

reach \$2.6 and \$1.4 million respectively. **Wood frame housing** remains somewhat marginal in France because of a strong historical and cultural tradition in favour of traditional materials. Fortunately, some of the 450 000 French tourists who visit Canada every year realize the comfort and functionalism of wood construction, as well as its reasonable cost. As a result, our Embassy regularly receives requests for information about wood construction in Canada and about Canadian manufacturers. Ontario and Quebec continue to be the main exporting provinces to European markets, with respective exports of \$3.7 and \$1.5 million.

B. Constraints

Two certificates are needed to **export treated Canadian wood** to France: a thermal or stabilization treatment certificate and a phytosanitary certificate. Both are administered by the Canadian Food Inspection Agency, which falls under Agriculture Canada. Insofar as the CE marking is concerned (which is obligatory for construction materials and allows them to be sold without restrictions in all countries of the European Union), all the necessary information about how to meet this requirement (approval) can be obtained from the Canadian Standards Association (CSA). European fire regulations are being prepared for wood construction.

The first obstacle to overcome in the importing and construction of **wood frame housing** is to obtain a building permit. The government of the municipality in which the housing will be built has full jurisdiction in this area. In addition, all construction in France is subject to the "garantie décennale" or ten-year guarantee, which holds the contractor and supplier accountable and provides the customer with a guarantee lasting ten years. It is also relatively difficult to find French insurance companies that are prepared to cover this kind of construction.

C. Activities

The private sector and Canadian professional associations take care of this function.

The Embassy's role is to provide support for promotional activities by developing and consolidating its helpful local network, consisting of specialty shows and events, appropriate French associations, magazines and directories covering these sectors, and potential purchasers and distributors.

Shows:

- * APPROFAL/MEUBLES: annual specialty show of suppliers for the furniture industry and the furniture show, in Paris.
- * BATIMAT: construction materials show, every two years, in Paris
- * CARREFOUR INTERNATIONAL DU BOIS: every two years in Nantes, the only French show devoted exclusively to the wood business
- * EQUIP'BAIE: shutters, windows and sun-shading show - every two years, in Paris
- * FOIRE DE PARIS: every year in Paris - show for professionals and the general public (more than 1 million visitors), with manufacturers of single-family houses strongly represented (ideal to heighten awareness and promote this kind of product when a Canadian company has established a commercial presence in France).