

Economic & Business News from FRANCE



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EDITORIAL

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Focus

The leading Fashion Trade Fair 1st – 5th September, 2006

- Showcases 1,500 brands, of which 60% are international.
- Receives more than 43,000 visitors of which 41% are international, with European countries heading the list as well as USA, Japan and Russia... (source Sept 05)
- With its 1,500 labels, it is the largest women's wardrobe in the world, housing every market from 13 to 77 years old, in the most state of the art forms.
- 66,000 mt² of exhibition space
- 26,000 mt² of brands
- 50 countries represented

1 Euro : 6.56 FF
1 Euro : ≈ 1.3 US\$
1 Euro : 53 INR

Visit : www.france-in-india.org

The programme for the second half of 2006 is full of interest. A delegation of French Senators of the Economic Affairs Commission of the French Senate will visit in mid-September 2006.

Business men in a delegation organised by the Chamber of Commerce & Industry of Nice will visit New Delhi and Mumbai in September – October 2006

The **Indo-French Business Meet 2006** is being organised by **Ubifrance** and the Economic Mission of the Embassy of France in partnership with **FICCI (Federation of Indian Chambers of Commerce & Industry)** at the end of the year.

The event is to take place on the 4th and 5th of December in New Delhi and in other cities from the 6th to the 8th of December (Mumbai, Bangalore, Chennai and Kolkata). Over 200 French SME's and several hundreds of Indian companies from all over India are expected to participate in this forum. The main aim is to initiate business talks between both countries and provide a gateway for future partnerships. Participation from companies and industries in Bangladesh, Sri Lanka, Pakistan and Nepal is planned and will be organised by the French Economic Missions in each capital city: Dhaka, Colombo, Kathmandu and Islamabad.

Indian enterprises gain opportunity to meet their French counterparts, interact with them and find out possible ways of collaboration / joint ventures. This would also be a great opportunity for the Indian enterprises to acquire knowledge on French technologies, markets etc. The forum will act as a platform to identify potential partners among a full panel of companies and interact with them. We believe it is the right time to organise such a forum when the Indian economy is growing fast and the government is encouraging foreign investment. This multi-sector event is open to all companies from different sectors (IT, telecom, agriculture, aviation, and so on). Apart from the BtoB meetings for the multi-sector industries, there is a separate agenda for the Agriculture and Food Processing sector. They will also visit different cities according to their fields of interest and then attend the India Food Exhibition (organised in partnership with Sopexa and Montgomery) at Pragati Maidan on the 7th and 8th of December.

Futurallia, another representing partner will execute the match making process via its online software. Both French and Indian companies will register online and choose the corresponding company they wish to meet. Once everyone has registered, an online match-making process will take place and the individual BtoB meetings will be organised for each company.

The participants of this Forum will also have free access to the 'Experts Village'. This will run throughout the BtoB meetings and give all the participants a chance to learn more about the French and Indian markets. Experts such as legal advisors, bankers etc. will be on hand to give practical advice on every facet of doing business in France or in India.

Payal Sharma can be contacted for all further information at payal.sharma@missioneco.org.

Jean LEVIOL

A Pipe Cruiser which reaches into the smallest sewer

ECA HYTEC of France, a specialist in robotics and TV camera technology, has developed **PIPE CRUISER – a complete range of equipment for video inspection and monitoring of sewage systems**. Sewage pipes laid decades ago can be safely, efficiently and easily inspected with the Pipe Cruiser, making it essential equipment for every municipality and sewage administration. The Pipe Cruiser can also be used for inspection of water, oil and chemical pipes with equal ease.

This innovative and modular range can adapt to the most difficult inspection and diagnostic conditions, integrating digital transmission and real-time control of all its peripherals.

The **PIPE CRUISER 150** trolley meets the requirements for video inspections of drains from 150mm to 1,200mm. Its main benefits reside in the fact that it features a 200W carrier with six multi-directional drive wheels and a rotating zoom camera; a backwards camera integrated into the trolley; a cable-tension management system (for a 7.8mm diameter cable); and a large number of optional peripherals such as a satellite camera, an inclinometer, a SIMCO module (for continuous deflection measurement), a motorised pantograph and dimensioning lasers.

The **MINI PIPE CRUISER 100** trolley, for its part, is designed for the video inspection of secondary drains from 100mm to 400mm. Its main advantages are that it includes a compact four-wheel drive trolley with an axial or rotating head camera, which can be used in thrust mode from 80mm; total compatibility with the PIPE CRUISER 150 system; and, finally, the fact that it can be introduced into 250mm diameter branching junction chambers with the rotating camera.

The high technology embodied in the PIPE CRUISER range and its innovative peripherals, such as wireless control consoles, mean that it can be configured for whatever use is required (portable, transportable or integrated into a laboratory vehicle). The **DTR65HRC** rotating head camera, which works with PIPE CRUISER and MINI PIPE CRUISER, can also be used for borehole examination operations to a depth of 500 metres. Finally, when combined with the company's **CANASOFT V7** software, which can produce interactive reports on DVD, the PIPE CRUISER system becomes a competitive tool that is unique on the market.



ECA HYTEC, which is headquartered in Montpellier (in southern France), manufactures remote-controlled systems capable of operating without risk in hostile environments, where it is dangerous or impossible for humans to intervene.

The company designs and manufactures assemblies that are used in over 45 countries and in three main sectors: underwater operations (offshore oil excavation/extraction, military manoeuvres, and oceanographic applications); nuclear and piping systems; and, finally, oil wells and large-scale hydraulic structures.

For further information on the company please visit to: www.hytec.fr

EUROPE'S NEW GENDARMERIE

On July 20, 2006 the European Gendarmerie Force (EGF) was declared fully operational at a meeting of the high-level interministerial committee (CIMIN) which was held in Madrid. France welcomes this further step in the concrete implementation of 'Defence Europe'.

Established on September 17, 2004 by a declaration of intent of ministers from the five founding countries, the EGF grew out of a French initiative. It involves five countries: France, Italy, Spain, the Netherlands and Portugal. The Force contributes to strengthening Defence Europe. While its main mission is to be at the disposal of the European Union, it will also respond to requests from other organisations such as the UN, OSCE, NATO, even the African Union or any other ad hoc international coalition. Its intervention in all cases will be under a UN mandate.

The EGF combines police forces that have military status. It has a permanent staff based in Vicenza, Italy, and is under the command of General Gérard Deanaz. It will be able to mobilize 800 gendarmes in less than 30 days and deploy up to 2,300 gendarmes.

The EGF aims to fill the operational gap seen in crisis-management operations between the time armed forces enter a theatre of operations and the time the police forces can perform normally. It will be capable of intervening and carrying out most police missions as a substitute for a non-existent or failing local police force in a non-secure environment. In a theatre of operations it could provide protection for individuals and property, and take part in public order, judicial police investigations, the fight against organized crime and border control.

Source: French Prime Minister's website

Fair Trade

The current rules governing international trade benefit the most powerful countries to the detriment of the Southern countries. The phenomenon of liberalisation left the weakest economies open to the instability of the international markets, in particular markets for agricultural products, dominated by a few multinational companies. Primarily the big companies profit, to the detriment of the small producers on whom the middlemen impose their conditions (prices, conditions of purchase, and even products). The working conditions for these small producers are all too often inhumane, and the environmental and social consequences are catastrophic.

In order to put human beings back at the centre of the economy, thereby fighting against poverty, **fair trade offers another way to regulate international trade.**

“Fair trade is an alternative approach to conventional international trade. It is a trading partnership which aims at sustainable development for excluded and disadvantaged producers. It seeks to do this by providing better trading conditions, by awareness raising and by campaigning.”

In its objective of fighting against poverty, fair trade has established a trading system that gives marginalized producers from the South access to the markets of the North. It is based on the know-how and organisational abilities of producers and allows communities to play an active role in their own development. At the same time, it meets consumer demand from the North and plays an important part in development education.

Fair trade functions in accordance with a partnership struck between the various actors of the North and the South. This partnership is based on equality and respect.

At the very least, the producers from the South are committed to working and making decisions in a democratic manner within their own organisations. In return, the fair trade organisations undertake to essentially:

- ✚ Provide direct access to Northern markets, by avoiding middlemen and speculators as much as possible;
- ✚ Pay a fair price for the products which cover the basic needs of producers and their families, and production costs, and leave a margin for investment and improving production systems;
- ✚ Pay a portion of the price in advance (40 to 50%) so that the producers can avoid taking on debt;
- ✚ Establish long-term relations and contracts with producers. Fair trade organisations support the structuring of producers and reinforcement of their skills. They must also inform producers about consumer trends and preferences as well as standards to comply with in order to adapt goods and products to suit the requirements of the specific markets.

Producers, the *raison d'être* of fair trade : Chosen from among the most disadvantaged and marginalized groups; they live in developing countries, primarily Latin America, South-East and South Asia and West Africa.

Producers' organisations may be cooperatives or associations, family shops or micro-companies, socially-minded businesses, or non-governmental organisations. The groups vary enormously in terms of size: from 200,000 coffee producers in Latin America to 20 people with a partner in Burkina Faso.

For the most part, fair trade products concern primary agricultural products (coffee, cocoa, tea, rice, bananas, honey, etc.), sometimes processed agricultural products (orange, grapefruit and pineapple juice, sugar, chocolate, etc.) and handicrafts.

Trade structures located in the Northern countries, importers establish “fair” relations with groups of Southern producers and sell their products to retailers and processors. These structures accept a low margin (2 to 3%) and their shareholders do not ask for dividends.

Most often, the importer is in direct contact with an on-site intermediary organisation, which monitors the producers and provides training and supervision.

“Labeled” product lines (primarily food products) constitute a special area of fair trade: they have the greatest growth potential, but their characteristics are not comparable to those of cottage industries. The principle is based on creating specifications that are as objective as possible, which result in the “labeler” certifying and regularly monitoring the actors. The “labeler” stamps his symbol on the finished product as a safety guarantee for the consumer.

France's biggest “labeler” is the association, *Max Havelaar France*, which is part of the European labeling network, *Fairtrade Labelling Organisation*.

Generally speaking, there are four types of distribution networks:

- ✚ Stores that specialize in fair trade, such as *Artisans du monde*;
- ✚ Mail order or Internet catalogs for associative movements;
- ✚ Chains that sell products including ingredients that came from free trade, such as *Body Shop* and *L'Occitane*;
- ✚ Supermarkets and medium-sized retail trade names, such as *Auchan*, *Carrefour* and *Monoprix*.

Consumers: The growth of fair trade depends on them! Citizens in Europe feel increasingly concerned about society's major international trends and are strongly motivated by this purchase-based action.

At the present time, fair trade accounts for only 0.01% of world trade (goods and services). In spite of all the difficulties, certain countries have developed considerable market share for a few fair trade products: Switzerland is the leader in Europe (due to public funds, in particular) consuming 20% of fair trade-labelled bananas, 4% of fair trade-labelled tea and 3% of fair trade-labelled coffee, followed by the Netherlands, Denmark, Germany, Sweden, and the United Kingdom, and so on. France is in last place.

It is a credible phenomenon for a fair trade product to achieve 2 to 3% of the market share; a fair trade product that holds 10% or more of the market share is a force to be reckoned with. In Europe in 2000, the seven products certified by FLO International (coffee, tea, cocoa, sugar, bananas, honey and orange juice) represented a €224 million market, for a volume of 39,000 tons, up 56% compared to 1997.

Worldwide, 532 production centres (capable of trading directly with foreign importers) in 59 countries (including 150 cooperatives for coffee), affecting 800,000 workers (515,000 for coffee), supply fair trade, improving the living conditions of approximately five million people. One hundred importers are involved throughout the world, seven of which are in France, for average sales of less than €1 million. These importers replenish the stocks of 2,500 stores in Europe, including about a hundred in France. With regard to consumers, while only 9% of French people had been aware of the concept in 2000, this number jumped to 32% in 2003.

At the heart of the development of fair trade lies the problem of the consumer guarantee. Many parties involved are demanding that governments intervene in favour of a single, guaranteed label for fair trade. Establishing a French or European standard could meet this expectation, regardless of the form it takes: labelling product lines, defining criteria for certification, etc.

For several years, free trade has received official French and European support. Responsible for providing France's first support to free trade, the Ministry of Foreign Affairs co-financed activities of awareness-raising and education with regard to the development of certain core actors:

- ✚ Max Havelaar since 1993,
- ✚ Plate-Forme pour le Commerce Equitable,
- ✚ Collectif de l'éthique sur l'étiquette,
- ✚ Fédération Artisans du Monde

Source: Label France

Euronaval 2006

Euronaval 2006 will be held at the Paris-Le Bourget show-grounds (Parc des Expositions de Paris-Le Bourget) from 23 to 27 October 2006 inclusive, under the joint auspices of the French Ministry of Defence and Ministry of Equipments, Transport and Sea. The Show builds on the organiser's forty long years of experience in serving the naval defence community.

[EURONAVAL 2004, at a glance...](#)

- 28 000 trade visitors
- 300 exhibitors from 25 countries
- 280 guests of honour from 56 countries
- 75 official delegations

[Euronaval is a unique opportunity to promote products and expertise.](#)

The world's leading trade show for naval and state actions at sea, **Euronaval** offers a unique opportunity to promote their products, services and expertise.

The world's seas are increasingly the focus of maritime States concerns for national sovereignty and security, economic resources, environmental protection, secure trade links and scientific research.

Government agencies intervene to organise and regulate the activities associated with these concerns: security, economic and scientific.

Euronaval is organised by GICAN (Groupement Industriel des Constructions et Armements Navals), the French industry association for shipbuilders and outfitters.

In addition to a detailed knowledge of naval equipment markets and exhibitors expectations, Gican is using experience learned from earlier shows to ensure that Euronaval 2004 meets exhibitors needs better :

- Personalized tours for official delegations and VIPs
- Group tours
- Services meeting the special needs of small and medium-size enterprises
- Conferences, meetings, seminars and presentations on the naval and maritime sectors and emerging trends.

For more information visit their web site:

www.euronaval-show.com

FONDIS TURNS YOUR CUPBOARD INTO A CELLAR

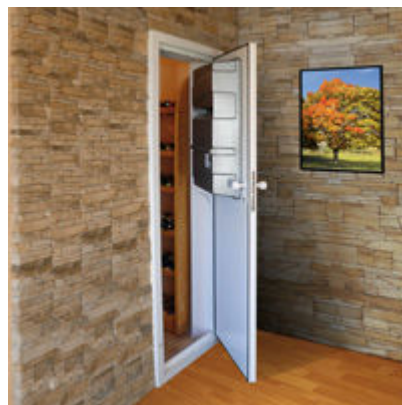


Fondis of France, a specialist in air-conditioning equipment, has launched the *Wine PC10* – an air-conditioning unit for storing wine in small domestic spaces. This door unit with built-in air conditioner can easily transform storerooms, box rooms and under-stair spaces into refrigerated cellars, enabling users to store and mature several hundred bottles of wine safely.

Fondis is expanding its range of *WineMaster®* cellar air conditioners with the *Wine PC10*, which enables users to transform the smallest spaces into cellars so that wines can be kept in the correct conditions. The product reflects the fact that many houses and flats do not have a cellar or other storage space to keep wine. It is a door unit with an integral air conditioner and is designed to insulate and cool up to 10m³. The airtight door guarantees total insulation, meaning it can be installed in any space.

Like all the cellar air conditioners developed by Fondis, the *WineMaster®* unit ensures that wines are preserved in perfect conditions. It guarantees total darkness and a constant temperature of between 8°C and 14°C due to its door made of a double steel envelope that is insulated with polyurethane, a high-performance insulating material. The unit also provides continuous ventilation and maintains the humidity level between 60% and 80%. All the moving parts of the *Wine PC10* are mounted on rubber dampers in order to suppress the vibrations that can spoil the quality of wine.

This white airtight door is designed to be unobtrusive. The air conditioner itself is integrated inside the door and is therefore totally invisible outside of the cellar. It is very quiet, with a sound level of just 40dB at 3m. The *Wine PC10* air conditioner is easy to fit – the user just has to install the door (eight fastening points), fit in the air conditioner and connect it to an electric socket. Finally, moving the equipment to another location is simple, as the door unit with built-in air conditioner is easy to remove.



Fondis is headquartered in north-east France. The company designs and manufactures air-conditioning equipment for wine storage. More generally, Fondis makes equipment for the home in the field of heating and ventilation, including fireplaces, enclosed glass-fronted room-heaters, radiators, and air-conditioning units. In order to design, develop, and improve its products, Fondis relies on its own R&D laboratory, where – among other aspects of the process – testing is conducted to the highest scientific standards.

For further information, please go to: www.fondis.com



After the successful opening in Japan of a café also called Les Deux Magots, and some promising projects in the Middle East, the management of *Les Deux Magots* is launching a major campaign — with the support of its eclectic and international clientele — in order to attract foreign investors. The aim is to expand further the Parisian café's prestigious brand overseas.

Legitimately considered to be a genuine and unique Parisian institution, combining style and tradition, Les Deux Magots is still a Mecca for culture, and the famous café is

now exporting its *douceur de vivre* (i.e. its *gentle way of life*). The original Les Deux Magots establishment is situated in the heart of the French capital, in the Saint-Germain-des-Prés quarter, on the south bank of the River Seine.

Today, new projects are under consideration in Europe, America, the Middle East and Asia.



Foreign investors will be keen to develop the Deux Magots concept in their domestic markets whilst respecting the overall image of the Parisian brand. The management's wish to export the prestigious cultural values and traditions to which Les Deux Magots remains fundamentally attached has been supported significantly by its initial international success especially in Japan. However, the success of the Les Deux Magots concept — identified with the Parisian *art de vivre* — cannot be understood without referring to the café's historical and geographical roots. The history of the Saint-Germain-des-Prés quarter in Paris, its intellectual influence and its powers of attraction over a variety of key figures, both artists and thinkers, for more than a century, is closely linked to that of Les Deux Magots — one of the most famous cafés in the French capital. Oscar Wilde, Max Ernst, Picasso, Jean-Paul

Sartre, Simone de Beauvoir, Saint Exupéry, Hemingway and Umberto Eco to name but a few, attracted by its outstanding location in the heart of Paris, have contributed to its renown.

Les Deux Magots café is one of the oldest cafés in Paris, where service has retained its original character in an authentic setting. The waiters, dressed in black and white, according to tradition, still serve drinks by firstly presenting the bottle to the customer. As in bygone days, the traditionally prepared hot chocolate, made by melting bars of chocolate in milk, is brought to the tables piping hot in pots, as is the coffee. A choice of food is available at all times of the day.



Finally, at Les Deux Magots, artistic expression still takes pride of place. Every year, the *Prix des Deux Magots* is given to the author of an original and quality work of literature; the *Prix Pelléas* is awarded for a work of literature devoted to music; and, last but not least, Les Deux Magots also participates in the *Prix Saint Germain*, which rewards artists across a range of disciplines — from architecture, the cinema and the theatre, to the world of design and fashion.

For more information, go to: www.lesdeuxmagots.com

Innovact 2006, the 11th annual forum for young and innovative companies, will be held at the *Centre des Congrès in Reims (in eastern France) on 18 and 19 October 2006*. Innovact provides solutions for the financial, technological and commercial development of innovative growth companies and projects in Europe. The event is organised by the Reims and Epernay Chamber of Commerce & Industry (CCI).

The event will be an exchange forum for the development of innovative growth companies and start-ups as well as for innovative projects in Europe. The programme for these two days will include conferences on innovation, training sessions, a forum on capital funding, business meetings and the awarding of prizes. Every year since its launch in 1995, Innovact has attracted 4,000 participants from 20 countries and focused on 200 innovative growth companies.

This year, the Innovact forum will be organised around the following events. **The Entrepreneurs' College** will be open on both days and will offer various practical sessions for self-assessment (management, financing, marketing and legal aspects).

Entrepreneurs can analyse their strengths and weaknesses, based on investors' analytic grids, then receive advice from investors and experts concerning the points identified. There will also be the **Innovact Great Debate**.

Prizes will be awarded to the most innovative projects, including the **Innovact Trophy**, the **European Innovation Hopes** and the **European Agro-resources and Innovation competition**, with a total prize fund of €70,000.

The Industrial Use of Agro-Resources full-day sessions will include the international COBIO colloquium on biodegradability, the **European Brokerage** event with the **CRI Grand Est and Oséo Anvar, the Inter-RDT conference series (RDT – Réseau de développement technologique / technological development network)**, a special *Capital Forum* session on agro-resources with specialised investors, and an area devoted to the industries and agro-resources competitiveness cluster located in the Champagne-Ardenne and Picardie regions.

For further information, please go to: www.innovact.com

MAISON-OBJET EXHIBITION

The leading international home style exhibition: home decoration, giftware, tableware. Home Styles for Autumn-winter 2006/2007.

The Maison-Objet Trade Exhibition received 76249 business visitors at its January 2006 edition.

To be held again from 1st to 5th September 2006 at the Paris Nord-Villepinte Exhibition grounds it collects world leaders, designers, buyers and merchants. This year an important Indian delegation of buyers, journalists and trade professionals will visit the fair.

Organised by SAFI (Salons Français et Internationaux), a subsidiary of the Chambre Syndicale des Ateliers d'Art de France and Reed Exhibitions, it is the reference trade fair for decoration, creation and design.

Maison-Objet sets the trend for the rest of the year in the rest of the world.

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CANNES – the place to be seen in this summer

Whether you are a fan of culture, fashion, sport or gastronomy, an indefatigable night-owl, or a tireless businessman, let yourself be guided in the art of refined living! Cannes will enchant you with its magic.

The City of festivals, capital of cinema, flagship of the French Riviera's seaside resorts, Cannes stretches along a vast bay bounded by the Isles of Lerins and by the Esterel Mountains. La Croisette, its historic centre, its museums and showrooms, everything contributes to making Cannes the ideal destination for all those who enjoy a certain "art de vivre".

With some of the finest hotel facilities in Europe (The Carlton, The Majestic, The Martinez, The Noga Hilton...), Cannes is a privileged destination for all those who enjoy life marked by creativity and dynamism. The splendour and diversity of its sights is perfectly in stride with a town that has asserted its position as the unchallenged international capital of a certain "lifestyle", a harmonious blend of luxury and beauty, leisure and pleasure. Alongside with palaces, Cannes also offers deluxe service apartments like Le Relais de la Reine and many more.

Hospitality on The Riviera is almost synonymous with gastronomy and Provençal cuisine. There are gourmet tables all over Cannes: from great Michelin-star-studded tables to small family-run establishment, from the stalls at Marché Forville to caterers' shops. Haute couture and designer ready-to-wear, jewellery, leather goods, perfumery, beauty salons, decoration shops and art galleries... between rue d'Antibes and La Croisette, nothing is lacking in the land of luxury.

The rue d'Antibes district delights you as you shop with perfumeries and cosmetic shops like L'Occitane, jeweller and florist stores, elegant fashion boutiques, confectioners, tea and gourmet shops such as Hédiard. A visit to store members of the Cannes Prestige will ensure you an unforgettable shopping experience.

Cannes, a city which ranks second in France for conventions after Paris, is surely one of the great destinations worldwide for business tourism. Located just a few kilometres from the Nice Côte d'Azur International Airport, Cannes is also accessible from the Airport of Cannes Mandelieu, the second busiest in France for private aircraft.

This unique site in the world offers every type of leisure activity. Relaxing on a beach of fine sand, beside a blue transparent sea, waterskiing, windsurfing, jet-skiing, parasailing or deep-sea fishing, scuba diving, nothing is impossible. From Cannes you also have access to internationally famed golf courses whose greens and fairways are situated in an idyllic environment such as the Golf Cannes Mandelieu Riviera.

In Cannes, every night is a festive day! The city offers great diversity with no lack of classy, trendy or glamorous venues. Cannes has recently launched EUPHORIES, an open-air discotheque facing the sea, with a 2000 m2 terrace lounge on the roof of the Riviera and a nightclub featuring the greatest names in nightlife from the European capitals. **The trendiest new international rendez-vous will be in Cannes from 14 July to 25 August 2006. A date to remember !**



For those seeking genuine excitement, Cannes is the only French city with three casinos. Blackjack, slots machines or roulette, from Pointe Croisette to the Festival Hall, the city of Cannes offers unequalled choice in venues dedicated to fun and entertainment. To offer visitors a full range of completely new emotion, Cannes, Antibes, Grasse and Mougins decided to pool their landscapes, features and talents into "EUPHORIES". Breathing in the fragrances of Grasse, attending a jazz concert by the sea, at sunset in the Pine Grove of Antibes-Juan-les-Pins, sampling Mediterranean cuisine in the renowned restaurants of Mougins, enjoy intense nightlife on La Croisette and shopping in Cannes, all unforgettable moments in the heart of this Carré d'Or of the French Riviera, with its wonderful landscapes and art of living.

For further information visit the French Riviera website: www.guidेरiviera.com
Or the Cannes tourism site: www.cannes.fr

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