



# FRANCE

## Water & Waste Water Market Brief 2009

### France: Important Links & Contacts

French Environment and Energy Management Agency [www.ademe.fr](http://www.ademe.fr)  
French Water and Environmental Industries Federation, [www.french-water.com](http://www.french-water.com)  
French Waterline Constructors Association, [www.canalisateurs.com](http://www.canalisateurs.com)  
French Water Quality Association [www.french-water.com](http://www.french-water.com)



## Market Overview

The total French market for water treatment equipment and related services is estimated to be worth USD 23 billion. A stable economy and financial institutions, stronger European Union (E.U.) regulations, greater public awareness and the increasing costs associated with polluting have played a major role in an expanding market for water treatment equipment and services. In addition, greater interest in complying with environmental regulations by national and local government officials has stimulated this market.

Urban development, environmental concerns and water quality have brought non point source water and rainwater management to the fore in France. Consequently, progressive storm water management policies have been implemented to mitigate the environmental impact of urban development. This is driving the market for rainwater capture, storage and reutilization technologies. Moreover, a growing interest and acceptance in reclaimed water has been driving the market for disinfection technologies such as UV, ozone and chlorination as well as other membrane technologies including nanofiltration, microfiltration, ultrafiltration and reverse osmosis.

Wastewater sludge treatment has remained a hot topic in France. Given the increase in wastewater, effluents and sludge generation, the government and industry have been moving towards “zero sludge discharge and zero waste generation” and membrane bioreactor techniques.

#### Further information:

Mr. Everett Wakai, Commercial Specialist  
U.S. Commercial Service, American Embassy  
2 Avenue Gabriel, 75008, Paris, France  
Email: [Everett.Wakai@mail.doc.gov](mailto:Everett.Wakai@mail.doc.gov)  
Tel: +33-1 43 12 70 45, Fax: +33-1 43 12 70 50

### Highlight Box

- Despite the current financial and economic challenges, the water sector is still expected to grow at a stable rate and provide continued market opportunities in a number of areas.
- New types of contaminants from pharmaceuticals, hormones and pesticides entering the wastewater stream have increased demand for membrane bioreactor technologies.
- Membranes capable of treating wastewater discharged into sensitive ecological systems are also in high demand.