

FRANCE'S LAWN AND GARDEN EQUIPMENT MARKET

SUMMARY

France has the second largest lawn and garden equipment market within Europe, behind Germany. Sales of lawn and gardening equipment amounted to \$5.78 billion in 2002. In 2003, despite the current unfavorable economic situation and poor weather conditions, sales have remained stable, increasing by 0.8 percent. This is mostly due to the sustained interest in gardening and to cut-throat competition in retail markets. This trend is likely to continue this year. However the outlook is rather good. Overall, industry experts predict a 10 to 12 percent growth from 2005 to 2007, driven primarily by the aging baby boomer population and the increasing number of households having gardens.

Plants and water management systems will experience the strongest growth. Also, because the design and appearance of gardens have become very important for French gardeners, the rise in expenditures on outdoor, decorative and leisure items is likely to continue. Approximately 60 percent of sales in the French garden market are generated via DIY chains, garden center chains, and hypermarkets/supermarkets.

French imports will increase in line with projected growth. At present, they represent approximately 50 percent of the total market. In 2003, American garden products took a 9.5 percent share of France's import market. Nevertheless, the U.S. presence is understated as some U.S. groups have invested or set up local manufacturing facilities.

American manufacturers selling high quality, cost-competitive products should find good sales opportunities. The best prospects for U.S. companies include seeds and fertilizers, lawn mowers, motorized cultivators and power tools.

MARKET HIGHLIGHTS AND BEST PROSPECTS

The gardening industry encompasses four main product categories:

- Greenery (outdoor and indoor plants, bulbs, flowers),
- Motorized machinery, tools and accessories (tractors, power tools and hand tools, fencing, watering equipment, sprayers)
- Leisure and decoration products (sheds, greenhouses, garden furniture, containers/pots, lighting, barbecues),
- Gardening products (seeds, fertilizers and chemicals/treatment products).

Market Profile

The exchange rate used throughout this report: \$1= €0.8840.

Assumed inflation rate: 1.8 percent.

Main figures were obtained from the French Association of Gardening Promotion (Promojardin).

France has the second largest market for lawn and gardening equipment in Europe after Germany and before the U.K. It represents approximately a quarter of the European market.

Overall, the gardening market has been expanding in line with increasing leisure time. While sales of gardening equipment have increased at a steady rate of 3 percent over the past ten years, they climbed by 33 percent over the last five years. After a downward trend during the 2000-2001 period, the French gardening market experienced a significant 5.8 percent rise in 2002 to reach \$5.78 billion. Despite the economic slowdown and the unaccounted summer heat wave, the market has remained stable, increasing slightly by 0.8 percent in 2003. Overall, modest growth in gardening equipment is forecast through 2005. However, industry experts expect an annual growth of 3 to 4 percent in the mid-term.

Five factors have contributed to the increase in French gardening sales over the last three years:

- The increase in elderly population
- The recent legislation mandating a 35-hour workweek
- Changes in lifestyle with an emphasis on leisure and quality of life
- Growing number of households having a garden
- The stable price of products

Three main trends will continue: the aging of the baby boomer generation, the rising interest in gardening and home improvement, and the growing number of gardens, terraces and balconies. These three phenomena will have long-term effects on demand for gardening equipment. The ecological trend and the price competition will also contribute to stimulate domestic demand.

In 2003, there were over 24 million households in France versus 23.5 million in 2000. Fifty percent own gardens and 33 percent own a terrace or balcony, two figures that have increased by about 1 percent per year since 1997. Eighty-four percent of gardens have lawns and 40 percent have a vegetable garden.

In addition, garden size is important in determining the level of demand for gardening equipment. In 2003, gardens were divided into percentages of surface area: twenty-five percent exceeded 1000-sqm, 20.5 percent were between 500 and 1000-sqm, 31.1 percent were between 200 and 500-sqm, and 30.1 percent were less than 200-sqm. Fifty percent of the balconies and terrace gardens were smaller than 12 square meters.

In 2003, 69 percent of the French population gardened occasionally, representing an increase of 17 percent over the previous year. Per garden, the French spend approximately \$547 per year on gardening products. Furthermore, about 54 percent of French households (nearly 13 million) buy accessories regularly for their gardens. This favorable trend provides the possibility of continued expansion in an otherwise mature market. However, overall sales are subject to seasonal swings and precarious weather conditions.

The aging baby boomer population (with high disposable income levels in comparison to previous generations), the larger number of households, and the sustained new product development will each have long-term effects on demand for garden equipment.

Market by Sub-sector

In 2002, French gardening equipment sales came to \$5.78 billion. Motorized equipment, tools and accessories accounted for 31 percent, decorative and leisure equipment for 30 percent, greenery for 27 percent, and gardening products for 12 percent. Best sales prospects include plants, decorative and leisure equipment, watering management equipment and power tools.

Breakdown of French Gardening Product Sales in 2002 by Category (in \$billion)

TYPE OF EQUIPMENT	Value	Market Share
Motorized machinery, tools, watering and accessories (fencing)	1.79	31 percent
Decorative and leisure equipment	1.74	30 percent
Greenery (seeds, bulbs, plants, flowers)	1.56	27 percent
Gardening products	0.696	12 percent

Source: Promojardin, 2002

Motorized equipment, hand tools and accessories:

Lawnmowers: The introduction of cordless (battery powered) models, particularly useful for grassy areas that are difficult to access, has constituted an attractive alternative to consumers looking for products that minimize effort and are easy to use. Cylinder, hover, and rotary mowers also have obvious appeal. However, sales are very seasonal. Most of them are concentrated in the second quarter of the year. Product innovation is essential to develop the market. Lawnmowers account for the largest value share of the garden equipment market.

Power tools: As with lawn mowers, the introduction of cordless models has contributed to a significant development in the market. They are considered to be safer and can be used in all parts of the garden easily accessible. Nowadays, the consumer wants ease of use as well as instant results, hence the increasing demand for more ergonomic and user-friendly power tools.

The leading power tool suppliers include the American company Black & Decker and the French group PSA, which accounted for 15 percent of the power tool market share and private label products in 2003.

Hand tools: There is also a trend for stronger yet lighter, easier to use hand held tools. However, this market is facing competitive pressure due to cheap imports from Asia countries including China and Taiwan, and due to the lack of product innovation and the diminishing availability and popularity of power tools. As a result, no significant growth is expected in this market segment.

Decoration and leisure equipment:

Furniture: French consumer behavior in the segment of decoration and leisure equipment has changed over the last few years. Gardening has caught on as more of a hobby. Many gardens are re-decorated with new furniture every year, ranging from low-priced wood imitations to high quality design furniture.

Wood and metal furniture have been the predominant trends within the furniture market. The upward trend towards garden parties and barbecues is expected to boost sales within the furniture sector, which has been a dynamic segment.

Gardening products (chemicals, lawn care and fertilizers): In 2003, chemical products and fertilizers experienced a significant increase in sales in comparison to 2002: 13 percent of the French population bought such products in 2002 and 23 percent in 2003. Aventis remains the leading producer of chemicals, fertilizers and lawn care products with a 25 percent market share in this segment.

Greenery: This segment is set to retain the largest share of the market and is expected to reach 36 percent of the total gardening market by 2006. The demand for indoor plants has grown steadily over the past several years. In 2002, statistics showed that 55 percent of the domestic population bought an average of one plant per year, a record rate. Inversely, the number of seeds, fertilizers and outdoor plants shrunk between 2002 and 2003.

The multinational company Limagrin is the top producer of seeds and plants in France via its subsidiary Oxadis SA, which owns three manufacturing plants in France. Its main brands are Vilmorin, Tézier, Lucien Clause and Abondance.

Watering equipment (ie watering cans, hose pipes and automatic watering systems): The unexpected heat wave last summer, with temperatures reaching all-time highs, boosted water management systems and parts sales in 2003. Demand for garden hoses and sprayers accounted for 12 percent of the total household consumption versus 1 percent in 2002.

COMPETITIVE ANALYSIS

Third-Country Imports

In 2003, French imports of lawn and gardening equipment reached an estimated \$2.9 billion, representing approximately 50 percent of the total French market.

The major country suppliers for the key sectors of the French gardening market are:

Greenery

- The Netherlands (68 percent of total French imports)
- Belgium (12 percent)
- Italy (7 percent)
- Spain (4 percent)

Motorized Machinery

- Italy (38 percent)
- United States (21 percent)
- Germany (16 percent)
- Sweden (6 percent)

- Japan (5 percent)

Chemical and Treatment Products

- Belgium (30 percent)
- Germany (21 percent)
- The Netherlands (12 percent)

Hand Tools

- Germany (21 percent)
- China (13 percent)
- Taiwan (10 percent)
- Italy (10 percent)
- Poland (5 percent)

Power Tools

- Germany (32 percent)
- China (16 percent)
- Japan (10 percent)
- UK (8 percent)
- United States (6 percent)

U.S. Market Position

American manufacturers of gardening equipment hold a 9.5 percent share of the French import market. The main reason for this moderate level of U.S. exports is that many U.S. companies have invested in France, setting up local manufacturing facilities. In addition, the U.S. has also established manufacturing and distribution arrangements in other European countries from which American equipment is shipped to France, which shipments are not considered U.S. exports to France.

The leading American exports to France include motorized machinery/mowers and hand power tools. The major American companies present on the French market include Massey Ferguson, John Deere, and Black and Decker.

Competitive Factors

Four factors determine success in the French market:

- Ease of use and convenience
- Quality/price ratio
- Product quality and reliability
- Product innovation

END-USER ANALYSIS

Consumer Profile

The primary outdoor power tools consumer group consists of avid gardeners (ages 45 to 65).

Middle-aged, middle and upper income female homeowners who have truly caught the "gardening bug", are encouraged by magazines and other gardening media. Seventy-five percent of French women take part in DIY or gardening, either because they live on their own, or for their personal pleasure. Seniors (over 60 years old) now account for a third of French gardeners.

MARKET ACCESS

Import climate

Market regulations, standards and laws

There are no significant trade barriers or fixed quotas for imported gardening products in France. However, U.S. firms exporting to France, like all firms, must sell products that conform to the regulations laid out in European Union Directives and Standards affecting this industry.

Conformity to EU standards is a self-certification process by which a company (including a U.S. company) needs to make an EU declaration of conformity (in French for France); affix the "CE" marking on the machinery and issue a technical file and instruction book in French.

Legally, the product manufacturer is liable for the product. However, the importer or distributor can often be held liable for any defects or complications with imported products. Therefore, dealers are generally very insistent that all U.S. products comply with French and EU standards.

Information on the CE mark is available from the U.S National Institutes of Standards and Technology, NIST, and from the U.S. Commercial Service at the U.S. Mission to the EU.

National Institutes of Standards and Technology

National Center for Standards and Certification Information

NIST North, Room 164

Gaithersburg, MD 20899

United States

Tel: 301.975.4040

Fax: 301.975.1559

Website: <http://www.nist.gov>

Email: j.overman@nist.gov

U.S. Commercial Service

U.S. Mission to the EU

40 Boulevard du Regent

B-1060 Brussels

Belgium

Tel: (32) 2.508.1228

Fax: (32) 2.508.1228

Email: hdavis@doc.gov

Detailed information on French and European compulsory standards and technical norms can be obtained from Association Française de Normalisation (AFNOR), an affiliate of ISO (International Standards Office):

Association Francaise de Normalisation (AFNOR)

(National French Standards Association)

11, Avenue Francis de Pressensé
93571 Saint Denis La Plaine cedex
France

Tel: (33) 1.41.62.80.00

Fax: (33) 1.49.17.90.00

Website: <http://www.afnor.fr>

E-mail: certification@afnor.fr, marque-nf@afnor.fr

Regulations are published by the Journal Officiel de la République Française (Official Journal) and are available at:

Journal Officiel / JO

26, rue Desaix
75727 Paris Cedex 15
France

Tel: (33) 1.40.58.75.00

Fax: (33) 1.45.79.17.84

Email: info@journal-officiel.gouv.fr

Safety regulations concerning the manufacture of power tools are published in the French government's handbook, L'Union Technique de l'Électricité et de la Communication. They can be purchased from:

L'Union Technique de l'Electricité et de la Communication

Technical Electricity and Communication Association

33, avenue du Général Leclerc
92262 Fontenay aux Roses Cedex
France

Tel: (33) 1.40.93.62.25

Fax: (33) 1.40.93.44.08

Website: <http://www.ute-fr.com>

Contact: Mrs. Annick Dronne

Email: ute@ute.asso.fr

Certification Organizations

Laboratoire National d'Essais (LNE)

(National Testing Laboratory)

1 rue Gaston Boissier
75015 Paris 15
France

France

Tel: (33) 1.40.43.37.00

Fax: (33) 1.40.43.37.37

Website: <http://www.lne.fr>
Contact: Mr. Frédéric Lamy, Commercial Manager
Email: info@lne.fr

Taxes and Customs Duties

French importers pay VAT (Value Added Tax) at the rate of 19.6 percent of the C.I.F. (Cost, Insurance, Freight) value on imported equipment. As non-EU imported products are subject to import duties, they also pay duties when clearing equipment through customs. Depending on the type of product, the rate ranges from 0 to 8.3 percent on the C.I.F. (EU port of entry) value.

Rates on C.I.F. Value

Harmonized Codes	Product Category	Import Duty Rate
8467.22 – 8467.29	Hand tools and implements	2.70%
3101 - 3105	Chemical, lawn care and fertilizers	0% to 6.5%
9401	Garden furniture	0% to 5.6%
8433.11	Lawn mowers	0%
1209	Seeds	0% to 8.3%
8424.81	Watering equipment	1.70%
8306.29	Decoration articles	0%

For more information on customs duties and procedures, contact:

Direction Générale des Douanes et des Droits Indirects (DGDDI)

[French Customs]
Hôtel de Cambacérès
2, rue Montalembert
75700 Paris 07
France
Tel: (33) 1 40.04.04.04
Website: [http:// www.douane.gouv.fr](http://www.douane.gouv.fr)
Email: crs@douanes.finances.gouv.fr

Direction Générale des Douanes et des Droits Indirects (DGDDI) de Strasbourg

11, avenue de la Liberté
BP 1004
67070 Strasbourg Cedex
France
Tel: (33) 3.88.21.22.73
Fax: (33) 3.88.25.66.11
Contact: M. Wilfrid Humler
Email: wilfrid.humler@douane.finances.gouv.fr

The French Customs Directory is available at:

Encyclopédie Douanière

6, rue Barbès
BP 157
92304 Levallois-Perret Cedex

France
Tel: (33) 1.47.59.09.00
Fax: (33) 1.47.59.07.17
Website: <http://www.editions-ed.fr>

Distribution/Business Practices

Gardening tools and equipment are sold by a large variety of retail outlets. The French retailing self-service sector (DIY store garden center and garden center chains) represented the largest percentage of sales at 38.8 percent in 2003. Market shares for the primary gardening equipment retail outlets are as follows:

DIY store garden centers	20.5%
Garden center chains	18.3%
Hypermarkets and supermarkets	17.9%
Mechanized farming specialists	13.6%
Agriculture cooperatives	11.6%
Seed merchants and flowers	8.8%
Direct sales, markets and other traders	5.9%
Mail order firms	3.4%

Source: Promojardin, 2003

Financing

In general, major French distributors fill their orders to their French and European suppliers within 90 to 120 days.

Assistance in the French Market

Programs available through the Commercial Service of the American Embassy in Paris, and at Consulates-General in Strasbourg and Marseille and American Presence Posts in Lyon, Toulouse, Rennes, Bordeaux and Lille, offer an excellent way for U.S. firms to enter French markets. For a small fee, the Gold Key Matching Service, for example, provides scheduled appointments with qualified and pre-selected French companies that maximize the opportunity for the success of U.S. exporters in the host country.

Commercial Service trade specialists accompany business visitors to the appointments with the prospective companies, help analyze the results of the meetings, and develop a campaign to take advantage of opportunities in the local market.

For further information, please contact:

Mrs. Jacqueline Munzlinger
U.S. Commercial Service
American Consulate General
15, avenue d'Alsace
67000 Strasbourg
France
Tel: (33) 3.88.35.50.74
Fax: (33) 3.88.24.06.95
E-mail: jacqueline.munzlinger@mail.doc.gov

KEY CONTACTS

Government Organizations

Ministère de l'Agriculture, de l'Alimentation, de la Pêche et des Affaires Rurales

(Ministry of Agriculture and Rural Activities)

Bureau des CPE et Modernisation

78, rue Varenne

75349 Paris 07 SP

France

Tel: (33) 1.49.55.57.11

Fax: (33) 1.49.55.80.13

Website: <http://www.agriculture.gouv.fr>

Contact: Mr. Olivier Rousset

E-mail: olivier.rousset@agriculture.gouv.fr

Institut National de la Propriété Industrielle (I.N.P.I.)

(National Institute of Industrial Property-Trademarks and Patents)

26 bis, rue de St. Petersburg

75800 Paris Cedex 08

France

Tel: (33) 1.53.04.53.04

Fax: (33) 1.42.93.59.50

Website: <http://www.inpi.fr>

Trade Associations

European DIY-Retail Association (EDRA)

5, rue de Maubeuge

75009 Paris

France

Tel: (33) 1.42.82.15.00

Website: <http://www.edra-online.org>

Contact: Mrs. Claire Beauvais

Fédération Nationale des Fleuristes de France (FNFF)

(National French Florist Federation)

33, rue du Pont Neuf

75001 Paris

France

Tel: (33) 1.42.33.46.33

Fax: (33) 1.45.08.87.23

Fédération Nationale des Producteurs de l'Horticulture et des Pépinières (FNPHP)

(National Fédération of Horticultural Companies and Nursery Gardeners)

19, Boulevard Magenta

75010 Paris

France

Tel: (33) 1.42.38.63.63

Fax: (33) 1.42.38.63.64
Website: <http://www.hortifrance.com>
Contact: Mr. Michel Gourdain, President
E-mail: m.gourdain@fnphp.com

Organisme National Interprofessionnel des Fruits, Légumes et de l'Horticulture (ONIFLHOR)

[Interprofessional national organization for fruits, vegetables and plants]
164, rue de Javel
75015 Paris
France
Tel: (33) 1.44.25.36.36
Fax: (33) 1.45.54.31.69
Website: <http://www.oniflhor.fr>
Email: contact@oniflhor.fr

PromoJardin

11, Villa Brune
75014 Paris
France
Tel: (33) 1.45.43.25.25
Fax: (33) 1.45.43.50.79
Website: <http://promo-jardin.com>
Email: promoJardin@aol.com

Société Nationale d'Horticulture de France (SNHF)

(National Horticultural Association)
84, rue de Grenelle
75007 Paris
France
Tel: (33) 1.44.39.78.78
Fax: (33) 1.45.44.96.50
Website: <http://www.snhf.asso.fr>
Email: info@snhf.org

Union Nationale des Industries du Bricolage, du Jardinage et des Activités de Loisirs (UNIBAL)

(National Union for DIY, Gardening and Leisure Industries)
61, rue de l'Arcade
75008 Paris
France
Tel: (33) 1.53.42.36.42
Fax: (33) 1.42.93.26.62
Website: <http://www.unibal.org>
Contact: Mr. Yves Rambaud
Email: yrambaud@unibal.com

Trade Publications

Horticulture Française
12, avenue G. Dimitrov

SEHB BP 164
69512 Vaulx-en-Velin Cedex
France
Tel: (33) 4.78.80.04.05
Fax: (33) 4.78.80.07.07
Contact: Mr. Erick Roizard, Director of Publication
Mrs. Martine Meunier, Chief Editor
Email: seh@wanadoo.fr

Journal Market

96, rue de la Victoire
75009 Paris
France
Tel: (33) 1 42.81.93.18
Fax: (33) 1 42.80.30.61

Lien Horticole

36, Avenue Louis Pasteur
34473 Perols
France
Tel: (33) 4.67.50.40.71
Fax: (33) 4.67.50.19.02
Website: <http://www.hortilien.com>
Email: info@hortilien.com

List of Major Importers/Distributors

Agri Sud Est

44, rue du 11 novembre
38200 Vienne
France
Tel: (33) 4.78.83.20
Fax: (33) 4.78.83.21
Contact: Mr. Paul Larrive, Sales Manager
Activity: Importer and distributor of seeds, cereals, agricultural, horticultural, floricultural products

Sicaap S.A.

17100 Font Couverte
Tel: (33) 5.46.93.82.60
Fax: (33) 5.46.93.82.65
Website: <http://www.sicaap.com>
Contact: Mr. Jean-François Raimbault, Managing Director
Email: plateformegv@sicaap.com
Activity: central purchasing agricultural products for Gamm Vert

Truffaut (EHGT - Etablissements Horticoles Georges Truffaut)

Parc Léonard de Vinci
91090 Lisses
France
Tel: (33) 1.69.91.54.54

Fax: (33) 1.69.91.54.50

Website: <http://www.truffaut.com>

Contact: Mr. Jean-Philippe Darnault, Assistant Managing Director

Activity: sales of agricultural, horticultural and floricultural products, garden kits and accessories, fertilizers, fungicides, herbicides, insecticides.

Union In Vivo

83, avenue de la Grande Armée

75016 Paris 16

France

Tel: (33) 1.40.66.22.22

Fax: (33) 1.45.01.64.03

Website: [http:// www.invivo-group.com](http://www.invivo-group.com)

Contact: Mr. Jean Myotte, Managing Director

Activity: seeds, edible, cereals and other than cereals, agricultural and animal services, horticultural and floricultural products and services, cereal seeds selectors.

Specialized Garden Center Chains

Cercle Vert SA

1, rue du Docteur Maillot

51000 Châlons en Champagne

France

Tel: (33) 3.26.70.58.01

Fax: (33) 3.26.21.53.13

Contact: Mr. David Cathelain, Commercial Responsible

Activity: gardening products, horticultural and floricultural products (herbicides, fungicides, fertilizers, insecticides), pet food.

Botanic

Parc d'Affaires International

74166 Archamps

France

Tel: (33) 4.50.95.99.50

Fax: (33) 4.50.95.99.71

Website: <http://www.botanic.com>

Email: info@botanic.com

Gamm Vert

83, avenue de la Grande Armée

75016 Paris 16

France

Tel: (33) 1.40.66.22.22

Fax: (33) 1.44.17.92.76

Website: <http://www.gammvert.fr>

Contact: Mr. Christian Roux, Managing Director

Activity: gardening products trader.

Jardiland

26, rue de la Maison Rouge

77185 Lognes

France
Tel: (33) 1.64.80.84.00
Fax: (33) 1.64.80.84.01
Website: <http://www.jardiland.fr>
Contact: Mr. Jean Pierre Pouchard, Managing Director
Email: info@jardiland.fr
Activity: gardening supplier

Jardineries Végétal

BP 130
78511 Rambouillet Cedex
France
Tel: (33) 1.34.84.70.60
Fax: (33) 1.34.84.70.55
Website: <http://www.jardineries.com>
Contact: Mrs. Marie-Pierre Morin, Chief Editor Assistant
Email: contactj@wanadoo.fr

Lisadis

5, rue du Commandant Charcot
69800 Saint Priest
France
Tel: (33) 4.72.28.10.00
Fax: (33) 4.72.28.10.01
Contacts: Mr. Denis Bancel, Managing Director
Mr. Gérard Decourt, Commercial Manager
Email: contact@lisadis.fr
Activity: agricultural and horticultural products: mattocks and picks, hedge clippers, secators, prunels, portable power, flame guns, fruit pickers, long handled, shredders, compost mixers, sieves and chaffers.

Point Vert

260, avenue de Fronton
31200 Toulouse
France
Tel: (33) 5.61.47.87.04
Fax: (33) 5.61.57.89.27
Contact: Mr. Bernard Lakanal, President
Activity: agricultural products, chemicals, fertilizers, gardening gloves

DIY Store Garden Chains

B.H.V. (Bazar de l'Hotel de Ville)

14, rue du Temple
75004 Paris 04
France
Tel: (33) 1.42.74.90.00
Fax: (33) 1.42.74.96.79
Contact: Mr. Jacques Destobbeleer, Sales Manager
Website: <http://www.bhv.fr>

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Bricomag

8, quai Bir Hakeim
94410 Saint Maurice Cedex
France
Tel: (33) 1.43.97.95.23
Fax: (33) 1.43.97.20.07
Website: <http://www.lebricomag.com>
Contact: Mrs. Rosemary Maudelonde, Publication Manager
Marie-Josée Nicol, Chief Editor
Email: redaction@lebricomag.com

Bricorama France

21, avenue du Maréchal de Lattre de Tassigny
94120 Fontenay sous Bois
France
Tel: (33) 1.45.14.72.00
Fax: (33) 1.45.14.72.39
Website: <http://www.bricorama.fr>
Contacts: Mr. Philippe Colomby, Commercial Manager
Mr. Pierre Loddo, Purchasing Manager

Leroy Merlin

Rue Chanzy
59260 Lezennes
France
Tel: (33) 3.28.80.80.80
Fax: (33) 3.28.80.80.08
Website: <http://www.leroymerlin.fr>
Contacts: Mr. Damien Deleplanque, Managing Director Group
Mr. Régis Degeske, Managing Director France

Obi

2, rue Ambroise Pare
69808 Saint Priest Cedex
France
Tel: (33) 4.72.22.29.10
Fax: (33) 4.72.22.29.89
Website: <http://www.obi.fr>

Références Brico Jardin

32, rue Guy Moquet
92240 Malakoff
France
Tel: (33) 1.46.57.01.64
Fax: (33) 1.46.57.12.82
Website: <http://www.references-brico-jardin.fr>
Email: contact@references-brico-jardin.fr

Cooperatives

Coopérative Agricole La Dauphinoise

42-44, rue du 11 novembre
38200 Vienne
France

Tel: (33) 1.74.78.82.00

Fax: (33) 1.74.78.82.01

Contacts: Mr. Bernard Gatel, Managing Director

Mr. Frédéric Moine, Purchase Manager

Activity: wholesaler and distributor of plants, seeds, cereals and forage.

Domaxel Achats et Services S.A.

ZI de Breuil le Sec

60840 Breuil le Sec

France

Tel: (33) 3.44.77.80.00

Fax: (33) 3.44.77.80.09

Contact: Mrs. Elise Malaret, Export Manager

Activity: Furniture, DIY and gardening articles wholesaler.



TRADE PROMOTION OPPORTUNITIES

American companies wishing to penetrate the French market are highly encouraged to participate in the trade show listed below to learn more about French business practices and to see how their products will be received in the French market. It is also an excellent way to meet with potential agents and distributors.

Name: **Salon du Végétal** – Trade exhibition for professional exhibitors, producing and selling plants in France and Europe – Horticultural show for plant buyers from specialized distribution, hypermarkets, supermarkets and landscape workers (private or public companies).

Location: Parc-Expo
Route de Paris
49044 Angers
France

Dates: February 16 - 18, 2005

Website: <http://www.salon-du-vegetal.com>

Frequency: Annual

Contact: Mr. Serge Tsvetoukhine

Tel: (33) 2.41.79.14.17

Fax: (33) 2.41.45.29.05

Organizer: BHR, Centre Régional Horticole

Avenue Amiral Chauvin

49130 Le Pont de Cé

Email: salon@bhr.vegetal.com



Name: **Jardin and Paysages** - Trade exhibition for Garden, Pet Products and Leisure/outdoors sectors

Location: Porte de Versailles
Paris Nord Villepinte

Dates: September 12 - 14, 2005
Website: <http://www.jarditec.com>
Frequency: Every two years
Organizer: Expositum
1, rue du Parc
92593 Levallois Perret Cedex
France
Tel: (33) 1.49.68.51.05
Fax: (33) 1.47.37.74.38

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75382 Paris
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E-mail: jacqueline.munzlinger@mail.doc.gov