

connection with the State/Region plan contracts for eliminating the "3,000 road and railway black spots" that have been identified in France.

### **Soil decontamination**

This market, worth an estimated 390 million francs, inched upward in 1998, thanks to some large-scale works. It should be pointed out that soil decontamination work, which accounts for 60% of this market's sales, has over the past two years grown at a faster pace than soil decontamination studies (the number of which has increased by 50% over the past two years but the revenue from which has remained low). This market should continue to be sluggish in 1999 and 2000, due primarily to the wait-and-see approach of business leaders, the expected drop in treatment prices and the still very modest level of the so-called orphan site market (sites where no owner can be identified) financed by the Agence de l'environnement et de la maîtrise de l'énergie (ADEME) [environmental and energy conservation agency]. Its growth (measured in current francs) should be in the order of 3% a year.

### **Environmental engineering**

Firms in this sector report sales of 3 700 million francs in 1998 for "environmental studies", up 6% from the previous year. This increase resulted from a hike in business, not in prices; the latter have plummeted over the past four years. In 1999 and 2000, the market should continue to grow (+ 7% a year is forecast) with heightened environmental awareness on the part of manufacturers, local communities and government contractors, and with the beefing up of regulatory controls. France's potential in this sector remains considerable, since the country has some catching up to do, particularly with regard to waste sorting and recycling.

### **B. Constraints**

Since French demand comes mainly from the public sector, whose supply methods are very complex, Canadian firms would generally be wise to join forces with a local partner that is already well established on the local scene. Setting up a field base, making an equity investment in an existing corporation, acquiring a business or creating a subsidiary are other examples of how to conquer new markets.

As for distribution agreements, many French importers are willing to represent a product line on the condition that they be granted exclusivity within a set territory.

### **C. Activities**

With an eye to helping Canadian firms identify new marketing opportunities for their products and technologies on the French market, each year the Canadian Embassy takes part in carefully selected activities aimed at promoting the development of Canada's environmental industry. Maintaining a Canadian presence at specialized trade shows and organizing trade missions to Canada and France are the primary tools used to stimulate exports. Trade missions are generally organized in cooperation with public sector officials, associations and Canadian environmental protection agencies.

Since 1990, the Embassy has participated in the POLLUTEC trade show.

Salon international des équipements, des technologies et des services de l'environnement [international trade show on environmental equipment, technologies and services].