



**Reverse globalization: Influence of the Asian lifestyle
in France**

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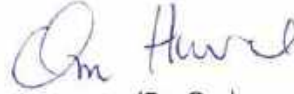
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ABSTRACT

The 21st century is highlighted by the influence of Asian countries in the world. Asia has been a continent colonized for several years by different Western countries. Today, a new style of colonization of influence is emerging between Asia and Europe. When talking about the influence of one country/continent on another country/continent, politics and the economy are often the first factors to come to the fore front. However, there is also a secondary influence, more discreet and less visible, which is the influence of lifestyle. Gradually, the lifestyles of Southeast Asian countries and Japan, South Korea, and China have become established in Europe, and especially in France. This other factor is not yet considered to be a real factor of influence, which is why there is still very little information on this subject today. However, the influence of lifestyle has, unconsciously, had an influence on the economy and politics.

It raises the question of how the Asian countries influence Europe, and what impacts does this have?

Following numerous articles, interviews, discussions or by merely walking down the street and looking around, we can see that the French are unconsciously influenced by clothing style, architecture, decoration, and food for the past ten years or so. With almost 67 million people, including 2,190,327 in Paris alone, France is a promising new market for Asia. To understand what the influence is, what impact it has and what opportunities are to be seized, it is necessary to demonstrate that ASEAN Plus Three has a strong influence

Understanding this influence would help us understand the emergence of Asia around the world and how to attract an advantage for our country and population.

Keywords: globalization, Asian lifestyle, France, influence

Approved by



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Chapter 1 - Introduction

1. 1 Research Background

Let's go back to the history of the Asian notion invention. The invention of Asia cannot be separated from those of Europe and America. The cosmographic revolution linked to the Great Discoveries is the first crucial moment in this history. Another decisive moment was the birth in the 18th century of geography as a scientific discipline, European intellectual events (Brun, 2013).

Going back to the 20th century, the two groups, Europe and Asia, can be thought of together, particularly in terms of regional construction or imperial "deconstruction". It should be noted that at that time, France and the United Kingdom were also Asian powers: from India to Japan, South-East Asia, and China, they controlled territories in various forms and a large part of the market economy. The Kingdom of Siam and Japan are the few Asian countries that have escaped Western control. Liberated from European colonial control, Asia has gradually established itself as a power on the international scene. However, the end of the 20th century resolved the historical imbalance in relations between the two continents. The launch of the ASEM, (Asia-Europe Meeting) in Bangkok in 1996 was the most significant symbol of this movement. Between Europe and Asia, a real "cultural revolution" has taken place. Europe-Asia relations are structured on a bilateral basis before the launch of ASEM. States historically present in Asia had developed privileged relationships in their former areas of influence. And they are thus promoting national tropisms: France in Indochina, the United Kingdom on the Malaysian peninsula, the Netherlands in the Indonesian archipelago. In addition to these "historical" relationships, there have been increasingly tense trade relations between the major growth poles of Asia and Europe, notably Germany, Japan, and the Newly Industrialized Countries (NICs). The structuring of a European pole around the European Community and the creation, in 1967, of ASEAN in South-East Asia then allowed the emergence of more organic relations between the two groups. In 1980, the EEC-ASEAN Cooperation Agreement was a pioneer in the development of interregional links. At the same time, relations between the EEC and Japan are intensifying, especially around major commercial issues. (Molliot, 2005; Tertrais, 2010; Markovirts, 2013).

More focused on France, at the time, it was not so much, or only, exporting to Asia or draining Asian resources to Europe. From the beginning of the 20th century, French pressure groups interested in developing a "French Asia" around Indochina. They recognized that it was not a question of selling European products to Asians, of having the benefit of directing the production and distribution of the goods that Asia must produce (Molliot, 2005).

Despite this, there are still remnants of colonization, mainly British, in several Asian countries such as fluent English or some French colonial architecture.

1.2 The problem to be investigated

However, Asia has been the center of the world since the beginning of the 21e century. It is a multi-level example and is beginning to gain a real place in the world of business and international trade. Progressively, Asia is subtly "colonizing" the West and mainly European countries, leading Europe to adopt the Asian lifestyle.

For the French historian Pierre Grosser, a specialist in international relations at Sciences Po Paris, believes that the West has had its day and that it is now up to Asia to write world history. China, India, Japan, and the ten countries of the Association of Southeast Asian Nations (ASEAN) are operating at full capacity. "Made in China", "Made in Thailand", "Made in Vietnam" is everywhere. But it is not only in manufacturing that Asia imposes itself in Europe, but also from food, architecture, fashion, and music through its general lifestyle. (Coulon, 2017)

Asia became the new Eldorado of the French: on 31 December 2016, 110,406 French people lived in Asia.

According to a survey by Yougov, 80% of French people like Chinese foods, 70% Thai, and 70% Japanese. The Japanese brand Uniqlo managed to make its place in the rankings of the favorite ready-to-wear brands of the French in 2017 (3%), reaching 15th place. BTS, a famous South Korean boy band, will perform at the Stade de France on June 2019 with 80,000 spectators. In

short, the Asian lifestyle is making its way into the lives of the French (Smith, 2019; Statista, 2019; Dubois, 2019; Paris-Singapore, 2017).

This raises the question why Asia and its lifestyle is increasingly attracting Europeans and more particularly the French. But also, how it can be beneficial for France and the French.

1.3 The objective of the study

This research should help to understand why the Asian lifestyle has an influence on the French lifestyle and why it is appreciated by the French. The objective is also to see in which sectors Asia has an influence on the French lifestyle.

Thanks to this information, it will be possible to define which opportunities are to be seized by French companies in France as well as by Asian companies in France. But also, to define a strategy for the different sectors.

1.4 The scope of the study

This research is based on past research and recent documents to understand why the French have this attraction for the Asian lifestyle in France.

The target of this topic is the French (from 18 to 65+ years old) because it is interesting to see how trends have changed: it is a two-way influence. The French lifestyle has inspired Asians for years. Today it is the French who are inspired by the Asian lifestyle in terms of clothing, architecture and decoration, and cuisine.

1.5 Research Significance

Many authors speak of Asia as the continent of the 21st century. Parag Khanna's author of the book "The future is Asia" tells how Asia is the continent of this century. It is not only the future but also the present. The author, in an article for Project Syndicates (2019), expressed the fact that East, is, therefore, Asia, could save West, Europe, and the United States, two continents in decline in recent years. Asia has been able to take advantage of globalization and continues in this perspective, while the West is turning more and more inward. Many events in the West, such

as terrorist attacks, the election of American President Donald Trump, the global financial crisis, and many others, have only weakened these great powers, leaving space for Asia, an optimist on the hunt for excellent opportunities. In this perspective, it is interesting to see how Asia is taking place in the lifestyle of Europeans, at what level and whether Europeans are adept at this lifestyle. Asia and the Asian lifestyle are increasingly attracting Europeans, and several articles and research confirm this. So, we're trying to find out why? (Araya, 2019; Khanna, 2019)

1.6 Definitions of Terms

Globalization is the process by which businesses or other organizations develop international influence or start operating on a global scale. The trend towards reverse globalization is a sensitive issue internationally and mainly in Western developed countries. Various factors are at the origin of this reversed globalization: the Brexit, the election of Donald Trump, the extreme right-wing forces on the political ecology of France, Germany, Italy, and other major European countries. But what marks the beginning of this reversal is the economic crisis of 2008, which was very significant in these countries. As a result, today's globalization has two particularities: an increasingly firm response to globalization and an urgent and imperative need for its transformation. These two particularities linked since an alternative to globalization must be found to keep the global market functioning. For the time being, it is the Asian countries that have found a short-term option. That is why, today, they control the world market and have a strong influence on Western countries. Since the majority of Asian countries are still in the development process, it is easier for them to adapt to the new challenges of globalization. They can also act faster than the developed countries, already in the globalized world, which have to change their habits. (Jian, 2017; Medhora, 2017)

Each Asian country has a distinctive and robust culture. Although Europeans see Asian countries as identical, they are much more diversified than one might think. Thus each Asian country has its customs and habits. However, with globalization, Asian countries have taken an interest in what is happening next door to them, and that today they have some similarities. The Asian lifestyle is, therefore, very much influenced by the country's culture. Lifestyle includes fashion, music, architecture, food, and technology.

Influence is the ability to affect the character, development or behavior of a person or thing, or on the effect itself. In the case of this paper, it is the ability to affect a country and the behavior of its people.

Chapter 2 - Literature reviews

2.1 Background

As mentioned earlier, Asia is the future, and this is because Asian countries are looking to the future. According to the US News ranking of the Most Forward-Looking Countries, there are 4 Asian countries in the top 5: Japan (#1), Singapore (#2), South Korea (#4) and China (#5). These countries are looking to the future as they increase their influence on the world. Even though Asia began its globalization later than other continents, it is continuously opening up to the world and taking advantage of the weakening of other countries to make its place in the world. According to US News, several Asian countries rank well in the Most Influential Countries ranking: China (#3), Japan (#4), South Korea (#13), Singapore (#28), Thailand (#34). This ranking base on a global survey based on perceptions and countries ranked according to the highest scores among more than 11,000 educated elites in a compilation of five national attributes: leader, connected to the rest of the world, influential culture, political influence, and strong international alliances (U.S.News, 2019).

Anne Garrigue, a French journalist, and writer who lived in Asia for 13 years, tells how struck she was by the way Asian culture permeated all areas of daily life in France in 1999: food, lifestyle, decoration, but also body care and spirituality. She even speaks of a trivialization of the Asian lifestyle in France, which she calls Asiomania. Jean-Sébastien Dubois, product manager in human sciences and history at Fnac (multimedia store) explains that the French has been increasingly interested in Asia since 1998. At the time he mainly sold books on Buddhism and Shui split, but now the French buy books on other Asian practices such as yoga, natural medicines, or books known as Lao Tzu's Art of War.

According to Gérard Mermet, sociologist and author of "Francoscopie", explains this taste that the French has for Asia is due to a search for well-being and harmony, since the beginning of the 21st century. We are no longer looking for an external standing but rather an internal balance. And Asian culture, one of whose symbols is the union of Yin and Yang, represents in which the French people of the 21st century are looking. (Noguez, n.d.)

Thus, because of this global influence, it is easier to understand why the Asian lifestyle is becoming more and more popular around the world. Its power is expected to increase over the years. Asia is attractive on several levels: in terms of its musical, clothing, and architectural trends, in terms of its gastronomy, and terms of these new technologies. And each Asian country has its specialty. This is why many Europeans, and in particular the French, move to Asia.

2.2 Influence of Asia in fashion

France has always been known worldwide for fashion and its major luxury brands. However, the Asian fashion style is attracting more and more French people. According to Pinterest's Global Fashion Report for 2018, which provides an overview of trends worldwide, based on pines and comments, the styles most sought by users are Korean and Japanese. Indeed, "Korean street style searches are up by 94% globally, and so are Japanese statement pieces such as kimonos (+121%), Japanese embroidery (+151%) and Japanese aprons (+46%)"

Japan imported different styles such as Kawaii, Lolita or Gothic Lolita, inspired by the looks in the Mangas. And South Korea has imported a rather street-wear style into France. (Pinterest Newsroom, 2018; Idylline, 2016).

In ready-to-wear

The French are increasingly attracted by Asian brands, particularly Japanese brands such as Uniqlo and Comme des Garçons.

Uniqlo is a Japanese clothing design, manufacturing and distribution company, a subsidiary of the Japanese company Fast Retailing. By 2017, the brand had 1 920 stores worldwide, including 27 in France. Its turnover in France was €107,845,100 (about US\$121,989,092) in 2013 and has

continued to increase since then. According to an annual report by Similar Web (April 2018), traffic on the brand's e-shop - from France - increased by 1.82%. The brand has managed to position itself 3rd in the world behind the Spanish ZARA and the Swedish H&M.

Why are the French increasingly adapted to this brand? Because Uniqlo offers an excellent price/quality ratio compared to its competitors (Zara, H&M) and offers timeless basics. It conveys the authenticity of modern Japanese style through the relaxed and colorful atmosphere of the store. In addition, the brand regularly collaborates with very French brands such as Ines De Lafressange, Le Maire, and others. (Uniqlo.com; Figaro, 2019)

Concerning the Japanese brand Comme des Garçons, is a premium brand, which has the particularity of distinguishing itself by its audacity in its non-conformist women's collections. Comme des Garçon is one of the most "hype" brands of the moment. The brand launched its career in France with its exhibition at the Centre Pompidou in Paris in 1986. She will then be contacted by several French brands for a partnership. It started with the Colette multi-brand store. Why do the French like Comme des Garçons? First of all, for its French connotation. Many French people think that it is a French brand, and therefore a quality brand. The clothes are inspired by the Western style but always with a Japanese touch. (Adetohah, 2018; Like Boys, n.d.)

In luxury

Today, many French designers, such as Jean Paul Gautier, have added an Asian touch to their collections. Japanese culture is what has influenced them the most, which is why there are many kimono, Japanese motifs and silk in their fashion shows.

The French luxury brand, Hermes, also launched the small leather goods collection called "Kawaii" in 2016. It uses the Kawai codes with pastel colors (pink and blue). The collection is "cute" and "fun". The brand also used the Kawaii style to promote its new collection

But Korean fashion has also made its place in the collections of major French luxury brands. Chanel has taken up the codes of traditional Korean fashion in its 2015 Cruise collection: silk, traditional clothing, high belts, but also hair and make-up.

Indeed, Lie Sang-Bong, president of the South Korean Creative Council, says that "Large luxury companies have begun to realize that what is popular in South Korea is quickly becoming popular

throughout Asia". South Korea, and in particular Seoul, has become the new global fashion window. (Jeammet, 2016; Posh Brazilian, n.d.; Idylline, 2016)

2.2 Influence of Asia in Architecture and decoration

Architecture

Architecturally, France has been a fan of Japanese architecture for over 100 years, particularly in Paris. Famous places in the city have been designed by Japanese architects such as the Grand Ecran building at the gates of Italy (architect Kenzo Tange) or the Pacific Tower in La Défense (architect Kisho Kurokawa) and other projects for its future. What the French like about this architecture is its minimalist, practical and in some cases ecological aspect. (Heathcote, 2018; BMIAA, 2017; Flytyr, 2017).

France also trusted the architect Ieoh Ming Pei, a Sino-American, creator of the famous pyramid of the Louvre, built between 1985 and 1989. In 2015, the French architecture firm, Christian Biercher, called on the Chinese architecture firm, MAD and its architect Ma Yansong, to build a building in the Paris suburbs. It is the first building designed by a Chinese architect in France. The building is inspired by the buildings that can be found in major Asian cities: modern, very glazed, suspended terraces, neat common areas and a luxurious lobby. (De Rochebouët, 2019; Unic, n.d.; Litzler, 2015)

Decoration

When it comes to decoration, many French decoration magazines talk about a trend towards natural materials, organic materials, wood, stone and plant life, which ELLE decoration magazine calls biophilia. This new style is very similar to the Balinese style. Bali is known for its art and culture, which is often reflected in its Bohemian Ethnic or Folk decoration. In this style, we find woven rattan and wicker, handcrafted ceramics, fringes and a touch of green with plants or cactus. Japanese decoration is also in the spotlight this year, with the use of wood and minimalist decorations. Or Korean decoration, with pastel colors. (Tonelli, 2019, Almeida, 2018; Guillermet, 2019).

2.3 Asian gastronomy (food and restaurant)

Asian food is one of the world's favorite foods. As can be seen in the following diagram, the number of Asian fast food products is increasing all over the world. In most of the TOP 10 countries where people eat best or where food is best, China, Vietnam, Thailand are almost always among the top countries (Li, 2019).

Asian food in the supermarket

The French are more and more fond of exotic culinary delights. This is why Asian shelves are expanding in supermarkets in France. The increase in sales of Asian grocery products amounted to \$185 million (+4.3%), and the penetration rate of Asian products in the first half of 2018 was 55.6% (+98,000 households buying), according to an article in LSA (2018). The most popular products include instant noodles (with the largest market share of \$44.3 billion), coconut products, soy sauce, cooked noodles, rice, cold sauces, aperitifs, etc. TWF, which allows international brands/manufacturers to enter the French food market, such as Real Thai, Hikari Miso, Mitsuba, and many others. But the brand most consumed by the French is Suzi Wan, created in the Netherlands and the first Asian product brand in Europe, acquired by MARS (American company). It offers a wide and varied range of products, with different culinary influences: China, Japan, Thailand, etc. (Bailly, 2018; TWF.com; SuziWan.com)

French people have a strong taste for Asian flavors

Asian cuisine is one of the most popular foreign cuisines in France. There are many Asian restaurants (Japanese, Chinese, Vietnamese, Thai, etc.) and Asian food products in supermarkets or specialized stores. However, this type of restaurant or shops is mainly present in large French cities (Paris, Lyon, Nice, etc.), as confirmed by an article in the Foodist. (LeFoodist, n.d ; Abellan Matamoros, 2018)

According to an article written by Paul Freedman, a professor at Yale University, now clear that even great French cuisine has given in to the influence of Asian tastes. Many renowned French chefs have opened Asian or Asia-Europe fusion restaurants, such as Cyril Lignac and Joël Robuchon. But this fusion is now present in many traditional restaurants, where French meals are

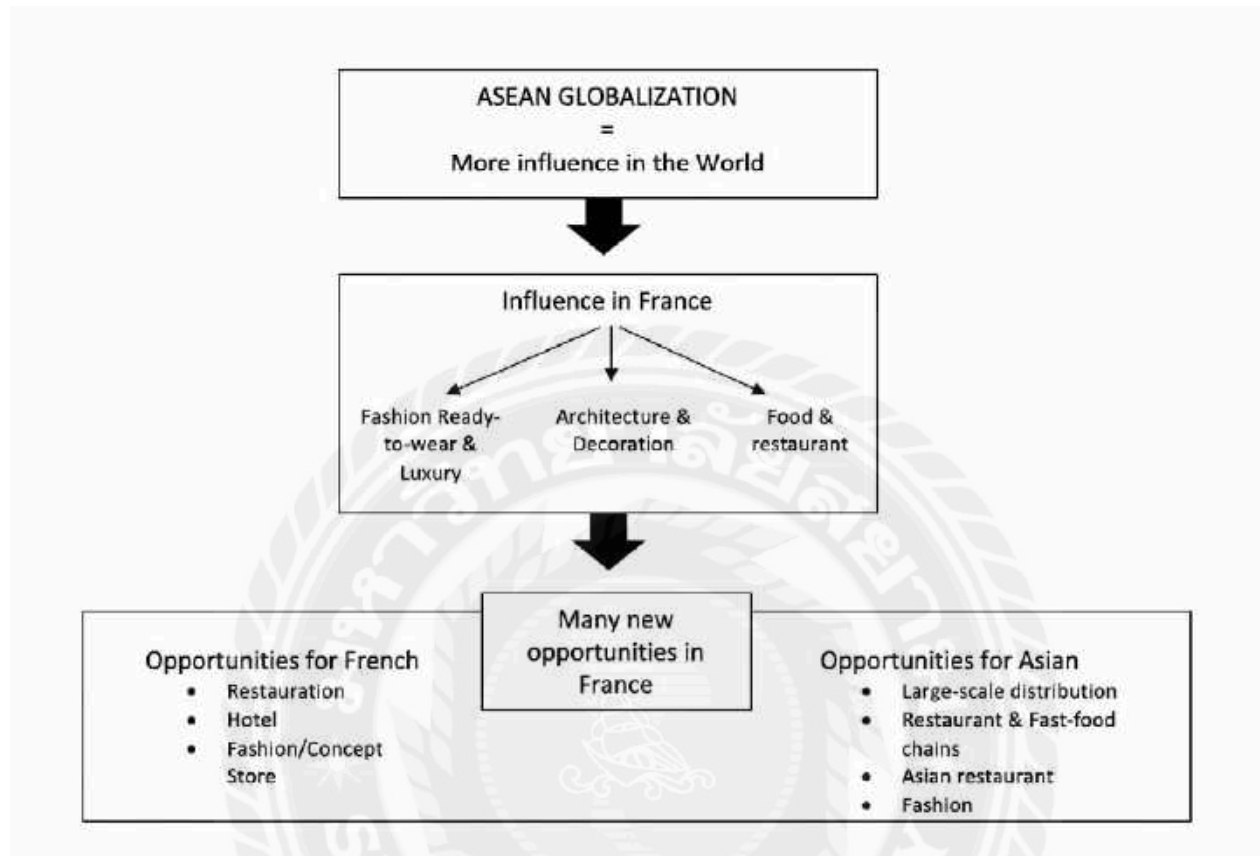
mixed with Asian flavors such as the famous Asian tartar (raw beef with Asian seasoning) (Freedman, 2016).

2.4 Past Researches

Several researchers, geopoliticians, and others have conducted studies on Asia's place in the world and its influence. For Parag Khanna, Indian-American specialist in international relations and geopolitical strategist, Asia is the future and even the present. Asia is becoming a model for trade and cultural exchange. We are now living in an Asian world, both demographically, with more than "half of the world's population living in Asia", and economically, with the "Asian system already larger than European or North American systems in terms of purchasing power parity (PPP)". He takes up the same idea as the French historian, Pierre Grosser (Forbes,2018)

Another study by Jeff Desjardins, for The World Economic Forum, in partnership with Visual Capitalist in 2018, shows the influence of Asian countries around the world. To measure the power gap of these countries, the author used the diplomatic impact, defense networks, economic relationship and cultural influence as a measure of weight, to assess the influence of one country on other Asian countries. But for J. Desjardins, it is also necessary to take into account the resources available to each state. Indeed, this can impact the influence and on the exercise of its power (economic resources, military capability, resilience, and future trends). The number 1 of these two measures is the U.S.A; but China is closely following, with primary military resources and a score of 68 in influence and 84 in resource, followed by Japan with a score of 55 in influence. This article can be linked to the rank of the 25 most powerful nations (political, economic and military), by Business Insider in 2018. In the top 3 are, in the first place, the United States, followed by Russia and China. Other Asian countries are in the ranking such as Japan (7th), South Korea (11th), Singapore and (24th), or 4 countries out of 25, while Europe has 8, but no country in the top 3. Thus, Asia already has a high strength (China) to conquer the world (World Economic Forum, 2018).

Chapter 3 - Finding



Asia is opening up to the world and is in the process of globalization and is, so, gaining power and influence. Thus, it has an influence on the West and in particular in France. This influence can be seen in the new lifestyle adopted by the French: an Asian lifestyle. The 3 main areas of influence are fashion industry, architecture and decoration industry, and food industry. It is these three main poles that the French like. As a result, the globalization of Asia and its increasing opportunities for French and Asian people in France in different sector.

Chapter 4 - Conclusion

This topic allows us to see how and why ASEAN plus three and China influences the French lifestyle and to define the benefits to be derived from it.

This influence is present in fashion, architecture and decoration and food industries, and each Asian country has its impact on a particular subject.

Despite these studies, the French are still too few interested in the subject to realize that the existence of Asian lifestyle in France is very genuine. It is now in the process, but this process should speed up quickly with the various trade agreements, the growing openness of the French and the new global integration strategies of Asian countries. The fact that there is little information on this subject, and that few French people are aware of this influence, allows Asian countries to extend their influence neither seen nor known. But also, to those who are aware of this influence to be the first on the French market to propose the major trends of tomorrow.

Chapter 5 - Recommendations

1. Trends to be captured by French companies in France

In restauration business

The French have a real taste for Asian flavors. To satisfy this demand, a French person can open a French-Asian fusion restaurant.

French cuisine is one of the most appreciated in the world, it is interesting to mix these two flavors. Many French restaurants and chefs have made this combination by using Asian products such as sauces, condiments, herbs, vegetables and others, in traditional French dishes and using

the same French cooking techniques. Others did the opposite; they first based themselves on the Asian recipe in question and added French products, such as foie gras.

A French restaurateur who has had the chance to live in Asia, or a Chef who has studied cooking in Asia, will have a knowledge that the majority of Asian fusion restaurants or French restaurants offering some dishes with Asian connotations, will not have. Indeed, they have not had the opportunity to taste and cook the real traditional cuisine found in Asia, with real Asian products. Restaurant owners with experience in Asia will then be able to offer dishes that most closely resemble Asian flavors and differentiate themselves in this way. But competition remains significant. More and more restaurateurs - Chef have had the opportunity to travel or live in Asia and thus brought back real Asian flavors. Besides, it is now easy to find recipes for traditional Asian dishes through the Internet and find Asian products. However, it is rather simple to open a restaurant in France. What could be problematic are the health and safety laws of the French restoration industry, which could not correspond to traditional Asian preparation techniques.

In the context of a project to open a Franco-Asian restaurant, the target may be different. This will depend on the type of cuisine offered: fast food, bistro or gourmet. The bistro restaurant would then be what would be best suited to the general demand of the French: to offer quality products at a reasonable price to reach a target between 20 and 60.

What will differentiate the restaurant from the others will first of all be the authenticity of the dishes. But decoration and communication are also important. In terms of decoration, it must be in harmony with the kitchen for a perfect coherence. For example, Franco-Japanese restaurants should be inspired by Japanese decoration (minimalist, light wood, refined). The same applies to all other types of fusion restaurants. As for communication, it too must be "Asian" for the customer experience to begin before they have even set foot in the restaurant.

(Rowana, 2017)

In Hotel business

Concerning the hotel sector, this one takes up the general idea of catering: to open a hotel inspired by Asia.

Today, there are very few hotels in France that are inspired by Asian decoration. He decorates most of the hotels in a very French style, thinking of making "pleasure" to the foreigners who come to visit France. But we must not forget that the French also travel within their own country. According to an article in Le Figaro, 80% of French people who went on holiday chose metropolitan France in 2018. Most of them cannot afford to travel to Asia. Thus, with Asian-style hotels, these people will already be able to "taste" a little bit of Asia.

The advantage would then be to be one of the few hotels to offer a complete Asian customer experience from decoration, to services and restaurant.

Young people, between 20-35 years old, who do not have the time or means to travel to Asia would then be the target. They are looking to experience the same experience as they could in the paradisiacal destinations that Asia offers, such as the Thai or Balinese islands. The hotel would then be mid-range, offering a real Asian experience but in France. Decoration and cuisine are the two strong points, but services (massage, cooking lessons, staff clothing, customs, etc.) and communication are just as important, and must be based on Asian codes.

(Bernardeau, 2019)

In Fashion concept store

As seen above, Asian fashion is present in France and pleases. There are still few Asian clothing brands present in France. The new trend in concept stores is attracting more and more French people. It would then be interesting to open a concept store offering only (or mainly) Asian brands.

One of the most famous concept stores in France was Colette. This concept store opened its doors in 1997 and has become THE fashion reference for the French. You will find clothing, world magazines, gadgets, watches, cosmetic jewelry, from several major luxury brands but also more popular brands like Adidas. But the particularity of this shop is its number of collaborations with major Asian brands. This concept store has introduced Asian clothing brands that are now well known in France thanks to its cooperation with BAPE (Japanese brand), Comme des Garçon (Japanese brand), Undercover (Japanese brand) and many others. With the concept store closed, Colette's former employees decided to open a similar store, but more oriented towards streetwear and gadgets, electronic watches. Former employees of Nous have understood the trend of streetwear style inspired by Korean and Japanese but also the appeal of gadgets and technology, as in Asian countries. Thus, in France, and mainly in Paris, more and more concept stores inspired by Asia are opening, such as Besides Kimchi, which aims to introduce Korean culture by working directly with local creators, or UAH[^], a temporary concept store dedicated to the Asian art of living in Paris. (Bernetel, 2017; Sibert, 2017; Bateman, 2018; Reddinger, 2018; Besides Kimchi: La mode coréenne s'invite à Paris, 2018; Uah[^], le nouveau concept d'art de vivre japonais contemporain, n.d.)

The advantage here would be to be among the first to propose this type of concept. There are still very few in France, and most of them are in Paris. Other major cities in France, such as Bordeaux, Lyon or Marseille could also be other points of interest. The French are looking for Asian authenticity while having quality. However, more and more French people have this idea. It is therefore necessary to act quickly before the market is too crowded. Opening a concept store also requires contacts with Asian brands.

The few concept stores offering Asian brands in France are rather upscale. To propose that it as something new, it would be necessary to choose Asian brands of entry-middle range, affordable for everyone. The clientele would be rather young between 20-35 years old, having an attraction for Asian fashion.

The most important thing would be to offer not only clothes, but different types of products such as decoration, jewelry, and others. As in the restaurant and hotel sectors, communication and decoration must be based on Asian codes.

2. Trends to be captured by Asian companies in France

Reminder of France's diplomatic relations with Asian countries

The year 2019 marks the 55th anniversary of the establishment of diplomatic relations between China and France. In 1964, the year their diplomatic ties were established, the volume of bilateral Sino-French trade was only \$100 million. By 2018, this figure had exceeded \$60 billion. China and France have a lot of historical affinities.

Chinese investments in France have thrived. According to the Report on the Internationalization of the French Economy published by Business France, Chinese investments in France increased by 30% in 2017, making China the Asian country, tied with Japan, which invested the most in France this year. Japan is also very close to France and has celebrated 160 years of the anniversary of their diplomatic relationship. The two countries are bound together by an “exceptional partnership” promoting security, growth, innovation, and culture. (France and Japan: Bilateral relations, 2019; Nnhay, 2019; Chinese FDI into North America and Europe, 2019)

Diplomatic relations that France has with several Asian countries (China, Japan, Thailand, Vietnam, etc.) have been lasting and stable for years. Asian companies, therefore, invest them in France more easily. For example, through the acquisition of companies, the establishment of production workshops, the creation of regional headquarters, R&D centers, and projects in cooperation areas. (France and Thailand: Bilateral relations, 2019; Nnhay, 2019)

In Large-Scale Distribution

As seen before in this paper, Asian food is the most appreciated by the French regarding Asian culture. The idea is therefore to import Asian food products (condiments, noodles, fruits and vegetables, etc.) into France.

Most of the popular Asian food brands sold to the French, such as Suzi Wan, are not of Asian origin: they are European or American brands. As seen earlier, French love the authentic and the real, which is why more and more people go to specialized Asian food stores to find Asian brand products. Today, only one group helps Asian food companies to set up themselves on the French market: TWF-Epidis. It owns several Japanese brands (Kikkoman, Nissin), Vietnamese (Go-Tan), and others. TWF-Epidis is a French company that facilitates the establishment of these Asian food brands in French supermarkets. (TWF, 2015)

For Asian food companies TWF-Epidis, it is a great opportunity because it allows them not only to set up in Asian specialized stores but also to be present in the major supermarket chains. With TWF's expertise in the French market, it will be even easier for these companies. Indeed, TWF knows the French culture and the desires of the French, which facilitates the establishment and allows Asian companies to target which product would be useful in France.

The group has already shown its effectiveness by offering its brands to follow the trend of organic and vegetarian products, which has enabled Asian brands, mainly Japanese, to hold a large market share. For example, Kikkoman, which has a 39% market share in soy sauces by value, now offers its classic organic version and offers its iconic decanter in a sweet release. For Nissin, which posted strong performances on its cups noodle soups (+11%) and bagged noodle soups (+34.1%), innovation is the key with cups sautéed noodles, which continue to grow (+39.8%). Mitsuba is betting on the development of vegetarian snacks with a Beans & Peas range based on peas and roasted beans. As for Go-Tan, a specialist in shrimp chips and wok cooking, relies on its new organic range, with four varieties of noodles and coconut milk, and on its organic and gluten-free offer.

It is therefore interesting to look at some statistics published by WITS (World Integrated Trade Solution), in 2017, on France's imports, to illustrate these earlier examples. South Asia represents US\$750,986 thousand, China US\$715,010 thousand, Vietnam US\$401,703 thousand, Thailand

US\$304,035 thousand, to give just a few examples. But following the trends seen above, these figures are expected to increase in the following years. (Bailly, 2018; Importations France Alimentaires Par Pays et Région 2017)

The target is thus large and reaches all French people who adapt Asian cuisine and like to cook. For the French to like the product, it must remain authentic. We should therefore keep the labels produced in the original language but add a translation, so that the consumer knows what it is and what its composition is. To increase sales, it may be interesting for Asian food brands to offer a "cookbook" if they export several products of their brand. The "cookbook" makes it possible to know how to use a particular condiment, in which recipe. This can also be a means of communication. In terms of distribution, in France today there are large Asian shelves in supermarkets in city peripherias. However, many French people shop in the nearest supermarket. It is therefore necessary to target these smaller stores such as Carrefour City, Monop', or Mini Casino.

Asian restaurant with Asian Chef

In terms of food, the French have discovered a real taste for Asian cuisine. This offers different Asian countries the opportunity to export their culinary culture to France by opening an Asian restaurant with an Asian chef.

There are 257 Asian restaurants listed in the Michelin Guide in 2019, including 12 starred restaurants. Of these 12 starred restaurants, 11 have an Asian chef. The vast majority are Japanese restaurants, but there are also Asian-French fusion restaurants and a Thai restaurant. Many Asian chefs are attracted to France and French cuisine and want to share this with the French. In 2018, the two chefs at Pertinence restaurant in Paris were awarded their first star after only seven months of opening. The two chefs from Japan and Malaysia have studied French cuisine and worked with great French chefs such as Alain Ducasse. So, they mixed the Asian flavors of their childhood with French flavors.

There is, therefore, a real opportunity in Asian catering in France. Not all French people have the chance to travel to Asia and taste Asian cuisine. Thus, Asian chefs can bring Asian flavors back

to France and introduce them to the French. Also, the French, who are mainly fond of Japanese, Chinese, and Thai cuisine, now want to discover new flavors such as Korean, Malaysian, and Cambodian food. This opens up new opportunities for Chefs from all Asian countries. (Michelin Guide, 2019; Pacaud & Bonfillon, 2018)

Here the target would be the middle and wealthy class, with the means to go to premium to gourmet restaurants. The decoration as well as the service must be meticulous and of high quality. French restaurants are known for their irreproachable service, Asian restaurants must also offer irreproachable service.

In restaurant and fast food Asian chains

The French are very fond of Asian food and frequently visit Asian restaurants or fast-food restaurants. The major Asian restaurant and fast-food chains should then franchise abroad, mainly in France.

As with food products, the Asian restaurant and fast-food chains found in France are not of Asian origin but rather French, such as Planete Sushi or Sushi Shop, two Japanese fast-food restaurants known in France and Europe. It is surprising to note that there is no Asian restaurant or fast-food chain in France, while Asia has many restaurants chains, such as MK in Thailand (restaurant), Xiabu-Xiabu in China (fast food), Sakae Sushi in Singapore (restaurant), Bouchon Chicken (restaurant) or Pepper Lunch in Japan (fast food).

Asian franchises are now the most appreciated and successful in France over the past twenty years, according to a study by the Franchise Observatory. "We can estimate the number of Chinese restaurants in France at 10,000 units. Who immediately compares this figure with the 13,000 pizzerias and 10,000 kebabs", says Bernard Boutboul, General Manager of the consulting firm, Gira, an expert in the Out-of-Home Food Consumption market in France. Sushi and Japanese cuisine are developing very quickly in franchising. Wok and Thai cuisine are the newest trends in this field. (Bruner, n.d.)

To best meet the demand, Asian restaurant and fast food chains should adapt their menus a little to the taste of the French, but still remain as authentic as possible. The good thing about Asian fast food is that it is perceived as healthy, unlike American fast food, for example. Restaurant chains can therefore reach a larger number of French people between 16 and 55 years of age. Reaching teenage fast food enthusiasts and hard-working adults who don't have much time to eat for lunch or the strength to cook in the evening. For restaurant chains, the age range would be between 25 and 60 years old, as restaurants often offer higher prices than fast food restaurants. The communication should be similar to the one found in Asia, but still using some French code. Restaurants and fast food may also be available on home delivery services (e.g. Grab, Foodpanda) in France, such as UberEat and Deliveroo.

In Fashion Industry

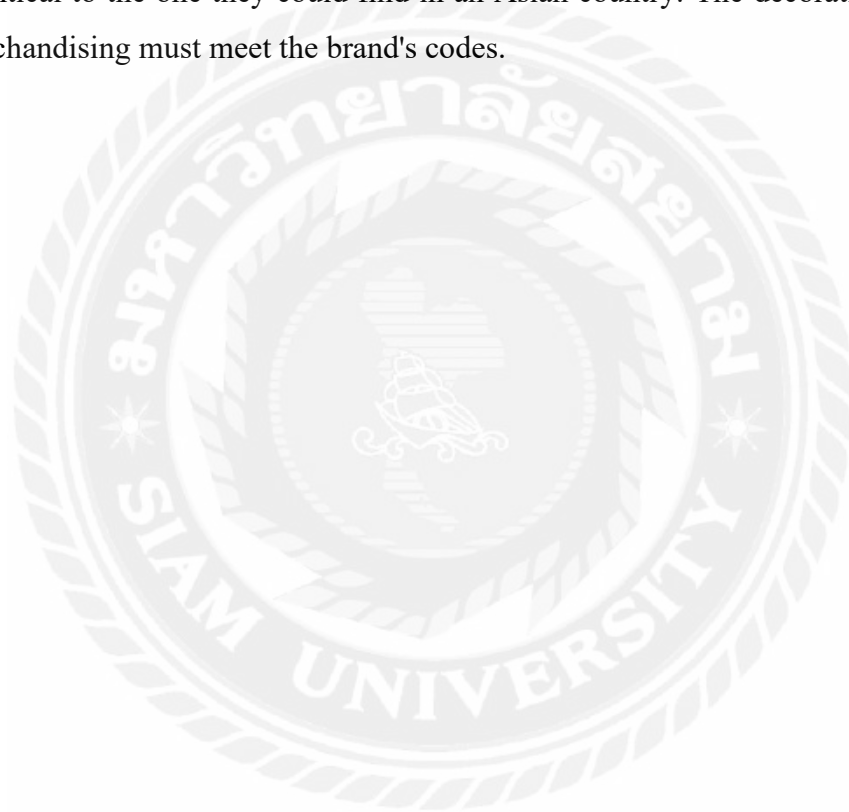
The French are increasingly attracted to Asian fashion. However, there are still few Asian brands with shops in France. The idea is therefore to franchise Asian clothing brands for France.

The Korean brand Tom Greyhound has settled in Paris. The shop's decoration is refined and sophisticated, reflective and original, as is the display case made of black, white, gold, mirror veneer, or natural blond stained wood columns. The interior design is inspired by Japanese and Korean decoration: refined and minimalist. There are Korean brands such as Maison Martin Margiela, Systeme or Decke, but also designers from all over the world. The idea is to introduce Korean trends and bring an Asian oriental touch to the center of Paris while adapting to Parisian life. That's why his shop is known throughout Paris. It is, therefore, an excellent example to take for all other Asian concept stores and store types wishing to import into France. The Uniqlo brand is also another example, which has been seen above. It is therefore interesting to look at some statistics published by WITS (World Integrated Trade Solution), in 2017, on France's imports, to illustrate these earlier examples.

In 2017, China was the number 1 partner in Textiles and Clothing imports, accounting for US\$7,765,295 thousand, followed by South Asia at US\$5,021,093 thousand. (Anaya, 2014; Scrivener, 2018; France Textiles and Clothing Imports by Country and Region 2017)

There is therefore little competition in this area despite the many fashion boutiques that can be found in France, because very few of them offer Asian brands. However, the big ones most consumed by the French, such as Zara and H&M, are beginning to take inspiration from the Asian style for their collections.

Action must be taken quickly. The target would be all Asian fashion lovers. This target is more likely to be found in large cities, such as Paris, Bordeaux, Marseille and Lyon. So first of all, franchises must be opened there. Concerning communication, the French want to live a shop experience identical to the one they could find in an Asian country. The decoration, background sound and merchandising must meet the brand's codes.



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