

The presence of Canadian consumer goods on the French market remains modest. The most important Canadian penetration amounts to some 600 million francs (\$111 million) in the textile industry. French demand, for the moment, is high, but it is difficult to locate goods in Canada that meet French preferences. Evidently, Canadian manufacturers are not taking full advantage of the potential that the French market offers.

One of the most promising sectors in France is the leisure products sector. Items of interest include sporting equipment, clothing, sportswear, snow boots, aqua-centres, and recreation centers. The French market represents a potential market for Canadian consumer goods with value added and advanced technology.

COMMERCIALIZATION AND REGULATION

With the exception of electrical equipment and white goods, very few regulations and standards impede the importation of consumer goods. Import duties are not very high. The VAT of 18.6% applies to all consumer goods.

ADDITIONAL SOURCES OF INFORMATION

Useful addresses:

- **MODOM (Comité de Coordination des Industries de la Mode Masculine)**
(Coordination Committee for Men's Clothings Industry)
5 rue d'Anjou, 75008 Paris - Tel: (33-1) 42.65.73.20
- **Fédération Française du Prêt à Porter Féminin**
(French Federation for Women's Ready to Wear)
5 rue Caumartin, 75009 Paris - Tel: (33-1) 42.68.08.40
- **CIM (Comité de la Mode)**
(Fashion Committee)
5 rue d'Anjou, 75009 Paris - Tel: (33-1) 42.65.50.42
- **GIH (Groupement des Industries de l'Habillement)**
(Clothing Industries Organization)
2 rue Joutx-Aigues, 31000 Toulouse - Tel: (33-1) 65.52.28.18
- **Fédération Française des Industries Nautiques**
(French Pleasure Boats Builders Federation)
Port de la Bourdonnais, 75007 Paris - Tel: (33-1) 45.55.10.49
- **Fédération Française des Industries du Sport et des Loisirs**
(French Federation for the Sport and Leisure Industries)
36 avenue Hoche, 75008 Paris - Tel: (33-1) 42.25.24.37