

- 2) Realization and dissemination of three market studies: salmon, lobster, crab

TIPS ON APPROACHING THE MARKET

In France, it is usually preferable to employ the services of local intermediaries either in the form of branch offices, subsidiaries or agents. Alternatively, the exporters approaching the French market for the first time might consider co-operating with a French distributor on a reciprocal basis. A company could also establish a central supply depot in France with a number of regional distributors as an alternative to engaging the services of a local agent.

Where the exporter's business is not large enough to justify the setting up of a branch office or subsidiary company the usual alternative is to appoint an agent. While it is preferable to appoint one agent in Paris, there are relatively few Paris representatives who can effectively cover the whole of France and it is, therefore, advantageous to employ agents to cover distinct regions or to represent a company in the major trade centres.

Agents may be employed on a purchasing basis or a commission basis. In the case of consumer goods such as fish products it is preferable to appoint an agent on a commission basis. Payment for such goods is made direct by the agent's customer to the exporter from whom the agent receives a commission.