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**Press Release**

**The Future of Food Trade: Business France Bridges French Suppliers & Global Buyers at Gulfood 2025**

**United Arab Emirates, February 13, 2025** – Business France, the public consulting agency serving the international development of the French economy will host 4 **Taste France** Pavilions at Gulfood 2025. This initiative highlights the authenticity, diversity, and sustainability of French food products. This year, 93 leading French companies will be exhibiting across four dedicated pavilions, each representing a key sector of France’s thriving food industry: **World Food** – Hall Sheikh Saeed 2 - S2-B35; **Dairy** – Hall 1 ; **Meat & Poultry** – Hall 3 ; and **Beverages** – Hall Za’abeel 2.

This strong presence offers buyers, importers, and distributors a unique opportunity to source high-quality French products tailored to the evolving and very diverse demands of regional and global markets.

### **Discover the Best of French Agri-Food Products**

The French Pavilions will showcase an extensive range of premium products, reinforcing France’s reputation for quality, innovation, and sustainability in the food sector.

***Dairy Pavilion - Showcasing Organics***

Explore France’s finest dairy products, from organic gourmet cheeses to creamy yogurts and rich butters. Crafted from ethically sourced goat and cow milk, these premium selections are GMO-free and palm oil-free, meeting the growing demand for healthy and sustainable choices.*"*

### ***Meat & Poultry Pavilion - Ethical Sourcing, Premium Quality***

The best of French meats, from tender beef cuts and high-quality poultry to fresh seafood and innovative plant-based alternatives. Produced with a commitment to ethical farming and sustainability, these selections highlight France’s expertise in delivering premium, responsibly sourced proteins

### ***World Food Pavilion -Tradition Meets Innovation***

From buttery croissants and delicate macarons to organic jams, gourmet condiments, and gluten-free treats, this pavilion celebrates the richness of French gastronomy. Discover a selection that blends heritage with modern food trends, catering to global tastes and dietary preferences.

***Beverages Pavilion - The Art of French Refreshments***

Discover an exceptional selection of French beverages, where tradition and innovation come together. From organic and biodynamic drinks to halal-certified options, explore a refined range of non-alcoholic sparkling beverages, artisanal juices, and premium French ciders.

« *Gulfood 2025 is a strategic event for France providing a unique opportunity to highlight the excellence and diversity of our agri-food sector. French companies are recognized for their high standards in quality, sustainability, and innovation. By choosing French suppliers, buyers gain access to premium products that combine tradition with modern consumer expectations, ensuring a competitive edge in the global market* ’’ Said Flavie Paquay- Dubai Director Business France.

**Connecting buyers with french innovation through business france marketplace**

To facilitate long-term partnerships and strengthen connections with French brands, Business France launched its B2B Marketplace, a digital platform that connects international buyers with verified French suppliers. **Axel Baroux, Managing Director of Business France Near & Middle East** stated : ’’ *We are delighted to launch and expand access to the Business France Marketplace, offering over 20,000 premium food and beverage references. This government-backed platform provides a secure and dynamic space to explore the latest French innovations, market trends, and trade opportunities. With nearly 350 buyers from the Near & Middle East already registered, the platform is actively strengthening business connections across the region*’’.

**Live culinary experiences & interactive activities**

Visitors to the French Pavilion will embark on a gastronomic journey, experiencing the creativity and expertise of French cuisine through live cooking demonstrations, product tastings, and immersive culinary experiences.

**Day 1: A Grand Opening**

The event will commence with a live cooking show hosted by an esteemed UAE-based presenter, featuring French Chef Christophe Prud'homme, Director of Culinary Art at Millennium Plaza Downtown. Attendees will witness the artistry of French gastronomy through an exclusive product tasting session.

**Day 2: Culinary Fusion where France Meets the UAE**

A highlight of Gulfood 2025, Emirati Chef Sumaya Obaid and French Chef Melvyn Ngoundo will collaborate on a live cooking session, blending French and Emirati flavors to showcase the fusion of culinary traditions in innovative dishes.

**Day 3: A Spectacular Experience**

An interactive cooking session led by a French chef, engaging attendees with premium French ingredients. Visitors can also participate in product tastings at the Business France booth, with an opportunity to win gourmet French products.

**Day 4 :** **Signature Coffee & Tea Artistry**

Visitors to the French Pavilion can enjoy an exclusive **Signature Coffee & Tea Artistry** session by **Cafés Richard**, showcasing **French coffee culture** through specialty brews, aromatic infusions, and expert barista techniques. This interactive experience offers **tastings of curated blends** and insights into the latest trends in **gourmet coffee and tea**

### **France: A Key Agri-Food Supplier to the UAE**

In 2024, the **United Arab Emirates** imported **€552 million** worth of **French agri-food products**, reinforcing France’s position among the **top 10 food suppliers** in the region. This trend was reflected in a **10.6% increase** in French imports, highlighting a strong demand for **high-quality and innovative products**.

Dairy products remain in high demand, with **€75 million in French exports**, particularly cheese, butter, and cream, which are among the most sought-after categories. Similarly, bakery, viennoiserie, and bread products continue to thrive, driven by Emirati consumers' preference for authentic and premium goods. Although the market is dominated by local companies, there remains substantial potential for expansion, presenting strong **opportunities for French suppliers to meet the increasing demand**. Additionally, protein- and vitamin-enriched products offer a competitive edge in terms of quality and innovation

**Niche markets** are also presenting promising opportunities, with a strong demand for **premium snacking (€738 million)** and **artisanal chocolate (€444 million)**, fueled by tourism and the reputation of French products. At the same time, the UAE's demand on **imported agri-food ingredients**—such as **flour, additives, and milk powder**—creates **strategic opportunities** for French exporters looking to expand their presence in the region.

**Source:** French Customs

**Join us at Gulfood 2025**

Business France invites industry professionals to explore the best of French cuisine and innovation at Gulfood 2025. Discover the expertise, creativity, and passion that make French agri-food products a global benchmark for quality.

During Day 1 of Gulfood 2025, visitors can register to the Business France Marketplace via a digital assistant at the French Pavilion, ensuring seamless access to leading French exporters for strategic business collaborations.

Discover [The French exhibitors Catalog on the Business France Marketplace](https://www.marketplace.businessfrance.fr/event/index/products/id/438/#tabs)

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Launched in 2020, **Taste France** is the label embodying the French gastronomy while promoting the whole agricultural and agri-food downstream ecosystem gathering a diversity of food-service professionals ranging from producers to suppliers. Taste France aims to unify all the players within the industry around common interests. As a showcase of the variety of the French cuisine, Taste France built itself onto the will to promote globally the extensive breadth of French products both for the professionals and the consumers. Through a wider accessibility, Taste France’s intention is to invite French cuisine to everyone’s daily meals while guaranteeing high food standards and quality. This label is before anything else reaffirming the founding values of the French food industry: excellence, responsibility, authenticity, sharing and innovation.

For further information, please visit: [www.tastefranceforbusiness.com](http://www.tastefranceforbusiness.com/) #TasteFrance @TasteFrance\_EN

<https://twitter.com/TasteFrance_EN>

<https://www.linkedin.com/company/taste-france/>

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**Business France** is the public consulting agency serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France’s firms, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2023, support from Business France made it possible to generate €3.3 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, accounting for 67% of the 59,254 jobs created or maintained nationwide.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr/) @businessfrance #BusinessFrance