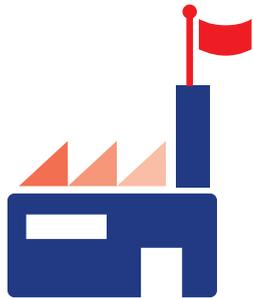




**390,000**  
COMPANIES IN  
FRANCE'S CONSTRUCTION  
INDUSTRY IN 2017

(FRENCH BUILDING FEDERATION)

ACCESS TO A MARKET OF  
**67**  
MILLION CONSUMERS  
AND A GATEWAY TO EMEA MARKETS  
(INSEE)



**#1**  
HOST COUNTRY FOR  
FOREIGN INVESTMENT  
PROJECTS

(EY)



**€21.6**  
**BILLION**  
THE MARKET FOR  
IMPROVING  
HOME ENERGY  
EFFICIENCY

(ADEME)

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KEY INFO IN  
**10**  
POINTS

**TOMORROW'S  
BUILDINGS**

**HIGH-TECH INDUSTRIES**

APRIL 2019

## 1 A BUOYANT MARKET

In France, the construction industry had more than 390,000 companies, 1.44 million employees and revenues of €135 billion in 2017 (French Building Federation). In 2016, more than 345,000 homes were delivered, 58% of which were for community housing (INSEE). Several French companies operate internationally, including Vinci, Bouygues, Eiffage, Saint-Gobain, Schneider Electric, and Lafarge.

## 2 SUSTAINABLE BUILDINGS

The French market for improving energy efficiency was worth €21.6 billion in 2015 and accounted for 153,180 direct jobs and €389 million in exports (Ademe). The most important sub-sectors were the replacement of doors and windows (€7.2 billion in sales), insulation for opaque walls (€6.2 billion) and household appliance efficiency (€2.6 billion). As part of its climate plan, the French state plans to invest €9 billion by 2022 to finance the energy renovation of buildings.

## 3 RT 2020: POSITIVE ENERGY BUILDINGS

The RT 2020 thermal regulations aim to implement the concept of "positive energy buildings", which produce more energy than they consume. Energy savings are made possible by the use of connected thermostats (Qivivo, Ween) and close monitoring of energy consumption (Deepki, Dotivision, etc.).

## 4 AN ACTIVE RESEARCH ENVIRONMENT

The Sustainable Building Network, launched at the end of 2018, brings together 24 regional and national resource centers and clusters and is run by ADEME and the Sustainable Building Plan. Six of France's innovation clusters work predominantly on developing sustainable buildings and energy efficiency: Nobatek/Inef4 in Nouvelle Aquitaine, NOVABUILD in Pays de la Loire, Efficacity and Cap Digital in Ile de France (Paris region), Fibres-Energivie in Grand Est, and Tenerrdis in Auvergne-Rhône-Alpes.

## 5 IMPROVING INSULATION

Many French startups are coming up with innovative ways for the buildings of tomorrow to adjust to current environmental challenges. FBT Insulation produces natural insulating panels made from rice straw, while Cavac Biomaterials was awarded the first Bioeconomy Award for its Biofib'isolation brand, which uses hemp wool as an ecological alternative to thermal and acoustic insulation.

## 6 INNOVATIVE MATERIALS

A number of French startups and SMEs have been developing innovative materials for the construction industry. These include Cellumat and its innovative cellular concrete materials; CMEG, which produces Btonlin, a plant-based concrete; and THT which processes wood at high temperatures to make it more resistant to moisture. Large companies are also coming up with innovative solutions, such as Saint-Gobain, whose inventions include magnetic plaster and dynamic glass, which tints to allow sunlight to be controlled.

## 7 MORE THAN 174,000 PROFESSIONALS TRAINED

Launched in 2007, the FEE Bat program (Training of professionals in energy saving in buildings) seeks to, as part of a program financed by EDF, raise building professionals' awareness of and respect for energy efficiency.

## 8 SMART BUILDING

There are a number of high-quality French companies emerging in the smart building sector, particularly in the field of engineering (Egis, Tractebel, OTCE, Artelia, Scoping, etc.) as well as project management and home automation (Scheiber, Avidsen, Lifedomus, etc.). French startups such as Finalcad are developing solutions for Building Information Modeling (BIM), enabling the digital monitoring of construction sites. Created in 2012, the startup raised US\$40 million in 2018.

## 9 WELCOME TO FRANCE

Various large foreign construction companies have set up in France, including Mexican company Cemex (2,000 jobs in France) and Norwegian business Sapa (also 2,000 jobs). Danish roof window company Velux, Portugal's Purever, which specializes in modular walls for cold rooms, and Austrian business Wienerberger, which manufactures terracotta bricks and tiles, all invested in France in 2018.

## 10 PLEDGE OF TRUST

The High Environmental Quality (HQE) approach, which can be certified, is awarded to buildings whose environmental and energy performance correspond to current best practices. The French home automation federation (FFD) and the Smart Building Alliance (SBA) look after the QB certification mark awarded by the Scientific and Technical Center for Building (CSTB).