

Your Gateway to the French Market

Withdrawn 15 August 2019

GREAT

**BUSINESS
IS**

GREAT

BRITAIN & NORTHERN IRELAND



Why France?

With a population of 65 million, France offers numerous opportunities on your doorstep. It is the 4th largest export market for the UK with some £32 billion worth of exports per year.

France is home to world leading companies in many innovative industries and is the third largest recipient of foreign direct investment, offering **new opportunities** for UK companies in **procurement and sub-supply**. Numerous “pôles d'excellence” (industrial clusters) testify to the attractiveness of France as a business location.

France's strategic location at the heart of Western Europe is well served by a highly developed transport and communication network.

The Eurostar has reinforced the already **strong air and sea connections**. This means you can **easily visit your customers** and organise meetings in a short trip.

The market is open and similar to that of the UK in terms of legislation, technology, demand, i.e. the level of technology and innovation is comparable to the UK offering the possibility of many types of partnership.

Business relationships with French companies tend to be **long-term**.

France hosts some of the **biggest international trade fairs**

Sector Opportunities

- Healthcare, Medical Equipment and eHealth
- Biotechnology and Pharmaceuticals
- Software and ICT
- Creative, Digital and Media Industries
- Fashion
- Homewares and Hardwares
- Environment
- Aerospace
- Railways and Automotive
- Agri-food
- Building and Construction
- Security and Defence
- Financial, Legal and Professional Services
- Education

There are also niche markets in all other sectors. **Almost anything that sells well in the UK has the potential to be sold in France**, provided that the quality and price are right, making it an attractive export market.

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How we can help

UK Trade & Investment (UKTI) provides expert trade advice and practical support to UK-based companies wishing to grow their business overseas. With over 2,000 staff and a presence in more than 100 countries, UKTI can assist you at every step of your export journey. Whatever stage of development your business is at, we can give you the support that you need to expand and prosper.

Through a range of unique services, including funding towards participation at selected trade fairs, outward missions and providing bespoke market intelligence, we can help you crack foreign markets and get to grips quickly with overseas regulations, business practices and overcome language barriers.

In France, UKTI has offices in Paris, Lyon and Bordeaux enabling you to identify regional centres of excellence for your business.

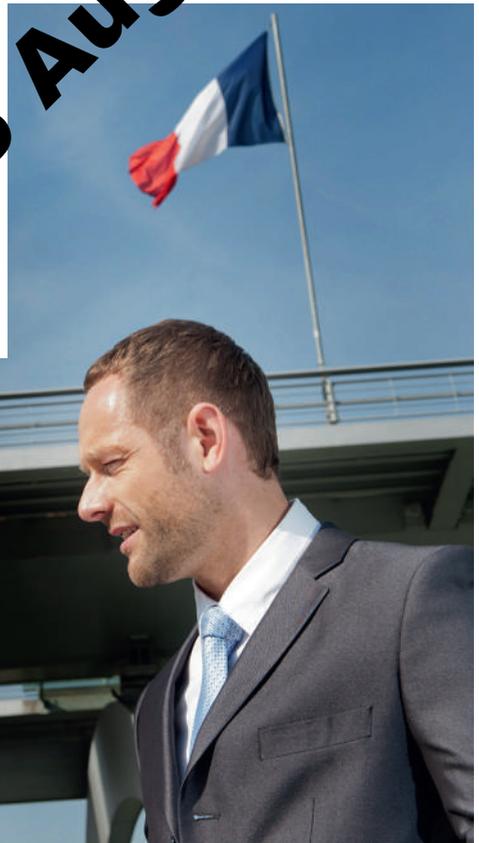
Find more about business opportunities in France:

UKTI France

Tel: +33 (0)1 44 51 31 00

Email: commerciale@ukti.paris.fco.gov.uk

www.gov.uk/ukti/france



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Why use our service?

UK Trade & Investment's Overseas Market Introduction Service (OMIS) is a flexible business tool enabling direct communication between you and our commercial teams. It opens the door to a wealth of practical support, advice and key market information.

OMIS guides you through the process of breaking into a new overseas market, providing all the help you need at every stage, from initial research to making your first market visit.

At the heart of the service's success is the unique value of our UK Trade & Investment staff in our Embassies: local language skills, local market knowledge and extensive political and commercial contacts.

- **Pre-Market Support** - tailored market research; business partner identification; one-to-one partnering; door opening; next-step advice.

- **In-Market Support** - prestigious Embassy and Residence facilities; networking support; contact generation; meeting facilitation; meetings with UKTI sector specialists at trade fairs.

- **Product Launches** - concept development; contact identification; hiring of the Embassy and/or Ambassador's Residence for events; PR & Marketing services.

- **Other Services** - organisation of seminars, webinars, presentations and events upon request; Business Opportunities information placed on the UK Trade & Investment website.



What does it cost?

Because companies have individual requirements, there are numerous levels of service offered by UKTI. The price varies depending on the amount of assistance required.

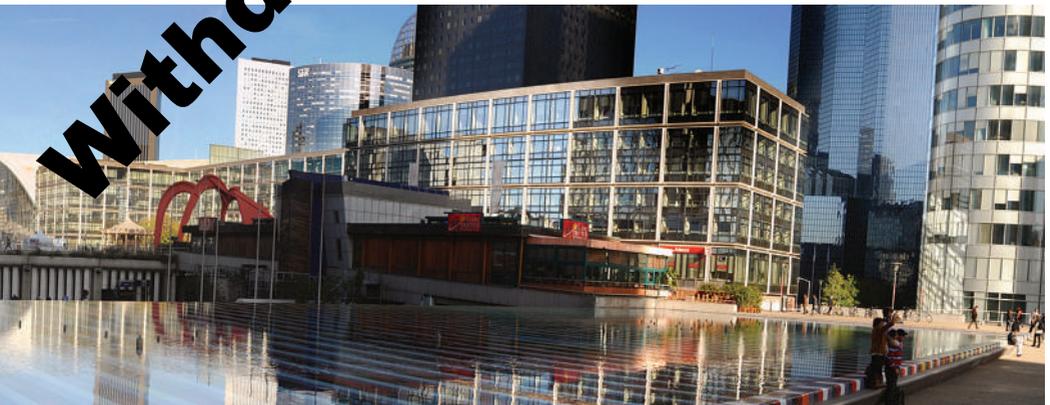
Tell us what you want and we will do our best to help you - **our services are tailored to your specific requirements.**

To find more about our services and to contact your local International Trade Adviser, look at the “How we can help” page at:

For more information please email:

commercialenquiries.paris@fco.gov.uk
or call: +33 (0)1 44 51 34 00

www.gov.uk/ukti/france



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Events

A unique venue in the heart of Paris

British companies or their French subsidiaries may hire the British Embassy's facilities to hold events which help develop British business in France, subject to agreement to our Terms & Conditions.

The **British Embassy** in Paris is a well-equipped, unique location in which to host a range of events including seminars and cocktails.

- **The 230m² terrace** is covered by a marquee from May to October and it can accommodate up to 250 people for a reception.
- **The Embassy Foyer** can be hired for evening events of up to 100 people or can be hired in conjunction with the Conference Room for welcome or post-meeting refreshments.
- **The Conference Room** can seat up to 80. The room is equipped with an overhead projector and screen.

The Ambassador's Residence may also be available for prestigious events promoting British business in France. All events held at the British Embassy's facilities are subject to the Ambassador's agreement and our capacity to accommodate a company's needs.



Embassy Foyer



Conference Room

Events Manager

Tel: +33 (0)1 44 51 32 85

Email: paris.events@fco.gov.uk

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Ambassador's Residence



Terrace



UK Trade & Investment

gov.uk/ukti

UKTI

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place from which to succeed in global business.

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Introduction

The paper in this document is made from 50 percent recycled waste pulp with 50 percent pulp from well-managed forests. This is a combination of Totally Chlorine Free and Elemental Chlorine Free. The inks are vegetable oil-based and contain resins from plants/trees.