

Export Promotion

Trade Fairs

The French Government, in coordination with private industry participates in international trade fairs and solo exhibits. Government subsidy takes the form of reduced space cost.

Trade Centers

French trade centers have been established in Tokyo and Stockholm.

Economic Missions

French economic missions are usually government-sponsored groups of businessmen and bankers who visit developing countries in order to determine how French industry can assist and participate in the industrialization of host countries. An example is a recent French economic mission to East-Central Africa. A systematic trade mission program similar to the U.S. program does not exist. However, business groups are often sponsored to accompany French Government-sponsored exhibits, especially in bloc countries.

Trade Conferences

French Commercial Counselors abroad are brought to France periodically several at a time to conduct as a group regional conferences with French businessmen. The purpose of these conferences is to acquaint businessmen in the provinces with potentials of and possible approaches to markets in specific countries. The conferences are also designed to arouse interest in entering the export field.

Export Awards

"Export Oscars" are awarded annually for outstanding export performance to firms employing less than 5,000 workers. Applicants are divided into 8 categories according to various other criteria. The first prize in each