

Agenda 2025/2026

Near & Middle East

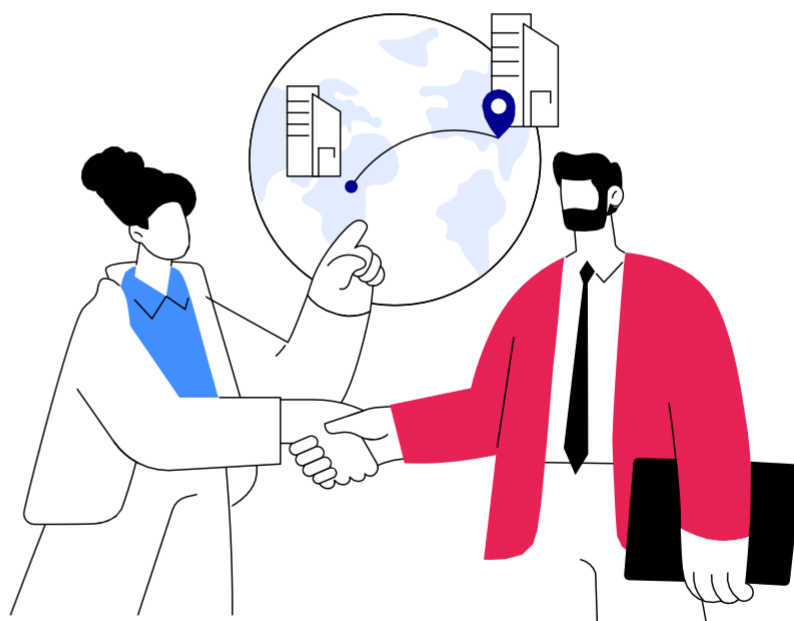




Business France has a clear mission: to boost French entrepreneurial audacity in France and throughout the world. Thanks to our network of more than 1,400 employees in France and worldwide, we support French export businesses step by step, providing advice, crucial information on the markets and access to reliable partners. We also promote France to foreign investors, making it easier for them to establish themselves.

At the same time, we promote the VIE international internship program, a unique experience for young talent abroad.

Alongside CCI France and Bpifrance, we form Team France Export, supporting France's different regions and their entrepreneurial fabric as they succeed in international markets. Together, let's raise the flag of French business throughout the world!



Summary



Edito [P. 4](#)

Business France in the Near and Middle East..... [P. 5](#)

Your 2025 - 2026 Agenda..... [P. 6](#)

Agrotech

Lifestyle & Health

Tech & Services

Industry & Cleantech

Strategies & Market Info

V.I.E Program [P. 15](#)

Choose France..... [P. 16](#)

Edito



Axel Baroux, Managing Director, **Business France Near & Middle East**

Dear Exporters,

It is with great pleasure that I share with you our 2025 - 2026 event program for the Near & Middle East. In a world grappling with multiple crises, and as this region face significant challenges, Business France, together with our partners at Team France Export, is committed to building bridges.

Since ancient times, trade has driven peace, security, and prosperity between nations. This same philosophy guides our work today: fostering opportunities and building a shared future !

Our connections with countries of this region are grounded in values like mutual respect, cultural exchange, and strategic dialogue, along with strong economic ties.

These countries present a wealth of opportunities for French exporters across nearly all sectors, including :

Food products, agri-food solutions, aquaculture, and livestock, aerospace, environment & sustainable cities, transportation &

mobility, security, energy transition, artificial intelligence, fintech, retailtech, creative and cultural industries, health, lifestyle, sports, fashion, home decoration, and tourism.

This year, we are once again offering events in all these sectors, tailored to the needs of Near & Middle Eastern countries, while ensuring fruitful opportunities for French companies.

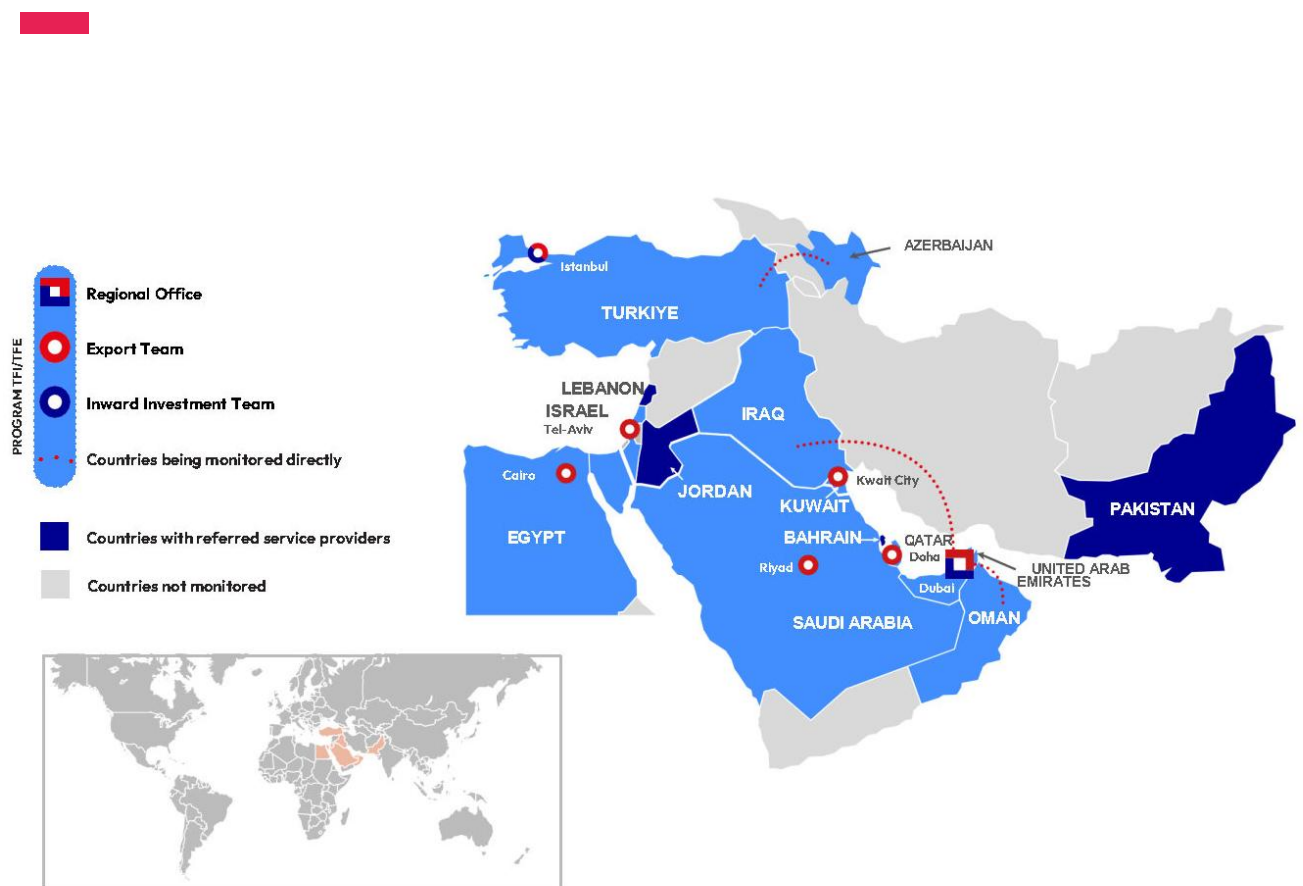
With over 70 events across 11 countries on key sectors, a major highlight will be the fourth edition of “Vision Golfe” in June 2026.

This program is for you and aims to facilitate your entry into these markets with precision and impact.

The dedicated teams at Business France are eager to accompany you.

Take the leap; most who do find success, with Team France Export by their side !

Business France in the Near & Middle East



Business France offices in the region provide comprehensive support to French companies, with sector-specific teams stationed in Dubai, Doha, Kuwait City, Istanbul, Cairo, Riyadh, and Tel Aviv.

Our coverage extends across 14 countries, including 4 supported at the initial stages by Team France Export partners : Bahrain, Jordan, Lebanon, and Pakistan.

Additionally, our teams can remotely manage operations in Oman, Iraq, and Azerbaijan.

For more information, please visit the Team France Export website:

<https://www.teamfrance-export.fr/>

Agrotech 2025

2025

October

04/10 - 08/10 - Anuga 2025 - French Pavillon -
Export Commence en France
Eleonore.sayar@businessfrance.fr

27/10 - 01/11 - Bourgogne Franche Comté
Delegation / Food products - KSA
julien.barlier@businessfrance.fr

November

04/11 - 06/11 - Gulfood Manufacturing 2025 -
French Pavillon - Dubai - UAE
Eleonore.sayar@businessfrance.fr

06/11 - : Business Meeting Wine Paris 2025-
Israel - muriel.farhi@businessfrance.fr
09/11 - 14/11 Haute Gastronomy Immersion
Program 2 - KSA & UAE
Eleonore.sayar@businessfrance.fr &
julien.barlier@businessfrance.fr

18/11 - 21/11 French Agri Days @ Growtech
Antalya, Türkiye -
beste.bicakci@businessfrance.fr

25/11 - 27/11 - VIV MEA 2025 - French Pavillon -
Dubai - UAE -
Eleonore.sayar@businessfrance.fr

Agrotech 2026

2026

January

26/01 – 30/01 Gulfood 2026 - French Pavilion Food Products – Dubai, UAE
Eleonore.sayar@businessfrance.fr

April

16/04 Tastin' France Turkiye & Azerbaidjan – Istanbul, Turkiye beste.bicakci@businessfrance.fr

04/04 – 04/07: Business Meetings Produits alimentaires halal 2026 - UAE
Eleonore.sayar@businessfrance.fr

March

24/03 – 27/03 : Business Meetings Retailers food et non-food 2026 – UAE & Saudi Arabia
Eleonore.sayar@businessfrance.fr

23/03 : Food Box Near and Middle East Zone 2026 – KSA, UAE, Israel, Kuwait & Qatar
Eleonore.sayar@businessfrance.fr
Julien.barlier@businessfrance.fr

Lifestyle & Healthcare 2025

2025

October

27/10 -29/10 Beauty World Middle East 2025 -
French pavilion, Dubai, UAE
maya.ghachem@businessfrance.fr

December

08-10/12 French Sport Days 2025 - Cairo -
Egypt
walid.jaziri@businessfrance.fr

Lifestyle & Healthcare 2026

2026

January

19/01-20/01 Forum French Healthcare - Paris
-France
hana.elgohay@businessfrance.fr

February

9/02- 12/02 WHX - French Pavilion- Dubai -
UAE
maya.ghachem@businessfrance.fr

April

21/04 BeautyWorld KSA - French Pavilion Cosmetics -
Riyadh - Saudi Arabia
hager.bennasr@businessfrance.fr

02/04 French Equestrian days - Dubai - UAE
maya.ghachem@businessfrance.fr

Business Meeting Retail Non Food - Dubai - UAE
maya.ghachem@businessfrance.fr

June

15/06-18/06 French Healthcare days@ Africa
Health Excon - Cairo - Egypt
hana.elgohay@businessfrance.fr

Tech & Services 2025

2025

October

12/10 - 17/10 Exploratory mission Gitex 2025
and French Pavilion Gitex Global / North Star –
Dubai – UAE
laura.jarroir@businessfrance.fr

November

10/11 - 20/11 ICC Immersion – Dubai, Abu Dhabi
& Sharjah – UAE
laura.jarroir@businessfrance.fr

20-21/11 Business Seminar @Forum
Méditerranée IA 2025 C Immersion – for Tunisia
and Egypt – Tunis – Tunisia
gehad.elkazzaz@businessfrance.fr

Tech & Services 2026

2026

April

13/04 - 16/04 Programme d'immersion IA & Quantique en marge du LEAP – Saudi Arabia
Stephanie.hanna@businessfrance.fr

28/04 - 30/04 Booster Access RetailTech – UAE
laura.jarroir@businessfrance.fr

May

Business Seminar Meteorology 2026 - GCC- KSA -
carole.kazzid@businessfrance.fr

June

02/06 - 04/06 French Pavilion Cabsat – Dubai – UAE
thomas.levy@businessfrance.fr

17/06 - 20/06: Vivatech 2026 Paris- Export begins in France – Israel.
Delphine.adjiman@businessfrance.fr

Industry & Cleantech 2025

2025

October

30/09-02/10 Wetex Exhibition – French Pavilion
Water, Energy, Technology and Environment
Exhibition –Dubai - UAE
clement.barette@businessfrance.fr

06/10-09/10 French Architecture Tour Oman & UAE
clement.barette@businessfrance.fr

November

12/11-14/11 French Maritime Days – Istanbul -Turquie
kaya.ekmekci@businessfrance.fr

24/11-27 /11 Big 5 Show – French Pavilion , the
largest construction and finishing trade fair in the
region- Dubai - UAE
clement.barette@businessfrance.fr

November Booster Grow Global – Phase 3:
Immersion in KSA
Etienne.savin@businessfrance.fr

24/11-26/11 - French Water & Waste Management
Days 2025 in Egypt - Cairo - Egypt
hana.elgohary@businessfrance.fr

Industry & Cleantech 2026

2026

February

04/02-05/02 Aircraft Interiors & Mro Middle East 2026 - French Pavilion Interior Fittings and Aircraft Maintenance - Dubai - UAE
clement.barette@businessfrance.fr

04/02-05/02 French Railway & Mobility Day - KSA
alexandre.despinose@businessfrance.fr

April

(TBD) French Maritime Tour Oman & UAE
clement.barette@businessfrance.fr

07/04 - 09/04 Middle East Energy 2026 - French Pavilion Electrical Equipment -Dubai - UAE
clement.barette@businessfrance.fr

28/04 - 30/04 French-Saudi Industry Tour- Saudi Arabia alexandre.despinose@businessfrance.fr

May

20/05-21/05 E-Fusion & French Utilities Days UAE
clement.barette@businessfrance.fr

20/05 Business Summit RTA- Dubai - UAE
clement.barette@businessfrance.fr

June

(TBD) French Space Days UAE
clement.barette@businessfrance.fr

Strategies & Market Intelligence 2025 - 2026

2025

November

18/11-19/11 Ambition Africa 2025 (for Egypt) – Paris, France

christelle.labernede@businessfrance.fr

2026

June

16/06 - 17/06 Vision Golfe 2026 – Economic Conference and Business Meetings – Paris, France

miryem.oukasmessidi@businessfrance.fr

October

Forum Egypt – Paris, France

christelle.labernede@businessfrance.fr

November

Ambition Africa 2026 (for Egypt) – Paris, France

christelle.labernede@businessfrance.fr



vie 

The HR solution for your international development.

For further information, please visit:
businessfrance.com/vie

Choose France



The Near and Middle East zone in figures (2024):

75

investment projects of Near & Middle East companies identified and facilitated

60

Investment projects of Near & Middle East companies established in France

300+

Meetings with investors

8th 'Choose France' Summit in Versailles

For the past 7 years, the Choose France Summit has become the must-attend event dedicated to the attractiveness of France.

Organised around the President of the Republic since 2018, the Choose France Summit has established itself as a key opportunity for international investors to discuss France's economic attractiveness in ad hoc meeting formats between foreign investors, the French government and major French companies.

May 19, 2025

Business France's action :

- Proposal for Near & Middle East investors (UAE, KSA, Qatar, Bahrain, Turkey, Egypt)
- Organisation of institutional and BtoB meetings
- Communication support: investment announcements, interviews
- Economic visits in conjunction with the Summit

Choose France 
International
Business Summit

Choose France in 2024 :

€15 billion of investment
56 projects announced
10,000 jobs to be created

For the Near & Middle East region :

15 participating groups, including 5 sovereign wealth funds
4 official investment announcements