

UKTI - Growing your business in France



Industry Briefing Course London - 22 September 2009 Design - Architecture

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Key market characteristics

Design

T/O@ €3.3 Billion - @ 18 000 designers - @ 30 000 jobs
@ 5000 cos

Majority employs <10 people

Average t/o per co: €1.3m

Design product: >60% of the market (12% t/o)

Packaging < 18% of the market (35% of global t/o)

Architecture

@30.000 architects generate over 100.000 jobs
(33% Paris area)

90% of contracts are managed by 10% of agencies
work with indiv 54%/state-local auth 47%/property dev 42%
tenders = 55%

Public & private sector are very xxxxx

J. Nouvel, Wilmotte, Porzamparc, Rudy Ricciotti, Francis Soler,
Manuelle Gautrand

ARCHI-DESIGN

Trends/Opportunities

RECYCLE!

Industrial & commercial design growing
Minimalism - space / New Baroque - archi 18C
Rational - marketing / Classics - luxe/Traditional -
heritage Kitsch - fake but arty/Nomadism - passing by...
Designer-makers (crafts) - concept stores
Sustainable design/Innovative products/eco-friendly

French govt gave €26b into French Relaunch Plan
(*Plan de Relance*) 3/4 to be spent in 09
market for sustainable construction materials, equipt
Renewable energies (water/light)
Heritage preservation/Renovation
Sustainable development (concrete/wood)
Le Grand Pari(s)/La Defense/Ile Seguin

EVENTS - TRADE FAIRS

MAISON & OBJET

+ SALON DU MEUBLE - end Jan & beg Sept 10

www.maison-objet.com

(>3000 exp, >30% foreign)

Semaine du Developpement durable - April 10

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

FESTIVAL DES ARTS DE LA LAINE - May 10

<http://www.bergerie-nationale.educagri.fr>

BATIMAT - www.batimat.com 02-07 Nov 09

(2700 exp, 45% foreign)

INTERCLIMA & ELEC - www.interclimaelec.com

09-12 Feb 10

INTERMAT - www.intermat.fr April 12

(1250 exp, 67% foreign)