

# Does the road to redemption lead to France?

One of Europe's biggest countries is ripe with potential, writes Euromat president **Jason Frost**

**IF you were to think about potential markets for growth in Europe, then France would very likely be high up on your list.**

With a large tourism market, it seems that France presents plenty of opportunities for any company selling leisure time, which ultimately is our business. Yet the French street market for low stakes gaming, for cash and non-cash prizes, has remained closed or, in the case of the latter, heavily restricted.

Redemption games with non-cash prizes do operate in France but they are limited to only a small number of locations. Given how popular redemption is in the UK and other European markets, you can see how much potential France has for development. A small change in the French



law could enable significant investment with all the economic benefits that would bring to the French economy.

This is a case that a Macron administration, focused on liberalisation and growth, should understand. Redemption machines are also a product that the French authorities have already deemed permissible, but maintain a restriction on the sites where they are available, without any obvious justification. There seems no clear case to keep these restrictions, particularly when the French government is looking for simple ways to give the economy a much needed shot in the arm.

Redemption alone will not power the French economy but it could be one modest change which could play a part in a bigger revival.