

France:

A leading player in international professional business events

In terms of their number, size and prestige, France's fairs, trade shows and conferences¹ give foreign companies **opportunities to expand their businesses** by determining whether a market is worthy of an initial investment or further post-investment expansion.

France: A major player in Europe

POPULAR EVENTS

Fairs and trade shows attract many foreign companies to France: in 2008, over 31,000 exhibitors from businesses based outside France attended 490 trade shows which drew nearly 763,000 foreign visitors.

	Trade Shows	Fairs	Conferences	Total events
Number	490	68	9	567
Exhibitors	118,000	30,800	535	149,300
Number of foreign exhibitors	31,235 (26.5%)	2,645 (8.6%)	N/A	33,880
Visitors	9,886,900	6,070,450	20,860	15,978,210

➤ **The "Fairs, trade shows and conferences" industry in France accounts for 3,356 companies, over 12,000 employees and a combined turnover of nearly €3 billion.**

(Source: French National Institute for Statistics and Economic Studies – INSEE, 2007)

➤ **The trade shows and conferences sector has an economic spillover effect of some €7.8 billion in total.**

(Source: Augier Report, 2009)

Source: Office de Justification des Statistiques (OJS) 2008 statistics report on fairs and trade shows (figures rounded off)

AN INTERNATIONAL FOCUS DRIVING GROWTH IN THE SECTOR

The number of foreign businesses attending trade shows in France is rising sharply: up 12% in 2007 and up again in 2008 by 18.7%. The proportion of foreign exhibitors at B2B events rose from 38% to 41.5% in 2008.

SOURCES OF FOREIGN VISITORS AND EXHIBITORS

	Visitors	Exhibitors
European Union	62.4%	66.9%
Other European countries	4.1%	1.9%
Asia + Oceania	14.4%	18.5%
Americas	9%	8.6%
Africa	5.4%	3.4%
Unidentified	4.6%	0.1%

Source: Office de Justification des Statistiques (OJS) 2008

1. Cf. Footnotes p. 4

EVENTS THAT GENERATE RESULTS

A quarter of foreign exhibitors attending fairs, trade shows and conferences in France generate over 30% of their turnover. The vast majority of companies investing in France did so after attending a French trade show. (Source : Comité National de Pilotage pour les Foires, Salons et Congrès- French National Committee for Fairs, Trade Shows and Conferences- March 15, 2007)

Paris/Ile-de-France, Europe's hub for business tourism

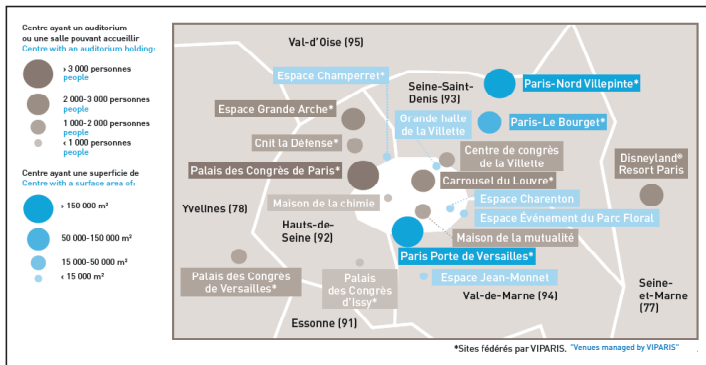
France's capital region is a leading international venue for professional business meetings and events and is one of the world's top destinations for business tourism. Over 11 million people visited the area in 2008 (Paris Region Economic Development Agency, June 2009). The Paris metropolitan area is ranked **number one in Europe for international conferences**, ahead of Brussels, Vienna and Barcelona (Union of International Associations, June 2009).

EXCEPTIONAL EXHIBITION AND MEETING VENUES

With over 600,000 m² of space available, Paris / Ile-de-France is ranked number one in Europe for available exhibition space.

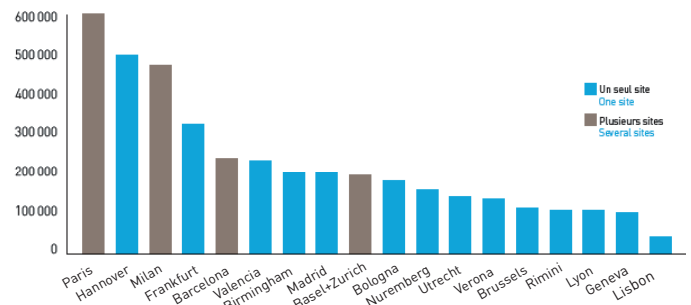
The Paris Nord Villepinte Exhibition Center has embarked on a development plan which will extend the event hall from 210,000 m² to 350,000 m² to make it suitable for very large events. The first 36,000 m² extension is due to open in 2010. (Source: Paris Chamber of Commerce and Industry (CCIP) 2009)

MAIN CONFERENCE AND EXHIBITION CENTERS IN ÎLE-DE-FRANCE



Source: Office du Tourisme et des Congrès de Paris (Paris Office of Tourism and Conferences)- Le tourisme à Paris (Tourism in Paris) [2009]

GROSS EXHIBITION SPACE IN M²



Source: Office du Tourisme et des Congrès de Paris (Paris Office of Tourism and Conferences) [2008]

EASY ACCESS AND SUPERB ACCOMMODATION

With two international airports (Paris-Charles de Gaulle and Paris-Orly), one business airport (Paris-Le Bourget) and seven high-speed TGV train stations, Paris and the Ile-de-France region are easily accessible. Many major European cities are less than three hours away: London (2hrs 15mins) and Brussels (1hr 25 mins) by train, Madrid (1hr 30 mins) by plane. Flights between Paris and all major European cities can be booked through a number of different airlines.

Thanks to its great capacity (2,340 hotels and 148,500 rooms) offering visitors a great variety of quality places to stay, hotel accommodation in the Paris region is among the best in the world.

(Source: KMPG 2009)

With a view to encouraging growth in the business tourism sector in Paris, VIPARIS was formed in 2008 to manage 10 venues in the Paris region² :

www.viparis.com

➤ On December 8, 2009, fifteen hotel groups representing 475 hotels and over 60,000 rooms in Paris and the Ile-de-France region signed a Charter for Hosting Large Professional Business Events in Paris, with a view to increasing the number of professional conferences held in the area. The hotel groups have agreed to offer conference attendees preferential terms covering accommodation issues such as deposits, cancellations, the number of rooms guaranteed years in advance and transparent pricing policies.

2. Cf. Footnotes p. 4

Throughout France, trade shows and conferences are spearheading industries of excellence and innovation clusters

France's regions also play host to a number of events for domestic and international audiences, such as:

- **The SIMODEC Mechatronics show** in La Roche-sur-Foron attended by all the economic players in this sector, many of whom are located in the Arve Valley (Rhône-Alpes region);
- **The SIRHA food and catering exhibition** in Lyon (Rhône-Alpes region);
- **Micronora**, the international microtechnology trade fair in Besançon (Franche-Comté region);
- **The Salon du Végétal (Horticulture Fair)** in Angers, supported by the Végépolys innovation cluster (Pays-de-la-Loire region);
- **Vinexpo** wine exhibition in Bordeaux (Aquitaine region);
- **SPACE**, the international trade fair for livestock in Rennes (Brittany region);
- **Medical research** in Montpellier, supported by Eurobiomed, the first inter regional innovation cluster for health (Provence-Alpes-Côte-d'Azur and Languedoc-Roussillon regions).

EXAMPLES OF FAIRS AND TRADE SHOWS IN CANNES, LILLE AND LYON



Source: Euro Fair statistics, Key figures for trade fairs and exhibitions in Europe, 2007

exhibiting and 11,000 domestic and international visitors.

- **Tissu Premier** (September 2-3, 2009): over 4,100 visitors.
- **Tourissima** (February 13-15): 39,000 visitors.

LYON

- **FIP - Forum International Plasturgie – International Plastics Forum** - (June 16-19, 2009): over 400 exhibitors from the plastics industry, almost 6,000 visitors from 4,650 companies, 10% of whom were from outside France.
- **Europack – Euromanut, Solutions and Equipment for Industry and Distribution Packaging, Processing, Storage and Handling** (November 17-19, 2009): 282 exhibitors and companies represented; 8,390 industry professionals.
- **Mahana Lyon - Salon du Tourisme en région – Trade show for regional tourism** - (March 6-8, 2009): 27,300 visitors.
- **SIRHA - Salon international de la restauration, de l'hôtellerie et de l'alimentation – International Hotel Catering & Food Trade Exhibition** - (January 24-28, 2009): over 2,000 exhibitors including 382 international companies, 141,380 visitors, including 15,700 from outside France.

CANNES

- **Marché du Film** (May 15-23, 2009): over 10,000 participants.
- **MIPCOM** (October 5-10, 2009): over 12,000 visitors from 102 countries.
- **MIPIM** (March 10-13, 2009): over 17,600 visitors from 79 countries.
- **MAPIC – Marché international des professionnels de l'implantation commerciale – Global Market for Commercial Real Estate Professionals** (November 18-20, 2009): over 6,700 visitors from 66 countries.
- **TFWA World Exhibition** (October 18-23, 2009: over 5,000 visitors).

LILLE

- **Environord**: in 2008, 150 exhibitors and over 5,000 decision-makers and purchasers from industry, construction, distribution and local authorities.
- **VAD – E-commerce** (October 13-15, 2009): over 250 companies

Spotlight on world-leading events in their industry

Trade shows for professionals only

- **Batimat (Salon international de la construction – International Building Trade Show)**: almost 2,280 exhibitors including 45% from abroad, 288,450 visitors, 29,100 of whom were foreign visitors (Office de Justification des Statistiques (OJS), official figures 2007).
- **SIAL, global meet for the agri-food industry**. Over 147,850 visitors in 2008 (OJS, 2008) from 185 countries. The next event will be held at Paris Nord Villepinte on October 17-21, 2010.
- **Conventions for Sustainable Building and Clean Energy (Le Rendez-vous de la Construction Durable et de l'Énergie Propre)**. Held in Lyon in February 2009, these four trade shows – Salon des Énergies Renouvelables (Renewable Energy Show), ENEO (Trade Show for Energies, Climate Adjustment and Water), BlueBat (Trade Show for Building Performance and Sustainable Building), Eurobois (Trade Show for Wood Construction) – combined hosted over 530 exhibitors, 11% more than in 2007, welcoming 37,650 visitors (OJS, 2009).
- **Maison & Objet (Home-Style Exhibition)** hosted 26,700 international professional buyers in September 2009.
- **Vinexpo wine exhibition, Bordeaux**: 2,235 exhibitors in a 42,280 m² exhibition hall, 67,600 visitors including 26,000 visitors from abroad (OJS, 2007).
- **Marché international du Film, Cannes**: in 2009, 204 exhibitors, 6,100 m² of booths, 10,330 visitors, including 8,420 from abroad (OJS, 2009).

Professional trade shows also open to the general public / Fairs

- **Salon international de l'Aéronautique et de l'Espace (Paris Air Show)**: 2,150 exhibitors, including 55% from outside France, 395,400 visitors in 2009 (OJS), 233,600 of whom were industry professionals.
- **Mondial de l'Automobile (Paris Motor Show)**: 356 exhibitors in an 82,600 m² space, 1,037,700 visitors in 2008 (OJS).
- **Salon International de l'Agriculture (International Agriculture Show)**: 677,400 visitors in 2009 (OJS).
- **Foire de Paris (Paris Fair)**: 674,525 visitors in 2008 (OJS).
- **Salon Nautique (Shipbuilding Conference)**: 252,800 visitors in 2008 (OJS), including 6,900 industry professionals; one of the leading shipbuilding shows in the world.

Footnotes pages 1 & 2

1. Fairs or fair-exhibitions attract all of a region's socio-economic stakeholders and can also reach out to foreign businesses. They are the only generalist outlet in terms of facilities, consumption and services.
Trade shows are typically organized marketing events that focus on a business sector or specific market.
Conferences are scientific, technical or professional events where a targeted audience and speakers directly involved in a topic meet to explore, exchange and debate ideas with other industry professionals.

2. Including Porte de Versailles (228,884 m²), Paris-Nord Villepinte (210,000 m²), Paris Le Bourget (79,602 m²) and the Palais des Congrès de Paris (19,460 m²). [Source: Rental Space - Paris Chamber of Commerce and Industry / Conventions and Exhibitions Department (CCIP/DCS) - 2006]