



► Protection and Security Equipment

Important market facts

- There are excellent opportunities for Canadian exporters who are almost totally absent from this sector.
- This market is largely open to imports (French producers cover only two-thirds of the market's needs).
- Electronic surveillance equipment use is limited (5 per cent in France, 7 per cent in Britain and 13 per cent in the United States).
- This market has grown at an annual rate of 25 per cent in the last five years and the growth rate is not expected to drop below 15 per cent per year.
- Compact materials or kits represent 25 per cent of the market.
- Merchants and artists constitute a very profitable market (they have had a 10 per cent increase in theft).
- A major problem in France is finding competent and well-trained fitters.
- Innovation: about 10 specialized department stores offer several makes of products.

Market trends

- Decline in local-alarm systems market and rise in distance monitoring systems.
- Development of domotics.
- Development of security equipment market.

Recommendations for Canadian exporters

- Canadian producers should adopt a collective, promotional approach (grouping).
- For products sold in kits (distributed by 'hypermarchés' such as Carrefour and Castorama) producers should adopt an advertising policy aimed at the public.
- Canadian producers can choose from four methods of distribution:
 - distributors;
 - independent fitters approved by APSAIRD;
 - specialized sales outlets; and
 - fitters or sales franchise outlets approved by APSAIRD.
- Franchising seems to be the best distribution method.

Additional information

Contact Guy Ladki, regional officer for this sector, Canadian Embassy, Paris, France. Tel: (011.33.1) 47.23.01.01.