

IDAL

INVEST IN LEBANON

THE ICT MARKET IN FRANCE



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I - Sector Overview

In 2011 the French ICT market accounted for 16% of the total European ICT market¹. The sector generated a turnover of €148 billion and accounted for 8.2% of the country's GDP². It currently engages a workforce of 1,335,000 employees.

Table 1: IT Contribution to the French Market | USD million

| | 2007 | 2008 | 2009 |
|------------------------|--------|--------|--------|
| Total Market Size | 17,032 | 17,050 | 17,902 |
| Total Local Production | 10,229 | 10,239 | 10,750 |
| Total Exports | 782 | 783 | 822 |
| Total Imports | 7,585 | 7,594 | 7,973 |

France has one of the highest rates of electronic communications in Europe. In terms of home internet access, France was 7th in Europe in 2011 with 69% of homes equipped, mostly through ADSL. In 2011, 74% of people already possessed a fixed phone line as well as a mobile phone.

France attracts a lot of foreign investments in ICT. From 2007 to 2009, 130 foreign investments were made in France, 50 of them by the USA, 21 by Germany, and 16 by the UK (Table 2).

Owing to the fact that it encompasses the largest ICT cluster in Europe.

The Île-de-France region remains the most attractive for such investments, mainly owing to the fact that it encompasses the largest ICT cluster in Europe (especially in central Paris & Hauts-de-Seine). The region ranked second in Europe with regards to the number of foreign investments in ICT. It has 36,036 local units engaged in the ICT sector and comprises three main categories: telecommunication activities, IT services and R&D. Île-de-France is equally known for its concentration of players in the field of optic fiber in a small area, which is organized through the Optics Valley Association³.

Table 2: Number of Foreign Investments by ICT Subsector in the Ile-de-France Region | 2007-2009

| Investments by ICT sector | 2007 | 2008 | 2009 | Total |
|-------------------------------|-----------|-----------|-----------|------------|
| Software & IT services | 37 | 31 | 14 | 82 |
| Communications | 11 | 10 | 4 | 25 |
| Electronic Components | 2 | 5 | 3 | 10 |
| Business Machines & Equipment | | 5 | 1 | 6 |
| Transportation | 4 | | | 4 |
| Semiconductors | | 2 | 1 | 3 |
| Overall Total | 54 | 53 | 23 | 130 |

Source: Copenhagen Capacity/ FDI Markets – Cross-border Investment Monitor database

¹ The ICT market is comprised of electronics, IT and telecommunications, hardware software and services.

² L'Association Française des Éditeurs de Logiciels et Solutions Internet (www.afdel.fr).

³ The European ICT clusters – an overview of selected ICT clusters in Europe (http://rucforsk.ruc.dk/site/files/32956338/the_european_ict_clusters_web_0.pdf)

II - Key Market Trends

A. Electronic Equipment

The electronic equipment market estimated at € 1050 billion in 2009 is expected to grow in the medium to long term and has generated nearly a million jobs in France. The production of electronics is present throughout the French territory, and specifically within designated IT clusters.

B. Cyber Security

The French ICT cyber security market was estimated at around € 2 billion in 2011. The evolution of cyber security is explained by the increase in cyber-attacks, linked to the proliferation of mobile devices and development of Cloud Computing and Web 2.0 within enterprises and organizations. This has therefore given rise to multiple opportunities for innovative solutions responding to the following: information systems security, data protection/privacy, fight against cyber-crime and cyber-fraud, identification/authentication, e-banking, cyber data protection of patient's personal information.

III - Key Players

Major ICT Companies in France

France is one of the leading nations in the ICT sector. Some of the big players in this sector include France Telecom, Capgemini, Dassault Systèmes, ST Microelectronics, Motorola, LG Electronics, Atmel, IBM, NXP and Free scale.

Large Firms in different ICT sectors in Île-de-France 2009

- ▶ Software: Dassault systems, Business Objects.
- ▶ Telecommunication in terms of operators and major equipment providers, with a world influence: France-Telecom, Sagem, Thales, Orange, Alcatel-Lucent, Siemens, Motorola, Huawei, ZTE, Digital Content: Thomson, Vivendi, Ubisoft
- ▶ Wireless telecommunications: CEA, Institut Telecom, IMS, IETR, Gemalto, EADS, Thales, ST Ericson, SFR, France Telecom, Bouygues Telecom Free Mobile
- ▶ Robotics: LAAS, LIRM, Isir, Cybernetix, Sagem, Automation, Robosoft
- ▶ Defence and Security: Thales, Safran, Gemalto,
- ▶ Optics: EADS, GE, Healthcare
- ▶ 3D Technology: Clarte, Irisa, CERV, CRVM, Dassault Systems, Technicolor, EADS
- ▶ Electronics (CEA Leti, CNRS LAAS ...)
- ▶ Microelectronics (STMicroelectronic, Soltec...).
- ▶ Numerisation de contenu, notably in terms of video (INA) and books (BNF)



Major IT Clusters

1. Minalogic **Rhône-Alpes**. Minalogic fosters innovation in the development and production of intelligent miniaturized products and services for industry (micro-nanotechnologies and embedded software intelligence). www.minalogic.org

2. SYSTEM@TIC **Ile-de-France**. System@tic specializes in ICT and encompasses complex systems and generic software, electronics and optoelectronics technologies. www.systematic-paris-region.org

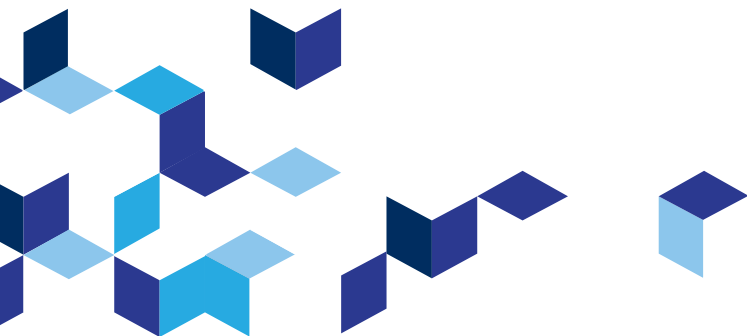
3. Images et réseaux **Bretagne (Brittany) & Pays de la Loire**. Images et Réseaux specializes in communication networks and new digital image technologies. www.images-et-reseaux.com

4. Cap Digital **Ile-de-France**. Cap Digital specializes in the creation, distribution and multimedia exchange of digital content. www.capdigital.com

5. Aerospace Valley **Midi-Pyrénées and Aquitaine**. A leader in the field of aeronautics, space and embedded systems. www.aerospace-valley.com



Source: www.invest-in-france.org



IV - Lebanese Companies Operating in France

Several Lebanese companies are already operating in France

SOFT SOLUTIONS

Created in 1989

Sector of Operation and Activities: Software solutions to retailers, Auditing IS, Maintenance, Change management and integration.

Contact Info: Emmanuel De Saintignon, Director General

Major Customers: Auchan, Carrefour Group, CTR, CTV, FNAC, Galeries Lafayette/BHV, Monoprix, Okey, Provera France



EI TECHNOLOGY

Sector of Operation and Activities: Consulting and services in information systems

Contact Info: Bechara Raad, President

Major Customer: Axa, BNP Paribas, Auchan, Chanel, Apec, Francaise des jeux, Bouygues Telecom



EI-TECHNOLOGIES

LOGICA

Created in 1992

Sector of Operation and Activities: Information Systems Consulting, Information Systems Audit and Security, Business Management Consulting.

Contact Info: Habib Maaz, Directeur General

Major Customer: Axa, SGBL, Webcore Group, Arope Insurance, Bank Audi



V - Key Investment Opportunities

- ▶ **Telecommunications:** with a focus on 4G infrastructure for mobile operators. By 2015 France seeks to cover 99% of its population by 4G networks.
- ▶ **E-learning:** Development of e-learning software, capabilities and support services. The French Government wants to increase computer coverage both at school and in universities.
- ▶ **Research and Development:** the French government encourages investments in R&D projects where it lags behinds.

- ▶ **Cloud Computing:** most companies in France are shifting from core technologies to cloud computing.
- ▶ **Opportunities for solutions concerning cyber-crime and cyber-fraud.** IT security and data privacy is an utmost priority for French companies, followed by database security, application security, and network security solutions.
- ▶ **Information Security Systems**
- ▶ **E-identification/authentication**
- ▶ **E-banking**

VI - Key Business Opportunities

A list of updated business opportunities in France can be found on:

- ▶ The Online version of the 'Supplement to the Official Journal of the European Union: www.boamp.fr
- ▶ The "Bulletin Officiel des Annonces des Marchés Publiques": www.ted.europa.eu

More information on responding to tenders can be found on this link: www.boamp.fr

VII - Trade Fairs

Key trade fairs in France that are relevant to companies who wish to invest in the French ICT sector include:

▶ RFID

Date: March 2014:
Subsector Focus: Radio Frequency Identity
<http://www.sitl.eu/index.php?Lang=FR&argRedirect=FR>
RFID

▶ MACHINE TO MACHINE

Date: 19-20 March 2014:
Subsector Focus: Machine to Machine Solutions
<http://www.salons-solutions-electroniques.com/>

▶ STRATEGIE CLIENTS

Date: 08-10 April 2014
Subsector Focus: IT and Communications facilities, computer hardware and software, internet services
<http://www.strategieclients.com/>

▶ CLOUD COMPUTING WORLD EXPO

Date: 08-10 April 2014
Subsector Focus: Systems and methods of cloud computing
<http://www.cloudcomputing-world.com/>

▶ HIT PARIS

Date: May 2014
Subsector Focus: Health Information Technologies
<http://www.salons-sante-autonomie.com/>

▶ SMART GRIDS PARIS

Date: June 2014:
Subsector Focus: Smart Grid Technologies
<http://www.smartgridsparis.com/>

▶ I-EXPO

Date: June 2014:
Subsector Focus: Information, Watch and Knowledge
<http://www.i-expo.net/fr/>

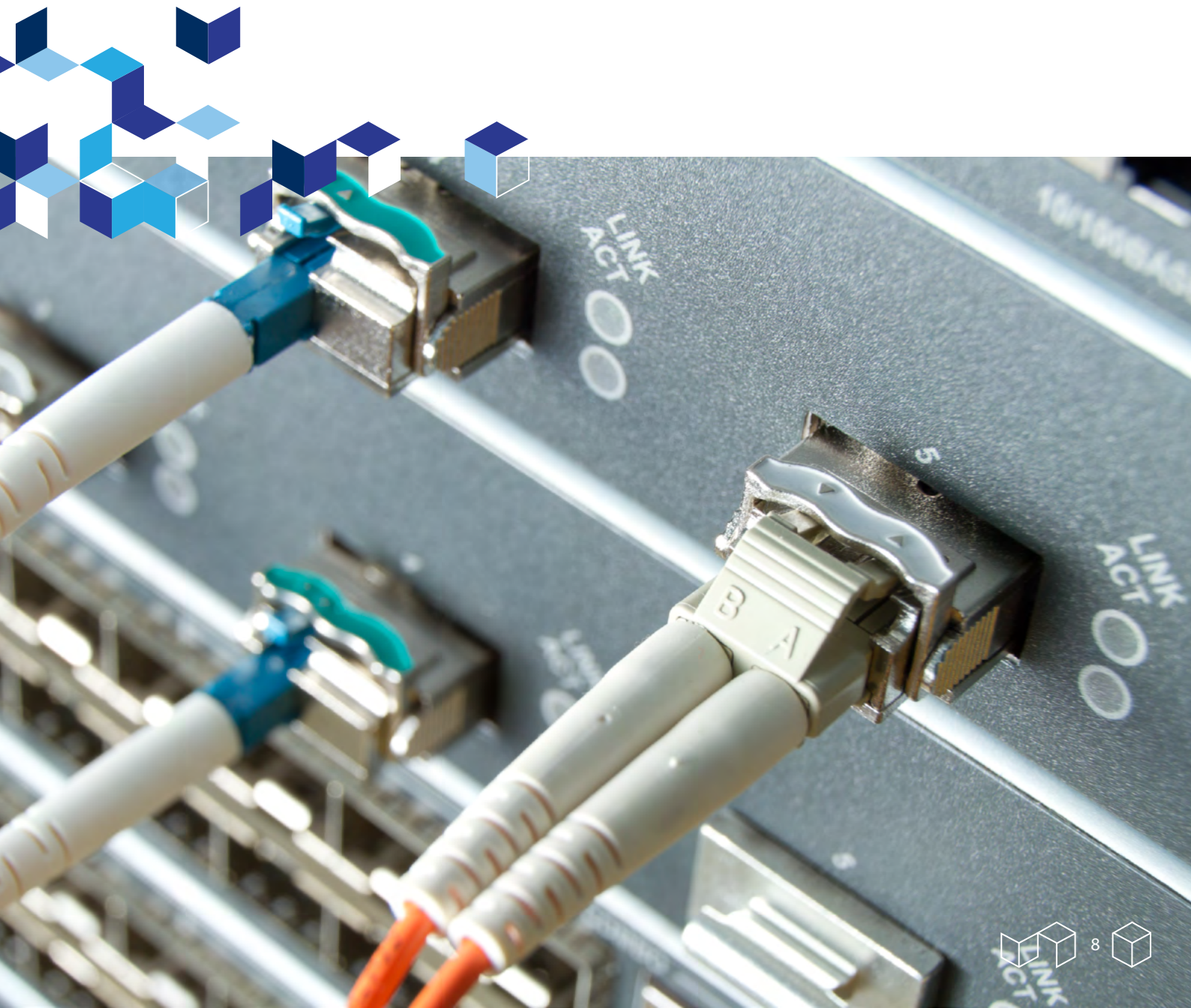
▶ E-CRIME FRANCE

Date: 04 June 2014:
Subsector Focus: Cybercriminality and online-protection
<http://www.e-crimecongress.org/event/ecrimefrance13>

VIII - How can IDAL help

IDAL can provide a range of services to Lebanese-based companies wishing to grow their business in the French market. Apart from supporting the inflow of investments, IDAL is also responsible as per its mandate, to assist in the support, promotion and marketing of Lebanese products. IDAL can provide practical support to Lebanese companies who wish to export their products abroad by providing services including the sponsorships for participations at international trade fairs. If you wish to expand into overseas markets, IDAL will

help you overcome the barriers in new challenging markets. Through its market intelligence services, and constant participation in inward and outward trade missions. IDAL will also identify specific business opportunities (Outsourcing, joint ventures, ...) and connect local ICT companies with the related international partners.



IX - Useful Contacts and Links

Franco-Lebanese Chamber of Commerce (CCFL)

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92150 Suresnes – France

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Email: sur.info@ccfrancolibanaise.com

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Franco-Arab Chamber of Commerce:

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75116 Paris – France

Tel : +33 (0) 1 45 53 20 12

Fax : +33 (0) 1 47 55 09 59

Email : info@ccfranco-arabe.org

www.ccfranco-arabe.com/english/index.php

Mr. Nicolas Vassitch - Economic Attaché

Tel: +961 (0) 1 420150

Email1: nicolas.vassitch@dgtresor.gouv.fr

Email2: ambliban-economie@orange.fr

Direction Général de la Compétitivité de l'Industrie et des services

www.dgcis.redressement-productif.gouv.fr/secteurs-professionnels

French information and technologies industries association

Alliance TICS

Investment Development Authority of Lebanon (IDAL)

www.investinlebanon.gov.lb

Invest In France

www.invest-in-france.org

Invest in the EU

www.investineu.com/content/information-and-communication-technologies-ict-eu

L'Association Française des Éditeurs de Logiciels et Solutions Internet

www.afdel.fr

L'Association des Professionnels pour l'Economie Numérique

www.aproged.org

Les Fabricants d'Électronique et Services Associés

www.snese.com

Le Comité National d'Optique et Phonotique

www.cnop-france.org

L'Annuaire des Télécoms

www.annuairedestelecoms.com

Le Groupement des Industries des Technologies de l'Information et de la Communication

www.gitep.fr

L'Association Française du Multimédia Mobile

www.afmm.fr

Smart Analysis

www.smart-analysis.fr/marche-ti-en-france

Syntec Numérique

www.syntec-numerique.fr

The European Commission

http://ec.europa.eu/information_society/

UbiFrance

www.ubifrance.fr

