

FRANCE: A LEADER IN BUSINESS AND SPORT

KEY INFO IN

10
POINTS

1

▶ A GROWING MARKET

Since 2010, the French sports market has experienced uninterrupted growth, including a 2.7% rise in 2016 when the sale of sporting goods generated revenues of €10.98 billion. (Union Sport & Cycle)

2

▶ EUROPE'S #5 EXPORTER OF SPORTING GOODS

Annual French exports of sporting goods total €2.3 billion. France is the second largest European exporter of table tennis equipment, tennis and badminton rackets, and fishing equipment. It is ranked fourth for exports of skiing equipment, leisure and sports boats, sailing boats, windsurfs and water sports equipment. (Eurostat, 2015)

3

▶ DECATHLON TAKES ON THE WORLD

Decathlon, the world's leading integrated sports retailer, operates in around thirty countries and generated two-thirds of its €10 billion revenues in 2016 from international sales. In 2017, it established offices in Israel, Colombia, Ghana and Switzerland, with further openings planned in Australia and the United States. (Les Échos)

4

▶ POMA, A GLOBAL LEADER IN CABLE CARS

POMA, founded in 1936 in the French Alps, has become one of the world's leading cable car makers. Today, it has 14 subsidiaries around the world, 900 employees, and 8,000 structures built in over 80 countries. In 2016, its sales topped €300 million.

5

▶ MICHELIN ENTERS THE OUTDOOR SPORTS MARKET

Michelin has partnered with several brands of mountain and trail-running shoes, including Columbia, Boreal, Garmont, Viking, Millet and Mammut. In 2018, it will supply soles for the first climbing shoes designed by UK climbing equipment specialist, Wild Country.

6

▶ RECORD OLYMPIC HAUL FOR FRENCH ATHLETES

France came seventh at the 2016 Rio Olympic Games, with a record 42 medals, including 10 gold, 18 silver, and 14 bronze. French champions included Teddy Riner, Tony Yoka, Estelle Mossely, Émilie Andeol and Charline Picon.

7

▶ SPORT AND GOOD CAUSES

A number of prominent French athletes put their fame to work for charity, including Zinedine Zidane, as an ambassador for leukodystrophy charity ELA; Lilian Thuram, with his eponymous anti-racism foundation; and Alain Bernard, a UNICEF ambassador.



8

▶ 'MADE IN FRANCE' CLIMBING WALLS

Entre-Prises is the world's leading climbing wall designer and manufacturer, with seven subsidiaries (United States, United Kingdom, Italy, Spain, Germany, Norway, China) and a large network of distributors. The company, based in the French Alps, generates 80% of its revenues outside France and is a leader in the American and British markets.

9


▶ A NATION OF CHAMPIONS

France has 6,225 top athletes recognized by the French Ministry for Sport, including 773 in the 'elite' category and 2,216 seniors (French Ministry for Sport, 2017). Among the most successful athletes are Antoine Albeau (23 times windsurfing world champion), Jeannie Longo (winner of 13 road and track cycling titles) and Martin Fourcade (10 biathlon victories).



10

▶ COMPANIES COMMITTED TO SPORT

In 2016, nearly 150 Olympic and Paralympic athletes were sponsored by some sixty French companies during the Rio Olympic Games. Among the sponsors were big-name companies such as EDF, RATP, SNCF, Française des Jeux, Vinci, Coca-Cola France, GL Events, as well as various SMEs and startup Mac-Lloyd, which was founded in 2013. (Les Échos)

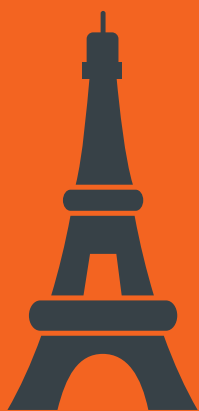


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1900

1924

2024

**PARIS TO HOST
THE OLYMPICS
FOR THE THIRD TIME**

(OLYMPIC.ORG)



64%

**OF FRENCH PEOPLE
PLAY SPORT
AT LEAST
ONCE A WEEK**

(FRENCH MINISTRY FOR SPORT, 2017)

€10.98 billion

IN 2016

**FRENCH SPORTS MARKET
ON THE UP**



(UNION SPORT & CYCLE)



42 FRENCH
MEDALS

AT THE 2016 RIO OLYMPIC GAMES

(OLYMPIC.ORG)