



FRANCE

Population: 65 million
Capital: Paris
Language: French
Currency: Euro
GDP per capita: €25 170 (2009)



WATER & WASTE WATER

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. 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.

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 and include green house watering, commercial and industrial water cooling, water jet cutting, car washing and other ultra-pure, low mineral content water applications.

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. New types of contaminants from pharmaceuticals, hormones and pesticides entering the wastewater stream have also increased demand for these types of technologies.

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. Membranes capable of treating wastewater discharged into sensitive ecological systems are also in high demand.

SITE REMEDIATION

The French market for remediation of contaminated land sites and related equipment and services is estimated to be worth \$10 billion. The French remediation market is extremely competitive and sophisticated due to its world-class environmental technology firms and its highly trained environmental engineers and scientists. The market grew by approximately 12-15 percent annually up to the mid 2000's. This was largely due to an increase in mergers and acquisitions, a real estate boom and a greater concern for retirement of environmental liability. This market like many others has been affected by the financial crisis, which has led to a decrease in M&A and real-estate transactions. But this may also create future opportunities as the credit and liquidity markets evolve and correct themselves. Currently, there are approximately 4,000 sites that have been categorized as contaminated and are expected to undergo some form of assessment or remediation. In addition, the French Ministry of Environment has been surveying thousands of land sites. It will soon have identified and surveyed over 300,000 former industrial sites, which create market opportunities for characterization, FS/RI and risk assessment studies and services well into the foreseeable future.

Overall there has been an increase in studies and the passive management of sites (i.e., monitoring and natural attenuation). Greater emphasis has also been placed on resource recovery and onsite and in situ

treatment. Greener remediation, life-cycle and environmental footprint analysis are also gaining traction. Nonetheless, “dig-and-haul” off site treatment is also a popular cost effective option where the time value of assets and transfer of liability are of primary concern. Consequently, there has been a 30 percent increase in the number of off-site treatment centers over the past several. In sum, the market has become more sophisticated and segmented. Buyers of remediation services are more discerning, no longer willing to accept a one-size-fits-all approach, while service providers are offering a broader range of treatment solutions.

WASTE TO ENERGY

Waste incineration and waste to energy have been an integral part of French waste treatment policy. Consequently, the French waste to energy market is one of the most important and developed in Europe. France has 110 waste treatment plants that incinerate more than 12 million tons of waste annually and produces approximately 3,800 GWh of electricity and 10,085 GWh of thermal energy every year.

The market is highly concentrated with 3 principal plant suppliers and 2 major waste-to-energy plant operators, which included subsidiaries of the world’s two largest environmental companies Suez and Veolia. Hence, entering this market will require developing effective business relationships with the major players. The market is expected to remain stable with a few new plants added that meet stricter air emission regulations.

INDOOR AIR POLLUTION

The French indoor air quality control equipment market has seen stable growth over the past several years. However, due to greater government and public concern over the quality of indoor air, this market is expected to experience strong growth in the mid to long term. The key driver in this market will be the EU and French government’s decision to take action to improve depreciating indoor air quality. The French government’s reason for this action is due to an increase in respiratory and air-borne related ailments even though ambient air quality has improved over the last 10 years. The primary causes of the degrading indoor air quality have been attributed to trends towards greater insulated and energy-efficient buildings or greenbuildings and an increased use of chemical household products.

Moreover, the EU has addressed this major health concern through the Sixth Community Environment Action Programme and the EU Action Plan 2004-2010. As part of this program the European Commission conducted a study “THADE Report”, which has provided recommendations at the EU level to improve building codes for new constructions, to develop product control and labeling for building material furniture and household products, including testing and labeling for air cleaners, and to promote research.

TRADE EVENTS

Pollutec: December 1 – 4, 2009, www.pollutec.com
Intersol: March 2010, www.intersol.fr

AVAILABLE MARKET RESEARCH

Waste to Energy (late 2009)
Indoor Air Quality (2007)
Contaminated Sites (2005)

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