

and expertise, without having to maintain a costly infrastructure, and eventually to develop a profitable volume of exchange.

OUTLOOK FOR 1993

Work continues at Brussels on the harmonization of business regulations, particularly with respect to the issues of hours of shopping throughout the EEC, city planning, and relations among retailers in the Community. The national regulations of each country may be applied provided they do not affect trade among the member states.

A regulation providing for the increased use of franchising in the community is under consideration. In France, franchising represents only 6% of retail sales, but this represents 50% of franchising throughout Europe.

ADDITIONAL SOURCES OF INFORMATION

The Commercial and Economic Division of the Canadian Embassy in Paris has recently published an in-depth study of this French sector titled "Retailing in France as of January 1, 1986". The study is available on request together with a directory of major French central buying groups.

Useful addresses:

- **Direction du Commerce Intérieur (Interior Trade Branch)**
Ministère du Commerce
41 Quai Branly
75700 Paris
Tel.: (33-1) 45.50.73.84

- **Conseil National du Commerce (National Retail Council)**
53 avenue Montaigne
75008 Paris
Tel.: (33-1) 42.25.01.25

Trade Fair:

Salon de la Franchise
Paris, March 1993