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## V. FRANCE

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Many Canadians may be surprised to learn that France, with a GNP approximately twice that of Canada, is the fourth largest industrialized nation in the Western world. For example, it is the Western world's third largest importer of petrol, machinery and transportation equipment, third largest consumer of meat and buyer of passenger cars, and is second in aeronautical manufacture.

With this in mind, you may wish to promote your products in this market and the best way is in person. The following hints may be helpful in your preparations.

- Be specific in describing the objectives of your visit to trade commissioners, potential clients and others.
- Be on time for appointments. The French work by the clock and first judgement is based on punctuality.
- Be prepared to talk prices, quantities and delivery preferably in local terms.
- Be thorough in your follow-up. Both your potential agent/client (and the trade commissioners if you wish them to help) need prompt, comprehensive replies.

### The Business Visit

***Trip Preparations.*** France does not require that Canadian visitors obtain visas.

The following factors should be considered:

- seasonal aspects (if applicable);
- holidays: the French are all on holidays in August and it is unwise to plan a business visit during that month unless prior appointments have been made.

A business trip could also be planned to coincide with a commercial exhibition involving the trade you may wish to contract; France has at least 60 international events a year of this kind, with professional attendance averaging 60 000 a show. Check with the Commercial Division of the Canadian Embassy in Paris for appropriate trade shows and schedules of exhibitions. If you visit during a show, book your hotel well in advance as there is often a shortage of rooms.