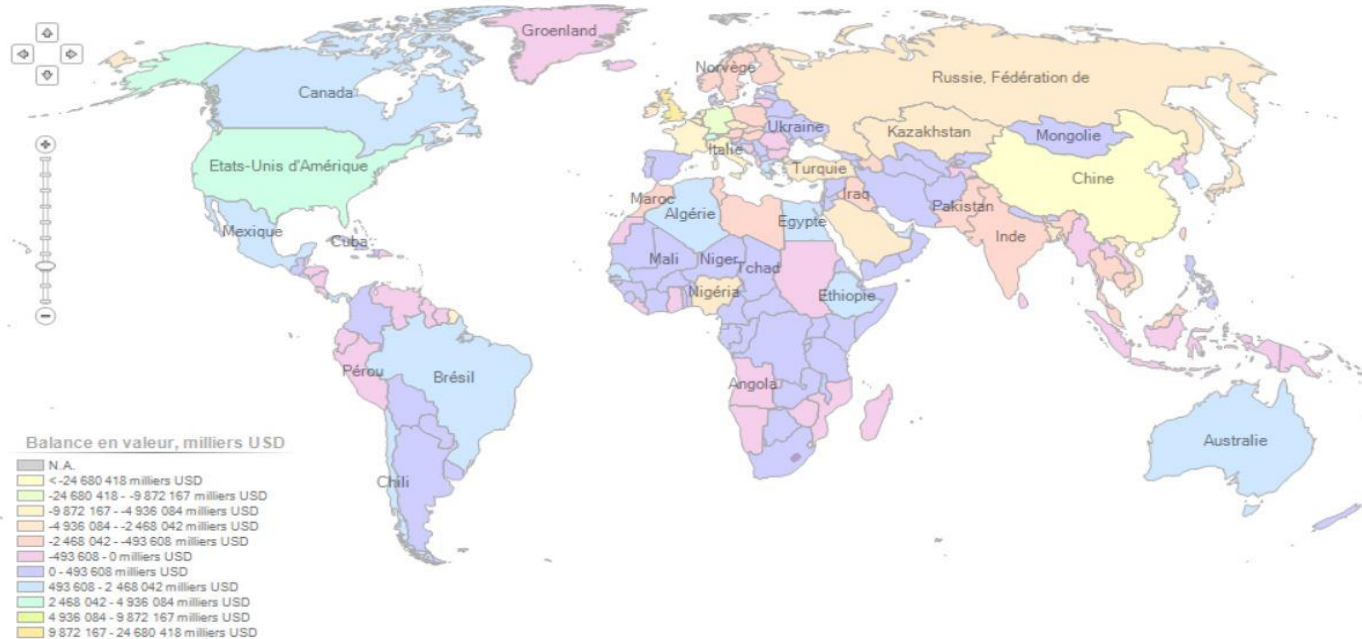
CHIFFRES-CLÉS 2018 EN FRANCE



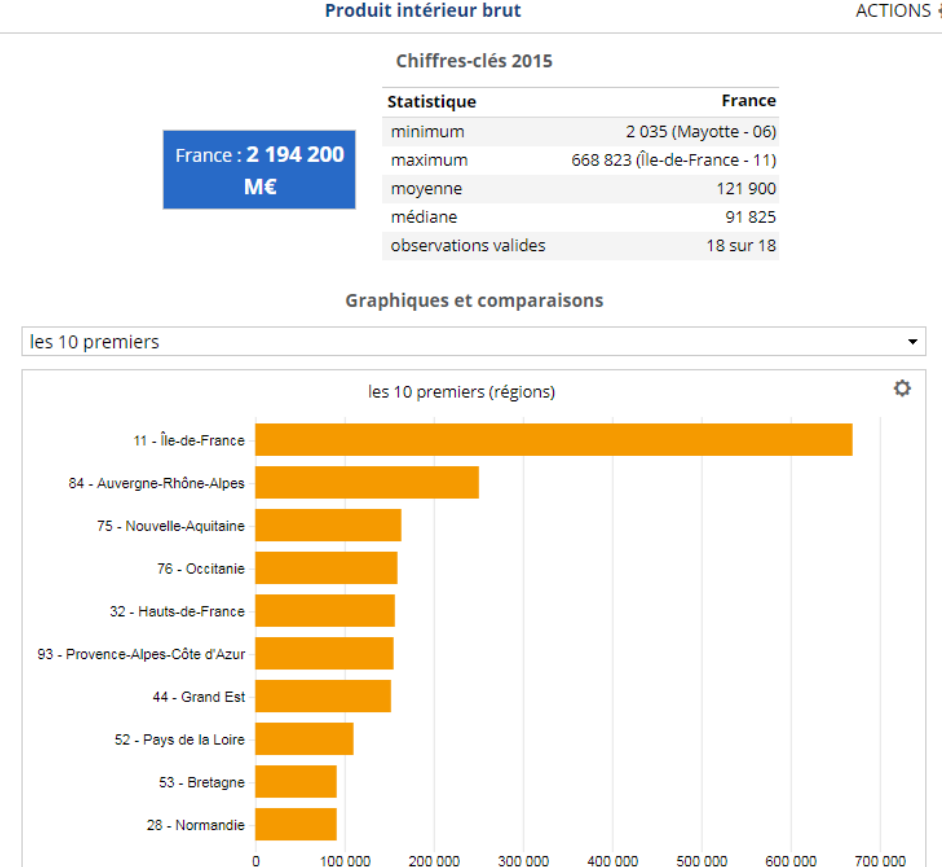
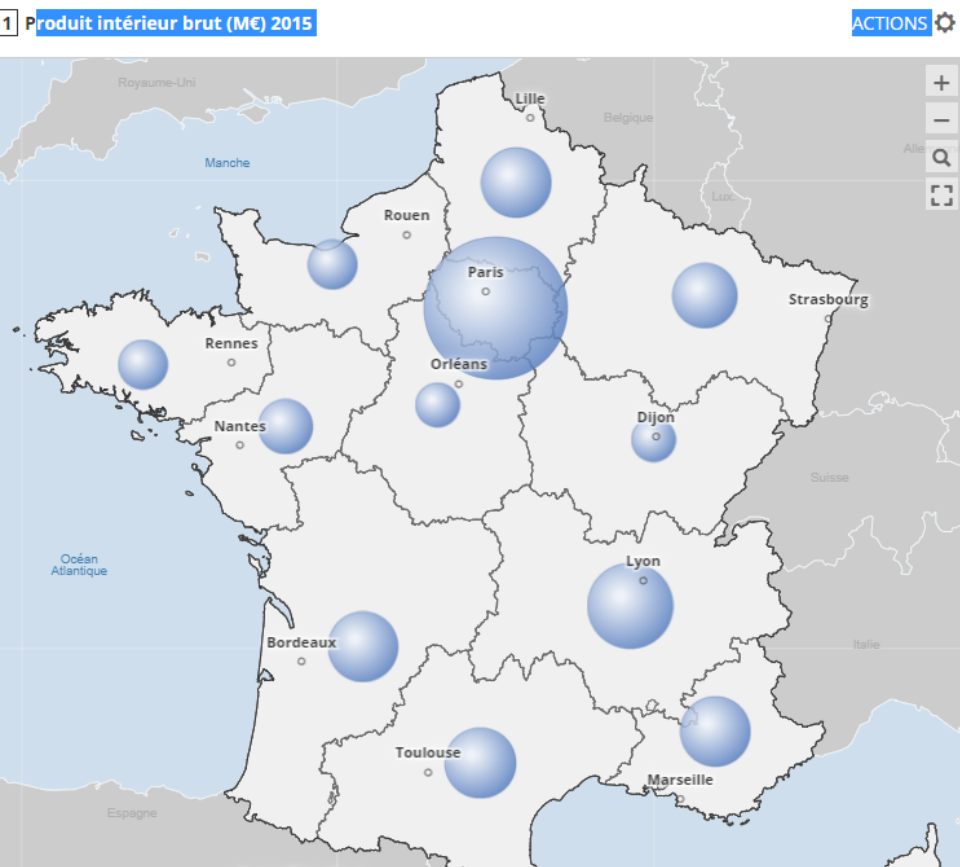
TRADE BALANCE BY PRODUCT

Liste des marchés partenaires pour un produit commercialisé par la France en 2019

Produit : TOTAL All products



DISTRIBUTION OF GDP BY REGION



B - INTERCULTURAL ELEMENTS :

THINGS TO KNOWS ABOUT FRANCE AND ITS INHABITANTS

- Omnipresent regulatory and legal environment (commercial, social, tax, accounting) but, a desire for simplification that has been translated for several years into measures in this direction.
- The notion of hierarchy is very present in the organization of companies
- Formalism in communication with a culture of writing and an attachment/ reference always present to convenience.
- **Societal role of the company beyond the economic and commercial aspect (cultural, social, environmental...)**
- the French market is highly requested because of its attractiveness, its position as a crossroads, its image but stay open to innovation.

B - INTERCULTURAL ELEMENTS :

THINGS TO KNOWS ABOUT FRANCE AND ITS INHABITANTS

Utilization of French Language

Globally French people improved in the practice of a second language but, it remains an issue ...

The buyers or the managers, usually speaks English but, most of them will prefer to speak French for the negotiation.

Be accompanied by a translator for the first meeting unless being sure that your correspondent speaks English fluently

For establishing long term relationship, hired someone who speak French (even a trainee) for the order management and tracking

B - INTERCULTURAL ELEMENTS :

THINGS TO KNOWS ABOUT FRANCE AND ITS INHABITANTS

- A country that is open to the world, innovative but deeply rooted in its history, culture and attached to is « art de vivre ».
- A historically centralized and interventionist state that has transferred much of its attributions and resources to the Regions over the past decade Note that some of them have become leaders in certain sectors...

ROLE OF A CLUSTER :



Map of Competitiveness clusters

(July 2019)

Role of a cluster :

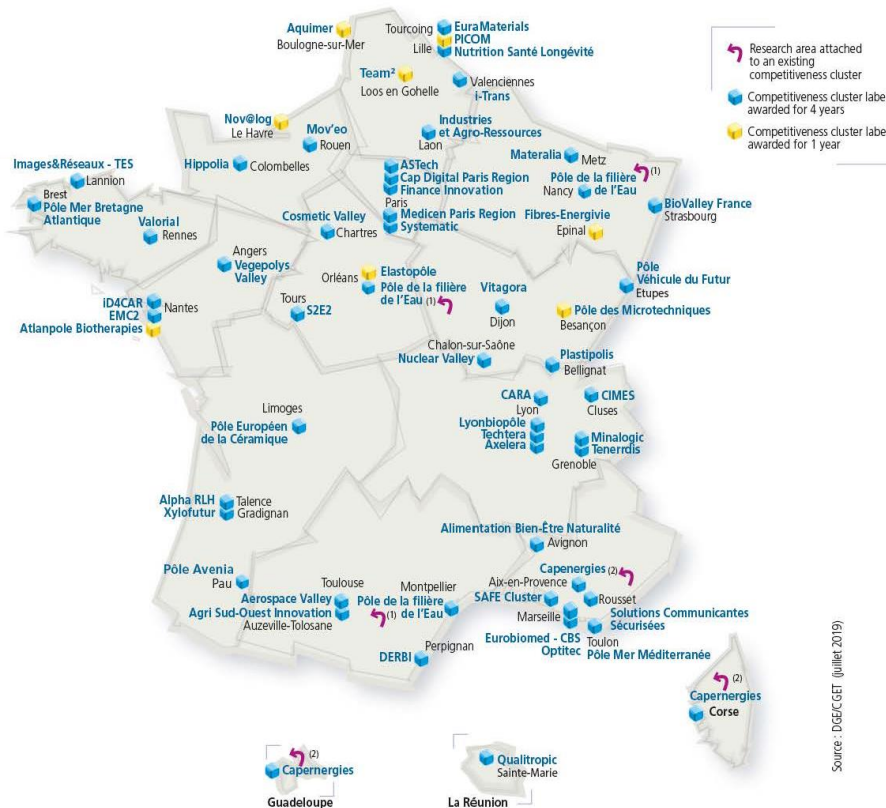
Bringing together the main players in a same sector, forges links between **major groups, SMEs, start-ups, universities, laboratories** and **territories** and supports them in setting up and financing their projects.



DISTRIBUTION OF COMPETITIVENESS CLUSTERS BY REGION



Map of Competitiveness clusters
(July 2019)



Source : DGECGET (juillet 2019)



PUBLIC RESSOURCES



FIVE AREAS OF INTERVENTION

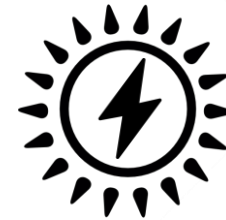
WASTE



LAND AND POLLUTED SOILS



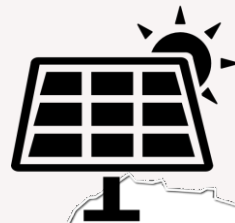
CLIMATE AND ENERGY



AIR AND NOISE



CROSS-FUNCTIONAL ACTION



(SUSTAINABLE
PRODUCTION AND
CONSUMPTION,
SUSTAINABLE CITIES
AND TERRITORIES)



FOUR VOCATIONS



ADEME's regional teams implement two major energy and ecological transition policies on behalf of the French State in the areas of support for renewable heat (Heat Fund) and waste prevention and management (Waste Fund).



About Us

Choose Paris Region is a catalyst for business and innovation which supports international companies willing to expand in the Paris Region.

As a non profit governmental agency, Choose Paris Region works with local public entities to provide free tailor-made services.

Choose Paris Region brings its deep market and industry expertise together with an extensive network to support international companies in building tech partnerships, designing their go to market strategy, and providing guidance to implement their local presence.

Every year, with a team of 80 dedicated professionals across Europe, the US and China, Choose Paris Region supports 1,000+ international companies looking to grow their business in the Paris Region, one of the leading tech and business hubs in the world.

PUBLIC RESOURCES : PARIS AND CO (PARIS DEVELOPMENT AGENCY)

Presentation

[Accueil](#) > [About us](#) > **[Presentation](#)**

Paris&Co is the innovation and economic development agency of the Paris metropolitan area. The agency supports innovation by incubating more than 500 French and foreign startups each year, conducting experimentation for innovative solutions, and organizing national and international tech events. Its development is based on an open innovation approach, in close collaboration with more than 120 major corporations and institutions.

Paris&Co :

**Accelerate the
development of French and
international startups**

**Facilitate urban
experimentation**

**Stimulate and spread
innovation**

TRADE UNION AND FEDERATION

Historically born of guilds and corporations

- Represent and promote the interests of a profession toward public authorities and publics
- Train and inform its members
- Promote the business environment (trade fairs, linking, publications...)

They can be efficient as :

- Source of information: Agenda, list of members...
- Tools of Networking: Events, workshop ...



THE PUBLIC ACCOUNTANT

The public accountant is not required except for specific corporate legal status
Or from a certain amount of turn over (over at 8 millions and more than 50 staff)

But, in the fact , most of French companies used a public accountant for their fiscal and social declaration. It become a kind of generalist advisor and a safety toward administration

This is the positioning displayed by the Order of Accountants.

They are generally paid on a flat-rate basis



– IMPORTANCE OF EXTERNAL AND INTERNAL PRESCRIBERS

Internal

- Engineers, R&D, Sustainable Development department, Logistics department, Communication department...

External

- Engineering Office, Architects, Experts, Designers...
- Influencers, bloggers (especially in some fashion, innovation, etc.), journalists

E : EVOLUTION OF THE ENVIRONMENT: COVID EN CONSEQUENCIES

- Telework has been required in all sectors of activity where it is possible. In 18 month, the whole country had to organized is activity

With the consequence:

- Increase in online sales over one year: According to FEVAD
 - + 32% all products over one year
 - +45% DIY
 - +60% Soft/hardWare and furniture

Net increase on building materials and DIY, garden

- Changing in communication modes with rapid assimilation of communication platforms and tools (Teams, Google Meet, Zoom, Vimeet....)



EVOLUTION OF THE ENVIRONMENT:

The economic world is going to be permanently changed by covid

- The telework will be extended with an average esteemed of two days a week (statistas) . It will change the management of real estate and the use of premises
- The way to doing business will certainly be a mix between digital and physical presence (some say “phygiciel”)
- The trade show will be very specialized and focus on tasting and demo.
- For goods and material, the notion of proximity will be reconsidered. Key account beguine to relocalize in France and in Europe (automobile, Industry...)



EVOLUTION OF THE ENVIRONMENT:

The concept of sustainable development is present in all sectors of the economy

The market of organic product is growing about 15 % year since the 5 th last years. Hypermarket Brand launch their own bio product in MDD.

The issue of sustainable development is the core of all the economic sectors : Mobility (car, public transport), energy, building ,smart city, circular economie, materials but also fashion, art de vivre , consumer goods with second live...

Todays all the key account as Bouygues, Eiffage, Colas , Carrefour, Intermarché, Leclerc, Local Authorities, Renault are involve in association for sustainable development



LABELS, STANDARDS AND CERTIFICATION

Former used as a commercial asset label, standard or certification become essential and/or compulsory.

Certification are specify in Term of reference for public procurement and major accounts tenders as well as material than services (ISO..)

All the Central Purchasing bodies demand eco label, certificate of origin...

Label of origin/ certification influences 66% of food purchases (source LSA)

It shows that over the demand of purchaser, it exists a real expectation of consumers



DOING BUSINESS IN PARIS

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Thank you for your attention

