



FRANCE



VS



ALBANIA



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Marseille

Population: 66.3 m
GDP: 2.8 tn USD

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GDP: 12.92 bn USD

Apart from Germany and Spain (who have each won three times), France is the only nation to win multiple UEFA European Championships (two times).

The percentage of the population using the Internet via mobile phone has grown quickly, reaching **61%** in the final quarter of 2015.

Biggest football victory
6:1 against Cyprus
(2009, friendly match, Tirana)

97% bank account penetration

83.8% internet access

Albania is one of the smallest e-commerce markets in Europe but marked the strongest growth in 2012 (35.7%).

38% bank account penetration

60.1% internet access

44% credit card penetration

Bank transfer methods remain unpopular in France due to the required whitelisting of beneficiaries.

56.7 billion USD B2C e-commerce

Click and Collect is increasingly popular: **26%** of online consumers in France use this option every time or at least most of the time whenever it's available.

Biggest football defeat
0:12 against Hungary
(1950, friendly match, Budapest)

6% credit card penetration

France is the **3rd biggest market in the EU**. Together with the UK and Germany, they represent around 70% of total e-commerce sales within the European Union.

Biggest football victory
10:0 against Azerbaijan
(1995, Euro, group stages, Auxerre)

Pano scored Albania's first goal in the UEFA Cup qualifying rounds during their 1:0 victory against Denmark in October 1963. He is considered the country's best football player of all time, but he was originally a goalkeeper.

Biggest football defeat
1:17 against Denmark
(1908, Olympic Games, semifinal, London)

With **10.68 bn of transactions** in 2014 **Cartes Bancaires CB** are a significant card based alternative payment method in France.

Mobile payments are becoming a preferred payment method with **M-Pay** and **M-Pesa** (Vodafone) already having launched there.

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	9 : 1
UEFA EURO games played	32 : 0
victories	15 : 0
defeats	9 : 0
draws	8 : 0
UEFA EURO goals scored	49 : 0
UEFA EURO goals conceded	39 : 0