

# Market Research

*Men's or boys' shirts, knitted or  
crocheted. Of cotton*

Product code: 610510

Origin: Brazil

Destination: France

2015

**6-Digits**

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# 1. France: Overview

Sources used in this section: Cia FactBook - [www.cia.gov](http://www.cia.gov) | World Bank Group - [www.worldbank.org](http://www.worldbank.org) | International Monetary Fund - [www.imf.org](http://www.imf.org) | US Census Bureau - [www.census.gov](http://www.census.gov) | Google Search - [www.google.com](http://www.google.com) | And personal compilation.

In the search for new markets, a company needs to get information of the country and sector, such as the environment (location, size, climate, demography ...), the economic structure (macro and micro data) and political and religious factors.

## France

### Geography

Area total: 643,801 sq km

Climate:

Roman Catholic 83%-88%, Protestant 2%, Jewish 1%, Muslim 5%-10%, unaffiliated 4%

### People

Population: 66,259,012 (July 2014 est.)

Capital: PARIS 10.41 million

-Major cities population: - Marseille-Aix-en-Provence 1.457 million - Lyon 1.456 million - Lille 1.028 million - Nice-Cannes 977,000 (2009)

Languages: French (official) 100%, rapidly declining regional dialects and languages (Provençal, Breton, Alsatian, Corsican, Catalan, Basque, Flemish)

Life expectancy at birth:

-Male: 78.55 years  
-Female: 84.91 years (2014 est.)

### Government

Executive branch:

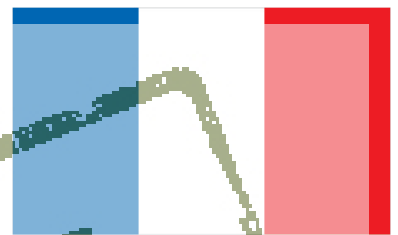
-President Francois HOLLANDE (since 15 May 2012)

Type: republic

Administrative divisions:

-27 regions (regions, singular - region); Alsace, Aquitaine, Auvergne, Basse-Normandie (Lower Normandy), Bourgogne (Burgundy), Bretagne (Brittany), Centre, Champagne-Ardenne, Corse (Corsica), Franche-Comte, Guadeloupe, Guyane (French Guiana), Haute-Normandie (Upper Normandy), Ile-de-France, Languedoc-Roussillon, Limousin, Lorraine, Martinique, Mayotte, Midi-Pyrenees, Nord-Pas-de-Calais, Pays de la Loire, Picardie, Poitou-Charentes, Provence-Alpes-Cote d'Azur, Reunion, Rhone-Alpes

Source: CIA FactBook



## 1.1. Economic Information

### Economy

Money: euros (EUR) per US dollar 0.7634 (2013 est.)

GDP (official rate): \$2.739 trillion (2013 est.)

GDP - by sector:

- Agriculture: 1.9%
- Industry: 18.7%
- Services: 79.4% (2013 est.)

Imports: \$640.1 billion (2013 est.)

-Partners: Germany 19.5%, Belgium 11.3%, Italy 7.6%, Netherlands 7.4%, Spain 6.6%, UK 5.1%, China 4.9% (2012)

-Commodities: machinery and equipment, vehicles, crude oil, aircraft, plastics, chemicals

Exports: \$570.1 billion (2013 est.)

-Partners: Germany 16.7%, Belgium 7.5%, Italy 7.5%, Spain 6.9%, UK 6.9%, US 5.6%, Netherlands 4.3% (2012)

-Commodities: machinery and transportation equipment, aircraft, plastics, chemicals, pharmaceutical products, iron and steel, beverages

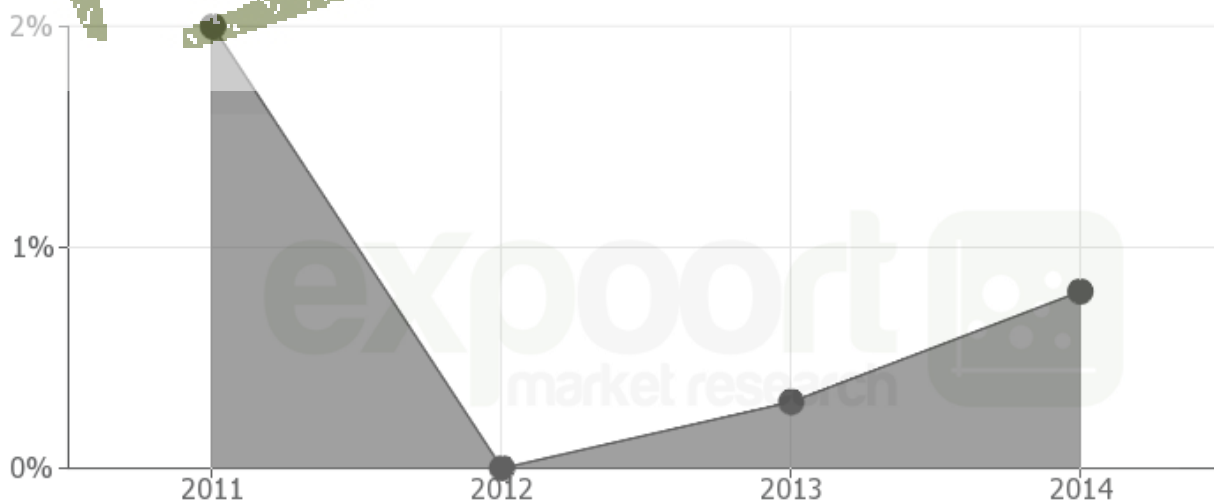
Source: CIA FactBook

### Gross Domestic Product (GDP)

	2011	2012	2013	2014
GDP growth (%)	2.0	0.0	0.3	0.8

### Evolution GDP

GDP growth (%)



<b>Media</b>	
<i>Media in France</i>	
<b>Press</b>	
Le Monde - Le Monde - respected national daily, considered to be France's n...	
Liberation - Liberation - national daily, founded in 1973 by philosopher Jean-Pa...	
Le Figaro - Le Figaro - national daily, centre-right leaning...	
Ouest France - Ouest France - Rennes-based; France's best-selling daily...	
L'Express - L'Express - news weekly...	
<b>TV</b>	
France 2 - France 2 - national, main public TV network...	
France 3 - France 3 - national, public...	
France 5 - France 5 - national, public, educational...	
BFM TV - BFM TV - national, commercial news channel...	
TF1 - TF1 - national, commercial...	
<b>Radio</b>	
Radio France - Radio France - operates national and regional outlets, including ...	
Radio France Internationale (RFI) - Radio France Internationale (RFI) - internat...	
Europe 1 - Europe 1 - major commercial station, news and entertainment...	
RTL - RTL - major commercial station, speech and music...	
NRJ - NRJ - commercial, leading hit music network...	
Source:BBC	
<b>Documents</b>	
<i>Other economic documents in France</i>	
France Article IV Consultation; IMF Country report 13/251; July 12 ...	
France: Selected Issues; IMF Country Report 13/252; July 12, 2013	
France: 2012 Article IV Consultation; IMF Country Report 12/342 ...	
<i>not a PDF linkable</i>	

## 1.2. Political and country risk information

Changes in the political environment may be important factors in the development of international trade.

### Policy

Political parties and leaders:

- Europe Ecology - The Greens or EELV [Emmanuelle COSSE]- French Communist Party or PCF [Pierre LAURENT] - Left Front Coalition or FDG [Jean-Luc MELENCHON] - Left Party or PG [Jean-Luc MELENCHON and Martine BILLARD] - Left Radical Party or PRG [Jean-Michel BAYLET] (previously Radical Socialist Party or PRS and the Left Radical Movement or MRG) - Movement for France or MPF [Philippe DE VILLIERS] - National Front or FN [Marine LE PEN] - New Anticapitalist Party or NPA [collective leadership; main spokesperson Christine POUPIN] - New Center or NC [Herve MORIN] - Radical Party [Jean-Louis BORLOO] - Rally for France or RPF [Charles PASQUA] - Republican and Citizen Movement or MRC [Jean-Luc LAURENT] - Socialist Party or PS [Haerlem DESIR] - United Republic or RS [Dominique DE VILLEPIN] - Union for a Popular Movement or UMP [Jean-Francois COPE] - Union des Democratres et Independants or UDI [Jean-Louis BORLOO] and Democratic Movement or MoDem [Francois BAYROU] (previously Union for French Democracy or UDF); together known as UDI-Modem - Worker's Struggle (Lutte Ouvriere) or LO [collective leadership; spokespersons Nathalie ARTHAUD and Arlette LAQUILLER]

Political pressure groups and leaders: Confederation Francaise Democratique du Travail (French Democratic Confederation of Labor) or CFDT, left-leaning labor union with approximately 875,000 members [Laurent BERGER, Secretary General]

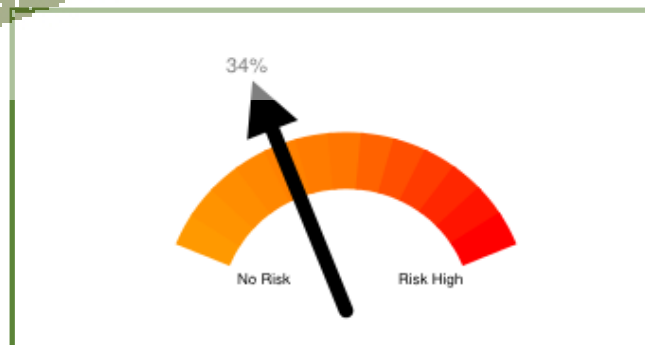
Disputes - international:

Madagascar claims the French territories of Bassas da India, Europa Island, Glorioso Islands, and Juan de Nova Island; Comoros claims Mayotte; Mauritius claims Tromelin Island; territorial dispute between Suriname and the French overseas department of French Guiana; France asserts a territorial claim in Antarctica (Adelie Land); France and Vanuatu claim Matthew and Hunter Islands, east of New Caledonia

Source: CIA FactBook

### Country risk rating:

The country risk is the degree of "danger" or set of indicators associated with the political, economic, exchange rate and sovereign risk as well as other factors related to the relationship with foreign investment. These indicators must be taken into account when addressing a new export market.



Agreements between governments favor certain exchanges of interest to countries that sign. Threats and opportunities arising from the country's political situation should be detected.

STRONG POINTS	WEAK POINTS
<ul style="list-style-type: none"> <li>- Quality of infrastructure and public services</li> <li>- Skilled workforce, demographic dynamism</li> <li>- Competitive international groups (energy, aeronautics and space, environment, pharmaceuticals, luxury goods, agri-food, distribution)</li> <li>- World's top tourist destination and leading agricultural power</li> <li>- High savings level, low household debt</li> <li>- Insufficient number of exporting companies, loss of competitiveness and market share</li> <li>- Insufficient innovation effort, low level of product range</li> <li>- Low employment rate of young and older workers</li> <li>- High public debt</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient number of exporting companies, loss of competitiveness and market share</li> <li>- Insufficient innovation effort, low level of product range</li> <li>- Low employment rate of young and older workers</li> <li>- High public debt</li> </ul>

**Political information documents:**

Documents	
Other political documents in France	
Politics of France - Wikipedia, the free encyclopedia	W
French politics, government and constitution. About-France.com	W
French politics   Economist - World News, Politics, Economics ...	W
<i>notaalinkable</i>	

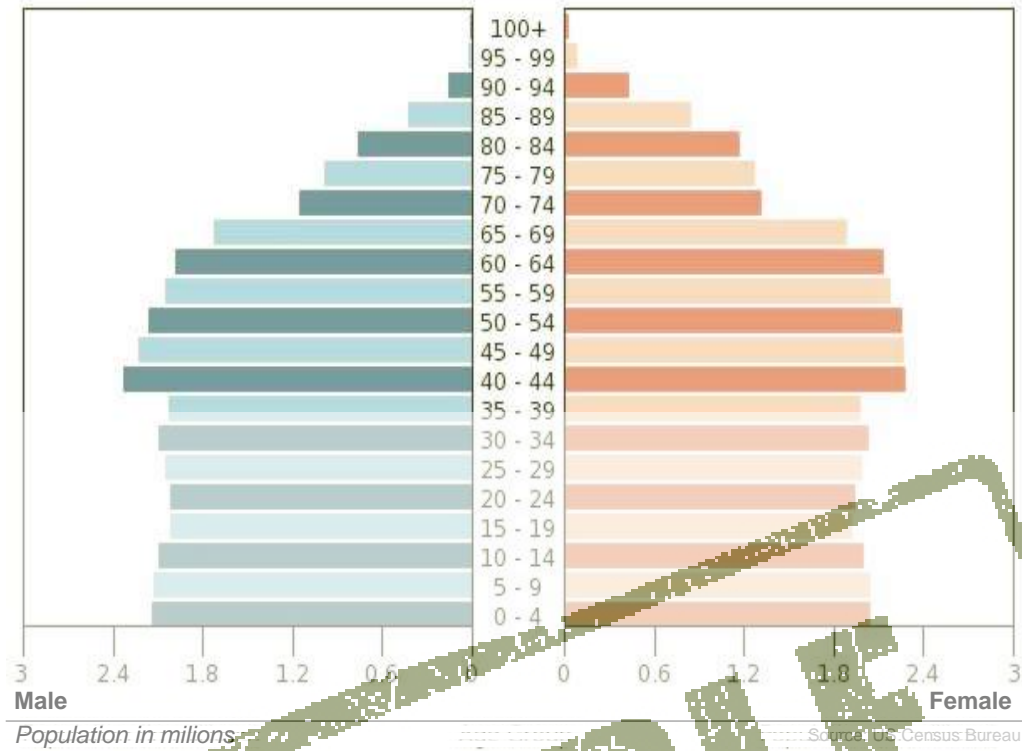
**1.3. Demographic information**

The population, the evolution of the age pyramid, the economic indicators such as GNP or GDP, are important for selecting foreign markets, and may determine the characteristics of the product or service, so it is necessary to know and analyze them.

**Age pyramid:**

People
Population growth rate: 0.45% (2014 est.)
Sex ratio:
at birth:1.05 male(s)/female
0-14 years:1.05 male(s)/female
15-24 years:1.05 male(s)/female
25-54 years:1.01 male(s)/female
55-64 years:0.96 male(s)/female
65 years and over:0.74 male(s)/female
total population:0.96 male(s)/female (2014 est.)
<small>Source:CIA FactBook</small>

**Graph**



**Sociological aspects:**

Culture can influence the consumer's habits and behavior. Languages, education, attitudes, values, religion, ethnic origin, are variants that must be taken into account in our internationalization strategy.

**Religion**

Ethnic groups:

- Celtic and Latin with Teutonic, Slavic, North African, Indochinese, Basque minorities.

Religions:

- Roman Catholic 83%-88%, Protestant 2%, Jewish 1%, Muslim 5%-10%, unaffiliated 4%




Literacy:

definition: age 15 and over can read and write  
 total population: 99%  
 male: 99%  
 female: 99% (2003 est.)

Source: CIA FactBook



**Other demographic documents:**

<b>Documents</b>	
<i>Demographic documents of France</i>	
Demographics of France - Wikipedia, the free encyclopedia	
Demographics of France	
France Demographics Profile 2013 - Mundi	
France   Data	
<i>notaelinkable</i>	



## 2. Demand information

Sources of information used in this section: UN Comtrade - comtrade.un.org | European Commission - Trade Websites - trade.ec.europa.eu | International Monetary Fund - www.imf.org | Google Search - www.google.com | And personal compilation.

Much of the information in this report, is based on Combined Nomenclature, of the Common Customs Tariff and Integrated Tariff of the European Communities (Taric)

The Combined Nomenclature (CN) is the tariff and statistical nomenclature of the Customs Union. The Common Customs Tariff is the external tariff applied to products imported into the European Union (EU). The Integrated Tariff of the European Communities is referred to as Taric.

Taric incorporates all EU and trade measures applied to goods imported into and exported out of the EU. It is managed by the Commission, which publishes a daily updated version on the official Taric website.

Each CN subheading has an eight digit code number. The first four and six digits refer to the harmonised system (HS) headings and subheadings. The seventh and eighth digits represent the CN subheadings. The ninth and tenth digits represent Taric subheadings. The more digits have a CN, the product is more specific.

For example:

SECTION XI	TEXTILES AND TEXTILE ARTICLES
CHAPTER 61	ARTICLES OF APPAREL AND CLOTHING ACCESSORIES, KNITTED OR CROCHETED
6105	Men's or boys' shirts, knitted or crocheted
6105 10	-Of cotton
6105 20 ▼	-Of man-made fibres
6105 20 10	- -Of synthetic fibres
6105 20 90	- -Of artificial fibres
6105 90 ▼	-Of other textile materials
6105 90 10	- -Of wool or fine animal hair
6105 90 90	- -Of other textile materials

The heading 6105 (Men's or boys' shirts, knitted or crocheted ), composed of 4 digits, includes a group of products containing the subheadings...10, 20,90...

However, a subheading like a 610510 (of cotton), of six digits, refers only to a specific product (Men's or boys' shirts, knitted or crocheted of cotton).

Understanding the combined nomenclature is important to extract specific import and export data of products in different destination countries.

For more information, access: [Taric EU](#)

## 2.1. Potential demand from the country of origin (Brazil) to the destination country (France) of the HS610510 product

If we seek to establish the import capacity of the country, it can be done through the statistics of imports and exports. How much the HS610510 product is imported from the country of origin (Brazil) to the destination country (France)?

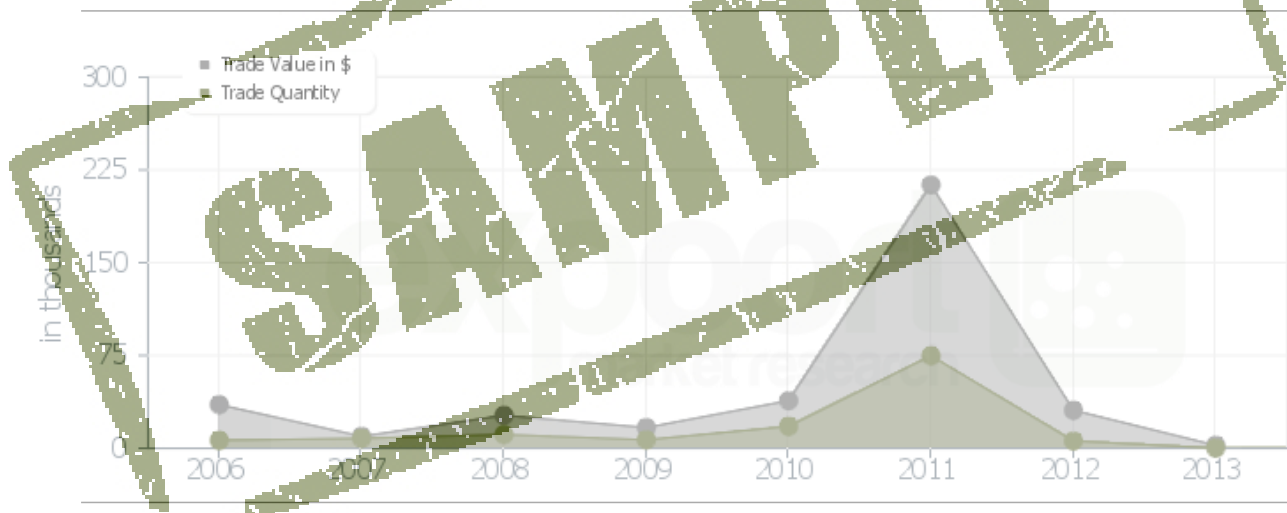
Period	Trade Value	Trade Quantity
2006	\$35,155	6,321
2007	\$9,608	7,971
2008	\$26,523	11,027
2009	\$16,655	6,793
2010	\$38,439	17,671
2011	\$212,888	74,769
2012	\$30,653	5,872
2013	\$2,351	85

\* Estimated quantity shown in italics

Source: UN Comtrade

Imports evolution: Brazil → France

in thousands



## 2.2. Potential demand of the product HS610510

If we seek to establish the overall import capacity of the country, it can be performed through the statistics of imports and exports. How much destination country (France) imports of the product HS610510?

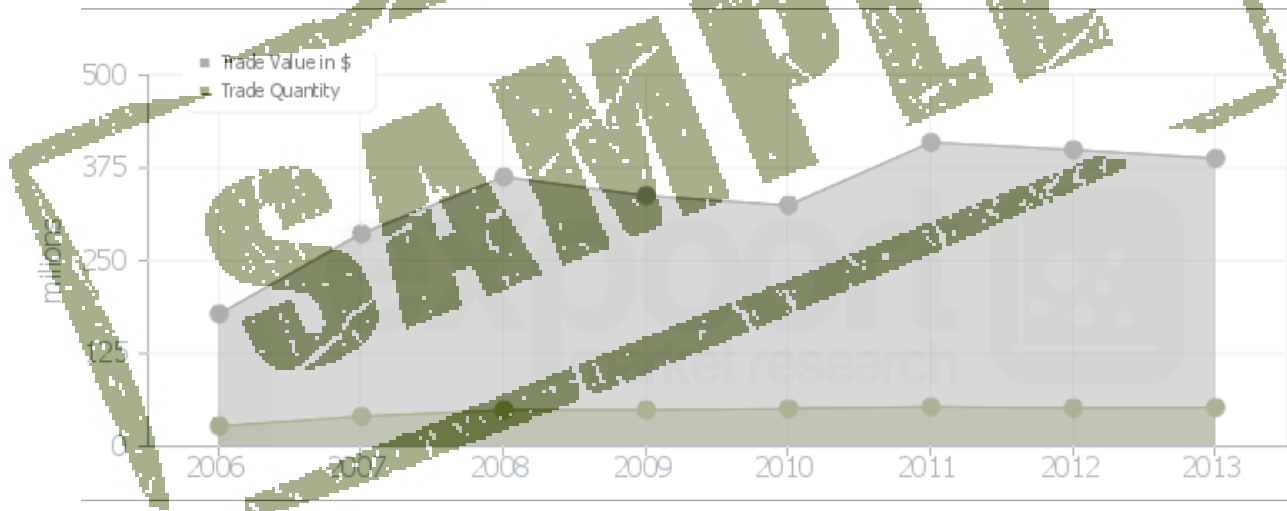
Period	Trade Value	Trade Quantity
2006	\$178,252,629	27,045,938
2007	\$286,436,404	40,176,018
2008	\$362,823,361	48,600,556
2009	\$337,651,027	48,763,427
2010	\$324,594,612	50,586,097
2011	\$409,516,031	53,034,282
2012	\$399,484,529	51,287,560
2013	\$387,846,280	52,100,957

\* Estimated quantity shown in italics

Source: UN Comtrade

Imports evolution: Brazil → France

millions

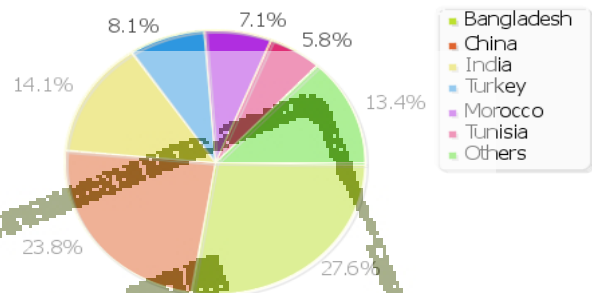


**Main countries France imports HS610510 from:**

The following table and chart determine the competing countries of our product, in value and quantity. In an international market research, this information can provide a more comprehensive analysis of the leading countries.

Partner	Trade Value	Trade Quantity
Bangladesh	\$257,854,196	62,393,995
China	\$223,040,642	22,905,874
India	\$132,304,936	24,090,479
Turkey	\$75,935,834	6,076,128
Morocco	\$66,488,893	7,194,836
Tunisia	\$54,301,462	4,480,181
Italy	\$43,919,492	1,553,395
Romania	\$32,519,207	2,076,011
Mauritius	\$26,228,398	2,772,147
Viet Nam	\$23,060,845	1,355,931

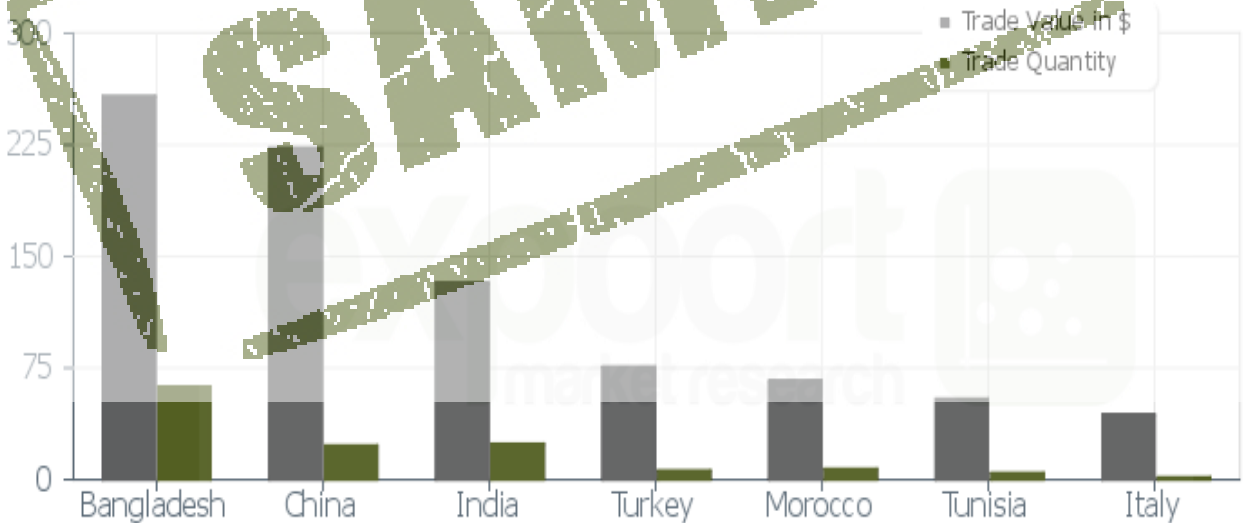
**Graph**



Source:UN Comtrade

\* Data in recent years

**Main competitor countries**  
in millions



**Potential customer demand:**

Multitude of factors are involved here, such as the clear definition of the customer (if he's an end or an intermediary one), domestic consumption, purchasing power, purchasing habits, prescribers, and more.

Many times the search for an in-depth market study is necessary; an alternative is finding one already made by bodies supporting internationalization.

<b>Market research institutions and bodies</b>	
<i>Foreign trade organizations</i>	
Pavillon France sur le salon MODA IN/ MILANO UNICA	
Milano ouvre sa boutique showroom "hors ligne" en France ...	
Pavillon France à l'occasion de PLAYTIME TOKYO 2014 ...	
Pavillon France sur COLOMBIAMODA, salon de la mode et ...	
Pavillon France à l'occasion de CPM MOSCOU, salon de la ...	
ICEX España Exportación e Inversiones	
ICEX >> Calendario de actividades >> ELLE DECORATION ...	
ICEX >> Estudios de mercado y otros documentos >> Estudio ...	
ICEX >> Calendario de actividades >> REVISTA IDEAT ...	
ICEX >> Calendario de Actividades -> REVISTA AD (FRANCIA) 2014	
Bienvenue sur le Pavillon France WHITE KIDS Salon - RDV B2B	
Export.gov - France - Home Page	
Export.gov - France - Doing Business in	
Export.gov - France - About Us	
Export.gov - Internships in France	
Export.gov - France - Contact Us	
<i>notalinkable</i>	

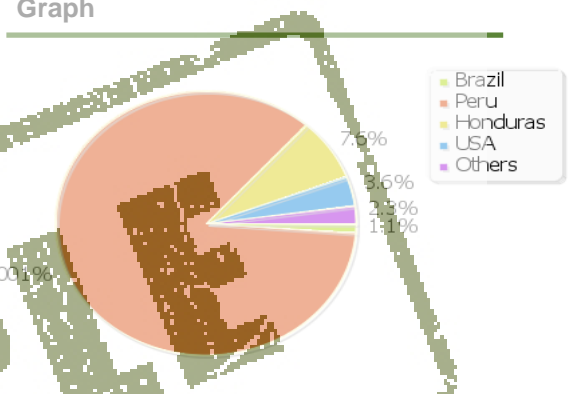
## 2.3 Analysis of the main competitors (America)

### Main competitor countries (America) of the country of origin (Brazil) for the HS610510 product:

Discovering countries (America) exporting to the chosen country of destination can designate them as competitors, and may also serve as a reference to make a comparison with our country of origin, as shown in the following table and graphs.

Partner	Trade Value	Trade Quantity
Brazil	\$245,892	80,726
Peru	\$18,755,641	946,914
Honduras	\$1,677,276	435,378
USA	\$789,418	60,181
El Salvador	\$504,671	30,842
Guatemala	\$196,300	14,755
Mexico	\$140,132	17,986
Haiti	\$113,240	21,043
Dominican Rep.	\$53,912	8,920
Panama	\$46,051	4,735

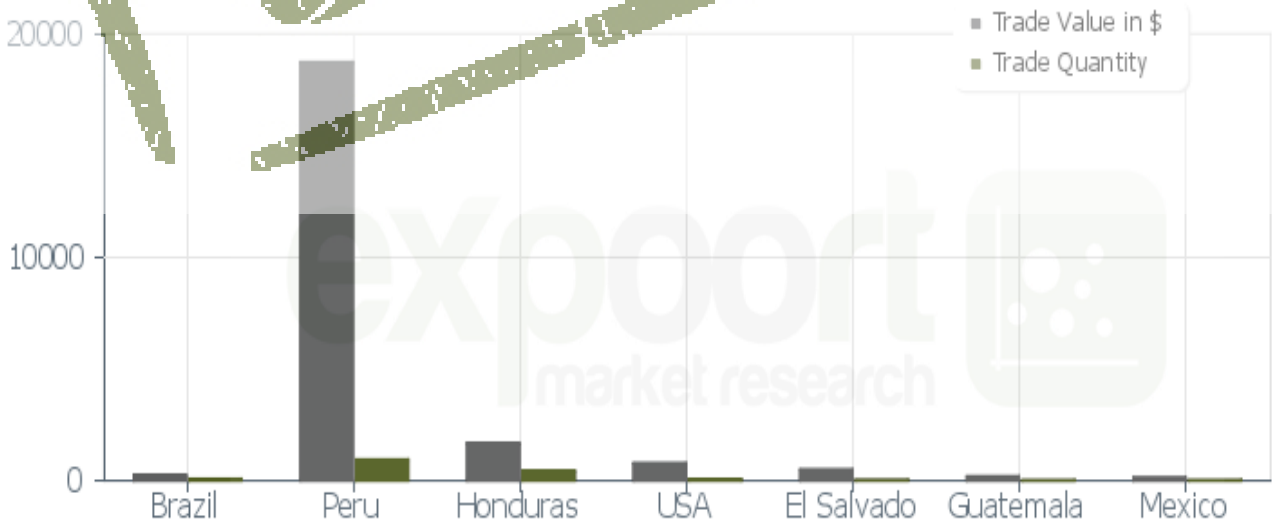
Graph



Source: UN Comtrade

\* Data in recent years

### Main America competitors in thousands \$



### 3. Supply information

Sources of information used in this section: eMarket Services - [www.emarketservices.com](http://www.emarketservices.com) | LinkedIn - [www.linkedin.com](http://www.linkedin.com) | Doing Business World Bank Group - [www.doingbusiness.org](http://www.doingbusiness.org) | TSNN - [www.tsnn.com](http://www.tsnn.com) | Bvents - [www.bvents.com](http://www.bvents.com) | Google Search - [www.google.com](http://www.google.com) | And personal compilation.

Next, we should study the global supply of the destination countries, and find companies, competitors, suppliers or potential customers.

Highlights to be taken into account:

#### 3.1. Companies in France

The following is a list of companies of the chosen sector in the destination country, which can be used to locate potential business partners, suppliers, or customers.



#### Chic Textile & Metal Co. Ltd.

<http://www.chic-textile.com>

Textiles  
Employee: 11-50  
Tem Otoyolu YanÄ± AtÄ±ÄYalanÄ± Istanbul 34235 0  
0902124380250 00902124380252 - Les Allées du parc



#### Bergan - Textile Hotellerie ha

[www.bergan.fr](http://www.bergan.fr)

Textiles  
Employee: 2-10  
Funded year: 1993  
Avenue de l'Europe ARMENTIERES 59280 +33 (0) 3 20 48 87 30 +33 (0) 3 20 48 88 55



#### KAZAREEN TEXTILE COMPANY

[www.kazareen.com](http://www.kazareen.com)

Apparel & Fashion  
Employee: 1001-5000  
Funded year: 1991  
4 TH ZONE 93/1 6 TH OF COTOBER 112 QUAI DE BEZO  
N ARGENTEUIL 95100 100 CLEGG ROAD TORONTO L6G



#### MyDiTex - My Digital Textile

[www.myditek.com](http://www.myditek.com)

Textiles  
Employee: myself only  
Funded year: 2010  
200, rue de Roubaix Tourcoing 59200 +33 (0) 3 20 03 25 36 +33 (0) 3 20 36 67 67



#### SEF - Textile

[www.sef-france.com](http://www.sef-france.com)

Apparel & Fashion  
Employee: 51-200  
Funded year: 1975  
110, Boulevard Denis Papin Laval 53000 + 33 - (0)2 43 53 36 48 + 33 - (0)2 43 67 11 78



#### JOURNAL DU TEXTILE

<http://journaldutextile.com>

Apparel & Fashion Paris 75541 +33 143572189



#### LINDA TEXTILE

133

Venta al por mayor  
133 Venta al por mayor LOTS NMR 2 ET 3 PARIS  
75002 +33 140410026



#### GROUPE TEXTILE FINANCE

60

Sector textil  
60 Sector textil 7 Rue du Vignolle Sarcelles  
95200 +33 134194040



#### Centre Textile Moliere SA

60

Sector textil  
60 Sector textil 12 Av. Barthélemy Thimonnier  
Caluire-et-Cuire 69300 +33 478989960



#### Couture de packaging et emball

<http://www.lesetuismirault.fr/>

Textiles  
Employee: 51-200  
Funded year: 1869  
6 rue Marcel Dassault Neuilly-Plaisance 93360  
33143001188





**TPTK**  
 Apparel & Fashion  
 Employee: 2-10  
 Funded year: 2012  
 25 rue la Condamine PARIS 75017 09.52.29.43.44

**TPTK.FR**  
[www.tptk.fr](http://www.tptk.fr)



**TEE-TYPE-SHIRT**  
 FINE APPAREL FOR FINE PEOPLE  
 SINCE 2013  
 Apparel & Fashion  
 Employee: 2-10  
 Funded year: 2013  
 18 rue de l'Aigle d'Or Carcassonne 11000  
 04 30 34 36 49

**Tee Type Shirt**  
<http://www.tee-type-shirt.com/>



**SWANN & OSCAR**  
 CHEMISES SUR MESURE  
 Apparel & Fashion  
 Employee: 2-10  
 Funded year: 2007  
 1, rue de l'Arcade Paris 75008 Avenue Louise, 129A Bruxelles 1050 +32 (0)2 544 15 00

**Swann & Oscar**  
<http://www.swannetoscar.com/>



**IT'S ALWAYS SUMMER SOMEWHERE**  
 Textiles  
 Employee: 2-10  
 Funded year: 2011  
 54 Rue ARTHUR RUBINSTEIN Bordeaux

**It's Always Summer Somewhere**  
[www.ia2s.net](http://www.ia2s.net)



**Quiksilver**  
 Apparel & Fashion  
 Employee: 5001-10000  
 Funded year: 1970  
 15202 Graham Street Huntington Beach 92647  
 162 rue Belharrá Saint Jean de luz 64500 Q

**Quiksilver**  
<http://www.quiksilverinc.com>



**Tailors Parisiens SARL - Never**  
 Textiles  
 Employee: 2-10  
 Funded year: 2010  
 Michel Ange Auteuil Paris 75016 Placa Francesc Macia Barcelona 08021

**Tailors Parisiens SARL - Never**  
<http://www.nevertillyourtailor>



**A FAMILY SPIRIT**  
 Textiles  
 Employee: 2-10  
 Funded year: 2010  
 1 rue Bouvier Paris 75011 +33 (0) 1 58 39 36 75  
 +33 (0) 1 40 09 15 14

**A FAMILY SPIRIT**  
<http://afamilyspirit.com/fr>



**Kariban SA**  
 Textiles  
 Employee: 51-200  
 Funded year: 1997  
 13 Rue de Girou Villeneuve Les Bouloc 31621 +33  
 561006200 via Castracene, 58 Lastra a Signa 50

**Kariban SA**  
[www.kariban.com](http://www.kariban.com)



**Les garçons faciles**  
 Textiles  
 Employee: 2-10  
 Funded year: 2011  
 35-46 rue Saint Sabin Marseille 13006

**Les garçons faciles**  
[www.lesgarconsfaciles.com](http://www.lesgarconsfaciles.com)



**KIMARK**  
 Wholesale  
 Employee: 11-50  
 Funded year: 1986  
 111 Avenue de Soulac LE TAILLAN-MÃDOC 33320 0  
 0 33 5 56 95 54

**Kimark France**  
<http://www.kimark.fr/>



**LES NOUVEAUX ATELIERS**  
 Textiles  
 Employee: 11-50  
 Funded year: 2011  
 90 rue Saint Honoré Paris 75001 +33 (0) 1 45 08 95 72  
 148 boulevard Haussmann 75008 015376

**Les Nouveaux Ateliers**  
[www.lesnouveauxateliers.com](http://www.lesnouveauxateliers.com)



**La Chemise Française**  
 Apparel & Fashion  
 Employee: 2-10  
 Funded year: 2011  
 Route de Montpellier Montpellier 34000 0687992  
 716 Rue de Paris Bressuire 79300

**La Chemise Française**  
<http://www.lachemisefrancaise.com>



**Fallswell**  
 Wholesale  
 Employee: myself only  
 Funded year: 2013  
 81, rue du Rhin Napoléon Strasbourg 67100 097  
 0170025

**Fallswell**  
<http://www.fallswell.com>



**Pierre & Georges**  
 Apparel & Fashion  
 Employee: 2-10  
 Funded year: 2012  
 12, rue de Montmorency Paris 75003

**Pierre & Georges**  
<http://www.pierregeorges.com>



## Blandin & Delloye

[www.blandindelloye.com](http://www.blandindelloye.com)

Apparel & Fashion

Employee: 2-10

Funded year: 2013

Passage Saint Bernard Paris 75011

**BALMORY & CO.**  
PARIS

## Balmory & Co

[www.balmory.com](http://www.balmory.com)

Apparel & Fashion

Employee: 2-10

Funded year: 2012

129 rue de Sèvres Paris 75006



## AFS Créations

<http://afs-creations.com>

Wholesale

Employee: 2-10

Funded year: 2000

32C route de Beville Bouttencourt 80220 06

88473229



## STEVENSON AND SON

[www.stevensonandson.com](http://www.stevensonandson.com)

Wholesale

Employee: 11-50

Funded year: 1985

11-13 rue des Filles du Calvai Paris 75003 0142 783166



## Castanier Paris

[www.castanierparis.com](http://www.castanierparis.com)

Luxury Goods & Jewelry

Employee: myself only

Funded year: 2013

91, rue du Faubourg Saint Hono Paris 75008 +336 82998955



## GLASSAC

[www.glassac.fr](http://www.glassac.fr)

Apparel & Fashion

Employee: 2-10

Funded year: 2013

10 PLACE VENDOME PARIS 75001 Paris La Défense Tour Eiffel 92671



## Norprotex

[info@norprotex.com](mailto:info@norprotex.com)

Textiles

Employee: 11-50

Funded year: 1951

675 Chemin du Poirigord, Le Pontet 84130 +33 (0)4 90 31 36 36

**SAMPLE**

<b>Other companies</b>	
<i>Links to companies in France</i>	
Filatures - Textile des Dunes à Steenvoorde	<b>W</b>
Vêtements (fabrication gros) - Diet Diffusion Textile à NIMES C...	<b>W</b>
Tee-shirts (personnalisation) - S.O.S T.Shirt à Lille	<b>W</b>
Sérigraphie - Textiflash à Paris	<b>W</b>
Discount stocks dégriffés - Textil&#39;Center à Cannes La Bocca	<b>W</b>
Textil&#39;Center Cannes La Bocca (adresse) - Pages Jaunes	<b>W</b>
Aux 50.000 Chemises DUNKERQUE (adresse, horaires, avis)	<b>W</b>
COMPTOIR DES CHEMISES ET ACCESSOIRES LIMOGES (adresse)	<b>W</b>
Gruppo Tessile Europeo PARIS (adresse) - Pages Jaunes	<b>W</b>
7 camicie à Montpellier - Pages Jaunes	<b>W</b>
7 camicie à Lyon - Pages Jaunes	<b>W</b>
Hassaim Malha, avocat - Paris 75007 (adresse) - Pages Jaunes	<b>W</b>
Rachedi Malha LILLE (adresse) - Pages Jaunes	<b>W</b>
<i>notaenlinkable</i>	

### 3.2. Directory of companies and e-Marketplaces

Another formula to find potential target companies in the country, is the use of directories and e-Marketplaces, also called Business To Business (B2B), with the main objective to keep looking for the profiles of the most interesting companies for our internationalization.

<b>Directories and e-Marketplaces</b>	
<i>Directory of companies in France</i>	
Solostocks France - MAIN ASP ....	<b>W</b>
ixarm.com - MAIN ASP ....	<b>W</b>
Wotol - MAIN ASP ....	<b>W</b>
Tomatoland - MAIN ASP ....	<b>W</b>
Batiweb - MAIN ASP ....	<b>W</b>
Pages Jaunes	<b>W</b>
Yellow Pages.fr - Annuaire France - Annuaire Pro	<b>W</b>
Yellow Pages France by Phonebook of the World.com - Annuaire Pro	<b>W</b>
<i>notaenlinkable</i>	

### 3.3. Fairs and exhibitions

International fairs are another of the most widespread sources for locating potential enterprises. The following is a table showing the fairs in our business sector and other related sectors in the country of destination, where, through their website, we are likely to access a list of exhibitors of the previous year.

<b>Trade fairs</b>
<i>Events in France</i>
<p><a href="#">Mode city</a>  <b>06.07.2013 - 08.07.2013 - every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.mode-city.com">www.mode-city.com</a></p>
<p><a href="#">SIL - Salon International de la LINGERIE</a>  <b>19.01.2013 - 21.01.2013 - every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.lingerie-paris.com">www.lingerie-paris.com</a></p>
<p><a href="#">Prêt-à-Porter Paris</a>  <b>03.09.2011 - 06.09.2011 - two times every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.pretparis.com">www.pretparis.com</a></p>
<p><a href="#">INTERSELECTION</a>  <b>04.10.2011 - 06.10.2011 - two times every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.interselection.net">www.interselection.net</a></p>
<p><a href="#">WHO'S NEXT</a>  <b>03.09.2011 - 06.09.2011 - two times every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.whosnext.com">www.whosnext.com</a></p>
<p><a href="#">OUI</a>  <b>08.01.2012 - 09.01.2012 - every year</b>  <b>Parc des Expositions, Mulhouse, France</b>  <a href="http://www.reussir-son-mariage.com">www.reussir-son-mariage.com</a></p>
<p><a href="#">TRANSITION</a>  <b>20.10.2009 - 22.10.2009 - two times every year</b>  <b>Paris Porte de Versailles (VIPARIS), Paris, France</b>  <a href="http://www.transitionfashionfair.com">www.transitionfashionfair.com</a></p>
<p><a href="#">Communiquez Textile</a>  <b>05.02.2013 - 07.02.2013 - every year</b>  <b>EUREXPO - Centre de Conventions et d'Expositions de Lyon, Lyon, France</b>  <a href="http://www.communiqueztextile.com">www.communiqueztextile.com</a></p>

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[Rendez-Vouz Femme \(Paris Fashion Week\)](#)

29.09.2011 - 02.10.2011 - two times every year

Espace Pierre Cardin and Jeu de Paume, Paris, France

[www.rendez-vous-paris.com/](http://www.rendez-vous-paris.com/)

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[Ethical Fashion Show](#)

06.09.2012 - 09.09.2012 - every year

Docks en Seine - Cité de la mode et du Design - Quai d'Austerlitz, Paris, France

[www.ethicalfashionshow.com](http://www.ethicalfashionshow.com)

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[ZOOM by FATEX](#)

08.02.2011 - 10.02.2011 - two times every year

Paris-Nord Villepinte Parc d'Expositions et Centre de Conventions (VIPARIS), Paris, France

[www.zoombyfatex.com](http://www.zoombyfatex.com)

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[SELECTION premiere \(formerly Interselection\)](#)

27.11.2012 - 28.11.2012 (Lille) - two times every year

Lille Grand Palais, Lille, France

[www.interselection.net](http://www.interselection.net)

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[TRANOI Man Show](#)

30.09.2011 - 03.10.2011 - four times every year

Palais de la Bourse, Paris, France

[www.tranoi.com](http://www.tranoi.com)

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[TRANOI Woman Show](#)

20.01.2012 - 22.01.2012 - four times every year

Carrousel du Louvre (VIPARIS), Paris, France

[www.tranoi.com](http://www.tranoi.com)

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[WHO'S NEXT à Porter Paris](#)

25.01.2014 - 28.01.2014 - two times every year

Paris Porte de Versailles (VIPARIS), Paris, France

[www.whosnext.com](http://www.whosnext.com)

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[Paris Fashion Week](#)

06.10.2014 - 15.10.2014 - two times every year

, Paris, France

[www.modeparis.com](http://www.modeparis.com)

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[FATEX](#)

07.07.2013 - 09.07.2013 - every year

Paris Porte de Versailles (VIPARIS), Paris, France

[www.fatex.fr](http://www.fatex.fr)

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[Maison and objet](#)

09.09.2011 - 13.09.2011 - two times every year

Paris-Nord Villepinte Parc d'Expositions et Centre de Conventions (VIPARIS),  
Paris, France

[www.maison-objet.com](http://www.maison-objet.com)

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[Foire de Paris](#)

30.04.2013 - 12.05.2013 - every year

Paris Porte de Versailles (VIPARIS), Paris, France

[www.foiredeparis.fr](http://www.foiredeparis.fr)

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[Foire Européenne](#)

06.09.2013 - 16.09.2013 - every year

Parc des Expositions de Strasbourg Wacken, Strasbourg, France

[www.foireurop.com/](http://www.foireurop.com/)

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[Internationale Messe](#)

20.09.2013 - 30.09.2013 - every year

Parc Expo, Caen, France

[www.caen-expo-congres.com](http://www.caen-expo-congres.com)

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[JOURNEES D'OCTOBRE](#)

03.10.2013 - 13.10.2013 - every year

Parc des Expositions, Mulhouse, France

[www.parcexpo.fr](http://www.parcexpo.fr)

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[Tendances Maison](#)

17.10.2013 - 20.10.2013 - every year

EUR EXPO - Centre de Conventions et d'Expositions de Lyon, Lyon, France

[www.tendancesmaison.com](http://www.tendancesmaison.com)

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[CONFOREXPO](#)

01.11.2012 - 11.11.2012 - every year

Parc des Expositions de Bordeaux Lac, Bordeaux, France

[www.conforexpo.com](http://www.conforexpo.com)

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[Creativa Tourisme Loisirs](#)

24.01.2013 - 27.01.2013 - every year

Parc des Expositions, Montpellier, France

[www.habitat-montpellier.com](http://www.habitat-montpellier.com)

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[VPCD](#)

- every year

Lille Grand Palais, Lille, France

[www.vpcd-expo.com](http://www.vpcd-expo.com)

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[TRADEXPO](#)

14.01.2011 - 18.01.2011 - three times every year

Paris Le Bourget (VIPARIS), Paris, France

[www.tradexpo-paris.com](http://www.tradexpo-paris.com)

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[MDD expo](#)

03.04.2012 - 04.04.2012 - every year

Paris Porte de Versailles (VIPARIS), Paris, France

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[Home - le salon Habitat et Design \(formerly Tendances M](#)

02.10.2014 - 05.10.2014 - every year

EUREXPO - Centre de Conventions et d'Expositions de Lyon, Lyon, France

[www.tendancesmaison.com](http://www.tendancesmaison.com)

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[Creativa Montpellier \(Creativa Tourisme Loisirs\)](#)

23.01.2014 - 26.01.2014 - every year

Parc des Expositions, Montpellier, France

[www.creavenue.com](http://www.creavenue.com)

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[SAM](#)

23.04.2014 - 25.04.2014 - every two years

Alpexpo Parc des Expositions, Grenoble, France

[www.sam-grenoble.com](http://www.sam-grenoble.com)

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[SIVAL](#)

15.01.2013 - 17.01.2013 - every year

Angers Expo Congrès Parc des Expositions, Angers, France

[www.sival-angers.com](http://www.sival-angers.com)

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[SALON du VEGETAL](#)

19.02.2013 - 21.02.2013 - every year

Angers Expo Congrès Parc des Expositions, Angers, France

[www.salon-du-vegetal.com](http://www.salon-du-vegetal.com)

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[JARDIN ET PISCINE](#)

27.04.2012 - 08.05.2012 - every year

Paris Porte de Versailles (VIPARIS), Paris, France

[www.foiredeparis.fr](http://www.foiredeparis.fr)

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[SIFEL](#)

30.11.2010 - 02.12.2010 - every two years

Parc des Expositions de Bordeaux Lac, Bordeaux, France

[www.sifel.org](http://www.sifel.org)

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[EquiSud](#)

07.03.2013 - 10.03.2013 - every year

Parc des Expositions, Montpellier, France

[www.cheval-montpellier.com](http://www.cheval-montpellier.com)

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[SPACE](#)

10.09.2013 - 13.09.2013 - every year

Parc des Expositions, Rennes, France

[www.space.fr](http://www.space.fr)

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[Euroforest](#)

19.06.2014 - 21.06.2014 - every four years

Chaumont, Saint-Bonnet-de-Joux, France

[www.euroforest-2010.de](http://www.euroforest-2010.de)

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[SITEVI](#)

26.11.2013 - 28.11.2013 - every two years

Parc des Expositions, Montpellier, France

[www.sitevi.com](http://www.sitevi.com)

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[VITeff](#)

15.10.2013 - 18.10.2013 - every two years

Esplanade Charles de Gaulle, Epernay, France

[www.viteff.com](http://www.viteff.com)

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[VINITECH SIFEL](#)

02.12.2014 - 04.12.2014 - every two years

Parc des Expositions de Bordeaux Lac, Bordeaux, France

[www.vinitech-sifel.com](http://www.vinitech-sifel.com)

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[Foire aux Vins \(Foire Exposition Colmar\)](#)

08.08.2014 - 17.08.2014 - every year

Parc des Expositions, Colmar, France

[www.foire-colmar.com](http://www.foire-colmar.com)

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[INNOV-AGRI](#)

02.09.2014 - 06.09.2014 - every two years

Convention Center, Outarville, France

[www.innovagri.com/](http://www.innovagri.com/)

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[Salon AGRiMAX](#)

24.10.2013 - 26.10.2013 - every year

Parc des Expositions de Metz Métropole, Metz, France

[www.metz-expo.com](http://www.metz-expo.com)

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[INTERGRAPHIC](#)

12.01.2010 - 14.01.2010 - every year

Le Palais des Congrès de Paris (VIPARIS), Paris, France

[www.intergraphic.biz](http://www.intergraphic.biz)

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[Tissue World](#)

19.03.2013 - 21.03.2013 (Barcelona) - every two years

Nice Acropolis, Nice, France

[www.tissueworld.com](http://www.tissueworld.com)

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[GRAPHITEC](#)

11.06.2013 - 14.06.2013 - every two years

Paris Porte de Versailles (VIPARIS), Paris, France

[www.graphitec.com](http://www.graphitec.com)

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### 3.4. Information to create a business

To appreciate the difficulty of starting a business in France,we should consider the following variants:

**- Starting a business (Starting Business):**

Numerical rating allowing to indicate the degree of difficulty in starting a business in France (x axis).

**- Paying taxes (Paying Taxes):**

Numerical rating that allows comparing the amount of fees to be paid to start a business in France (y axis).

**- Economy Ranking (Economy Ranking):**

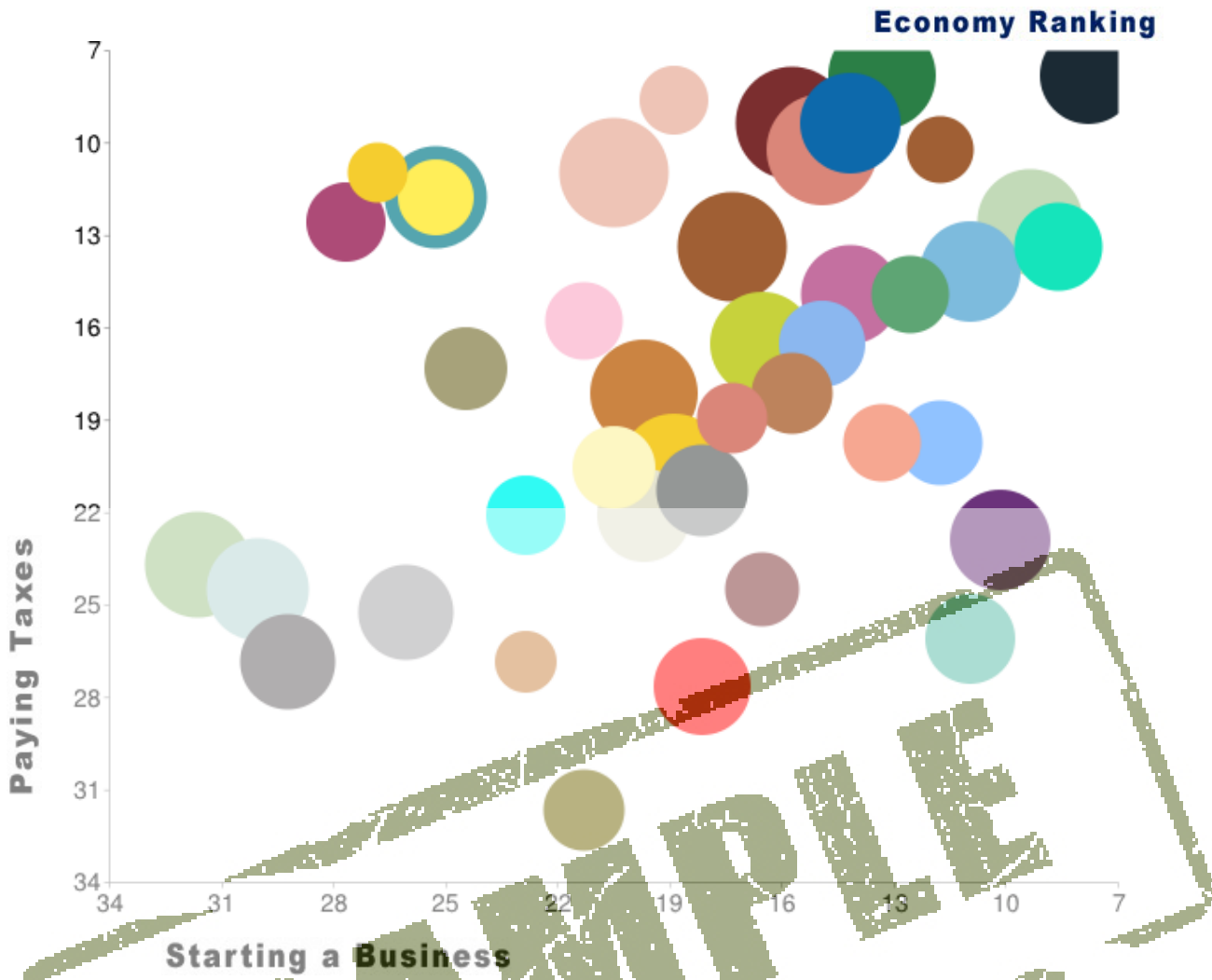
Ranking of all the economies in the world according to the World Bank data (bubble diameter). The larger the diameter, the easier is doing business.

The following chart shows visually the degree of complexity in the creation of a business in the destination country compared to its neighbors, based on these three indicators.

Countries located in the farthest quadrants, with the largest bubble diameter, are considered as countries with a greater facility to create business, whereas, the closer the link between the 2 axels, less easy it is to create it.

The list of countries (legend); with the exception of the chosen country, displayed in red, the other countries are ordered from highest to lowest ease in creating a business.





- |                |   |                      |   |
|----------------|---|----------------------|---|
| France         | ■ | Bulgaria             | ■ |
| Denmark        | ■ | Belgium              | ■ |
| Norway         | ■ | Armenia              | ■ |
| United Kingdom | ■ | Romania              | ■ |
| Finland        | ■ | Slovenia             | ■ |
| Sweden         | ■ | Hungary              | ■ |
| Iceland        | ■ | Turkey               | ■ |
| Ireland        | ■ | Italy                | ■ |
| Germany        | ■ | Belarus              | ■ |
| Georgia        | ■ | Luxembourg           | ■ |
| Estonia        | ■ | Greece               | ■ |
| Switzerland    | ■ | Russian Federation * | ■ |
| Austria        | ■ | Moldova              | ■ |
| Latvia         | ■ | Cyprus               | ■ |
| Lithuania      | ■ | Croatia              | ■ |
| Portugal       | ■ | Albania              | ■ |
| Netherlands    | ■ | Kosovo               | ■ |
| Macedonia, FYR | ■ | Kazakhstan           | ■ |
| Poland         | ■ | Azerbaijan           | ■ |
| Spain          | ■ | Serbia               | ■ |
| Montenegro     | ■ | San Marino           | ■ |

Source: World Bank group and own.

## 4. Market accessibility

Sources of information used in this section: European Commission - Trade Websites - trade.ec.europa.eu | Doing Business World Bank Group - www.doingbusiness.org | Google Search - www.google.com | And personal compilation.

This is another key point to reach new markets, especially in third countries (outside the EU). Some variants are to consider:

- **Harmonized System (HS):**  
Harmonized product identification number.
- **Tariffs and Taxes:**  
Tariffs are taxes on imports and exports, as well as other derived taxes. To locate this information, you need the product's HS.
- **Customs documentation:**  
These are the necessary documents accompanying the product in an import and/or export, related to legislative aspects and certifications.

### 4.1. Taxes and tariffs

The following is a table broken down by product code (HS), where the primary customs tariff for the product entry in the country of destination is shown.

Code	Product Description
61	ARTICLES OF APPAREL AND CLOTHING ACCESSORIES, KNITTED OR CROCHETED
6105	Men's or boys' shirts, knitted or crocheted
6105 10	-Of cotton

Origin	Measure Type	Tariff	EU Law
ERGA OMNES	Third country duty	12 %	R1734/96
ERGA OMNES	Supplementary unit	*/p/st	R2658/87
ERGA OMNES	Airworthiness tariff suspension	0 %	R1147/02

\* /p/st: Number of items

#### - Footnote:

CD333

Airworthiness tariff suspension is conditional upon presentation of an airworthiness certificate or invoice declaration or a document annexed thereto (Reg. (EC) nr. 1147/2002, OJ L170/2002).

#### - Internal Taxes:

- » **20% VAT** [France, EU](#) - Revision (dd/mm/yyyy): 01/11/2014
- » **Excise** [France, EU](#) - Revision (dd/mm/yyyy): 01/11/2014
- \* See also [general import requirements EU](#), [Import Procedures France](#), [EU](#)

\*Source: European Commission

## 4.2. EU Documentation

Another key aspect in an international market research, is getting to know the documents and requirements my product needs to pass the custom of the destination country. Sometimes there are documents that may indicate that it is not easy to meet the requirements, which clearly influences the choice of the destination country.

Shown below are the general documents, or those needed to export to a particular destination country, and the specific ones or those related to the specific features of the product's nature. It is in the specific documents where we should give special emphasis in estimating their complexity.

### - General Documents:

Documents to Export	Documents to Import
<ul style="list-style-type: none"> <li>- Bill of lading</li> <li>- Customs export declaration</li> </ul>	<ul style="list-style-type: none"> <li>- Bill of lading</li> <li>- Customs import declaration</li> </ul>

Source:Doing Business World Bank Group

### - Specific Requeriments:

Shown below are several documents associated with the product HS610510. These documents are specific to the destination country (France).

- Labelling for textiles	W
-Restriction on the use of certain chemical substances in textile and leather products	W
-Technical standards for personal protective equipment (Only required for clothing falling under the scope of Directive 89/686/EEC)	W
-Voluntary - Eco-label for textile products	W

*not a linkable*

Source:European Commission

### - Intrastat system

Intrastat, which has been in operation since 1993, is the system for the provision of statistical information on dispatches and arrivals of Community goods. The provision of statistics is essential for the development of European policies on the internal market and market analysis.

The parties responsible for providing information provide the national statistical authorities with the following data:

- » the identification number allocated to the party responsible for providing information;
- » the reference period;
- » the flow (arrival, dispatch);
- » the commodity, identified by the eight-digit code of the Combined Nomenclature;
- » the partner Member State;
- » the value of the goods in the national currency;
- » the quantity of the goods in net mass (weight excluding packaging) and the supplementary unit (litre, m<sup>2</sup>, number of items, etc.), if relevant;
- » the nature of the transaction.

### 4.3 Laws of economy

The legislation is another indicator of analysis in selecting an export market. The following is a list of trade regulations that may condition the entry to the destination country. As in the previous point, it requires revision to detect any legislation affecting our product.

#### National Database (France)

Legifrance

*note:linkable*

Source:European Commission

#### Trade Legislation

*Legislation and trade laws*

#### Commercial and Company Laws

Consumer Code (legislative part)...



Insurance Code...



Intellectual Property Code (legislative part)...



#### **MORE LAWS**

*note:linkable*

Source:Doing Business World Bank Group

32008D0805: 2008/805/EC: Council Decision of 15 July 2008 on the signature and provisional application of the Economic Partnership Agreement between the CARIFORUM States, of the one part, and the European Community and its Member States, of the other part



22008A1030(01): Economic Partnership Agreement between the CARIFORUM States, of the one part, and the European Community and its Member States, of the other part PROTOCOL I concerning the definition of the concept of 'originating products' and methods of administrative cooperation PROTOCOL II on mutual administrative assistance in customs matters PROTOCOL III on cultural cooperation FINAL ACT JOINT DECLARATIONS



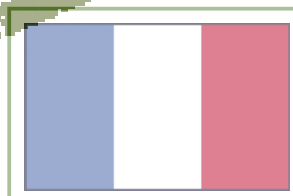
Agreement between the European Economic Community and the Republic of Argentina on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Federative Republic of Brazil on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Republic of Peru on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Eastern Republic of Uruguay on trade in textile products	<b>W</b>
Supplementary Protocol to the Cooperation Agreement between the European Economic Community and the Socialist Federal Republic of Yugoslavia on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Republic of India on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Republic of the Philippines on trade in textile products	<b>W</b>
Agreement between the European Economic Community and the Republic of Indonesia on trade in textile products	<b>W</b>

*nota:linkable* Source:European Commission

## 4.4. Patents and trademarks

A company that is internationalized or in process of internationalization, needs to know how procedures to protect its products in the destination country work. Some information on patents and trademarks of the chosen destination country is shown below.

**Contact information**  
National IP offices



### Legal information

- Joined WIPO in 1974**
- National IP laws and regulations (WIPO Lex)**
- Membership of WIPO treaties and Treaties notifi...**
- Membership of WIPO bodies**

### Statistics

- IP statistical profile: (patents, utility models, t...**
- Number of domain name disputes: Complainant | Resp...**

### Cooperation

- Technical assistance activities: Beneficiary | Host**
- WIPO meetings**

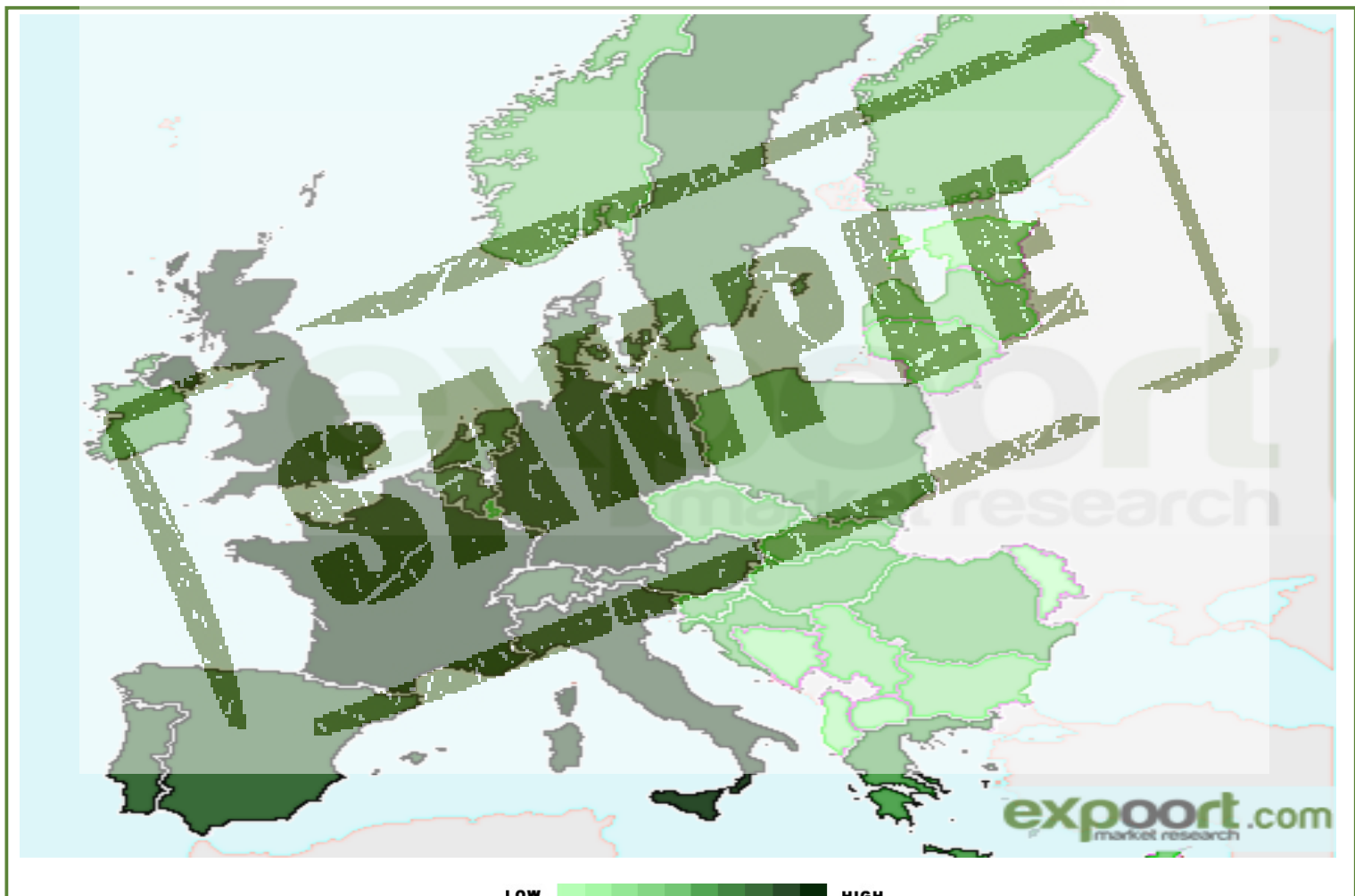
\* Source:World Intellectual Property Organization (WIPO)

## 5. Other countries with opportunity for the HS 610510 product

Sources of information used in this section: UN Comtrade - comtrade.un.org | Google Search - www.google.com | And personal compilation.

Moving forward, and leaving aside the selected destination country, it's interesting to have an overview of developments and trends in imports of our products in other countries, in order to identify opportunities to export to new markets.

Overview imports HS 610510 in the world:

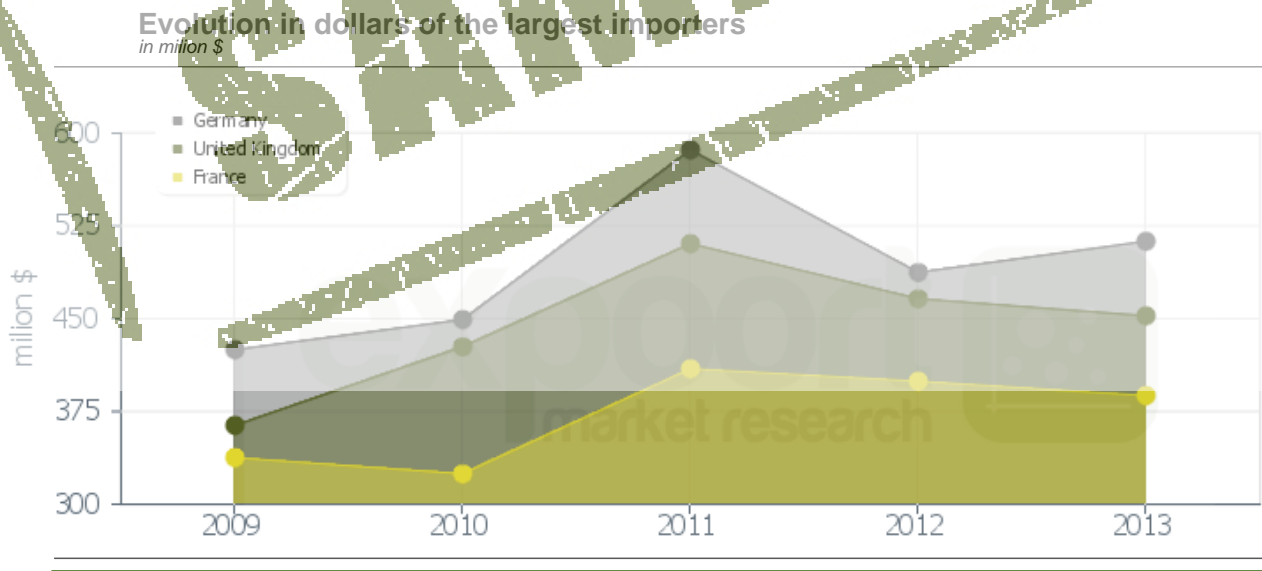


Top 10 importing countries of the HS610510 product in recent years

Partner	Trade Value	Trade Quantity
Germany	\$1,586,566,445	121,882,930
United Kingdom	\$1,429,145,352	213,998,064
France	\$1,196,846,840	156,422,809
Italy	\$1,117,932,894	135,775,068
Spain	\$838,303,801	124,151,319
Netherlands	\$433,001,664	59,762,834
Belgium	\$368,082,102	58,034,839
Austria	\$254,512,111	17,863,461
Switzerland	\$220,640,138	16,358,423
Denmark	\$126,372,126	15,739,590

Source: UN Comtrade

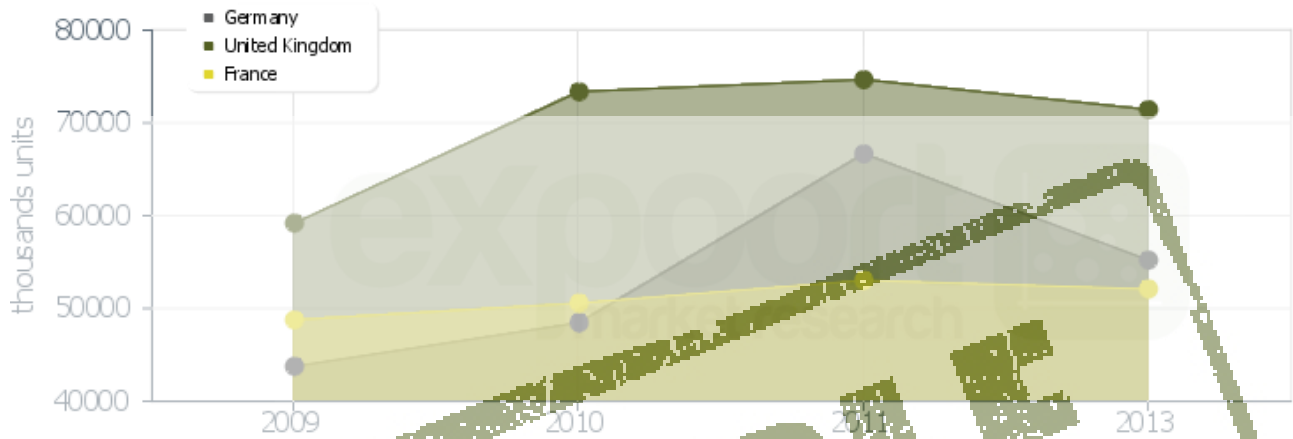
Evolution in millions of dollars of the leading importers , of the HS 610510 product:





Evolution imports of the leading importers, of the HS 610510 product:

Evolution of the largest importers  
number of units



SAMPLE