

# Agenda 2026

Near & Middle East





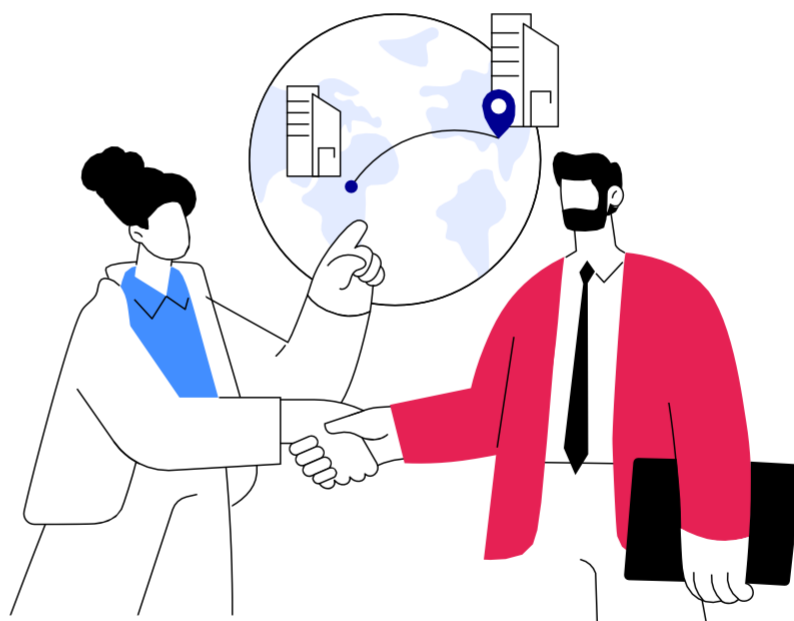
**As a public consulting firm, we work to support the international development of the French economy.**

Convinced that the right meeting can change everything, we provide entrepreneurs with our expertise and the power of our network in France and around the world.

Our teams open new markets to French businesses, contributing to the economic attractiveness of France in the eyes of foreign investors with one aim: to generate activity and jobs.

We work to:

- **Support** the international development of French businesses established in France, over the long term, particularly mid-size companies and growing SMEs.
- **Promote** the sectors of French excellence and the sectors of the future, supporting competitiveness and innovation.
- **Support** the international development of French businesses and young talent by developing the VIE International Internship Program.
- **Court and attract** foreign investments to France that create value and jobs, and welcome and support international talent.
- **Promote** the economic image of France, its businesses and its regions.

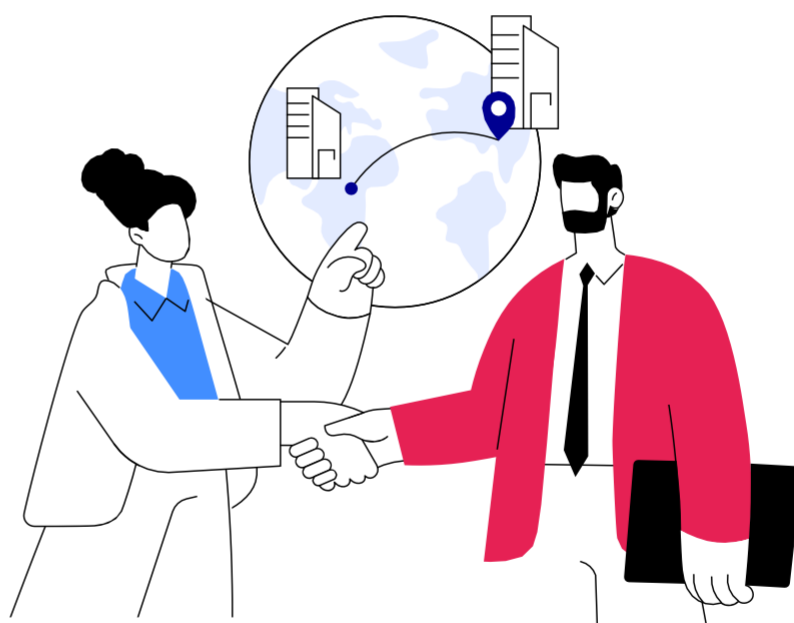




In 2024, the French SMEs and mid-size companies that we supported generated **€1.8 billion** in additional export revenues.

We also supported **66% of the 1,688** foreign investment decisions in 2024.

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



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# Edito



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

Dear Exporters and Local Partners,

It is with great pleasure that I share with you our 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.

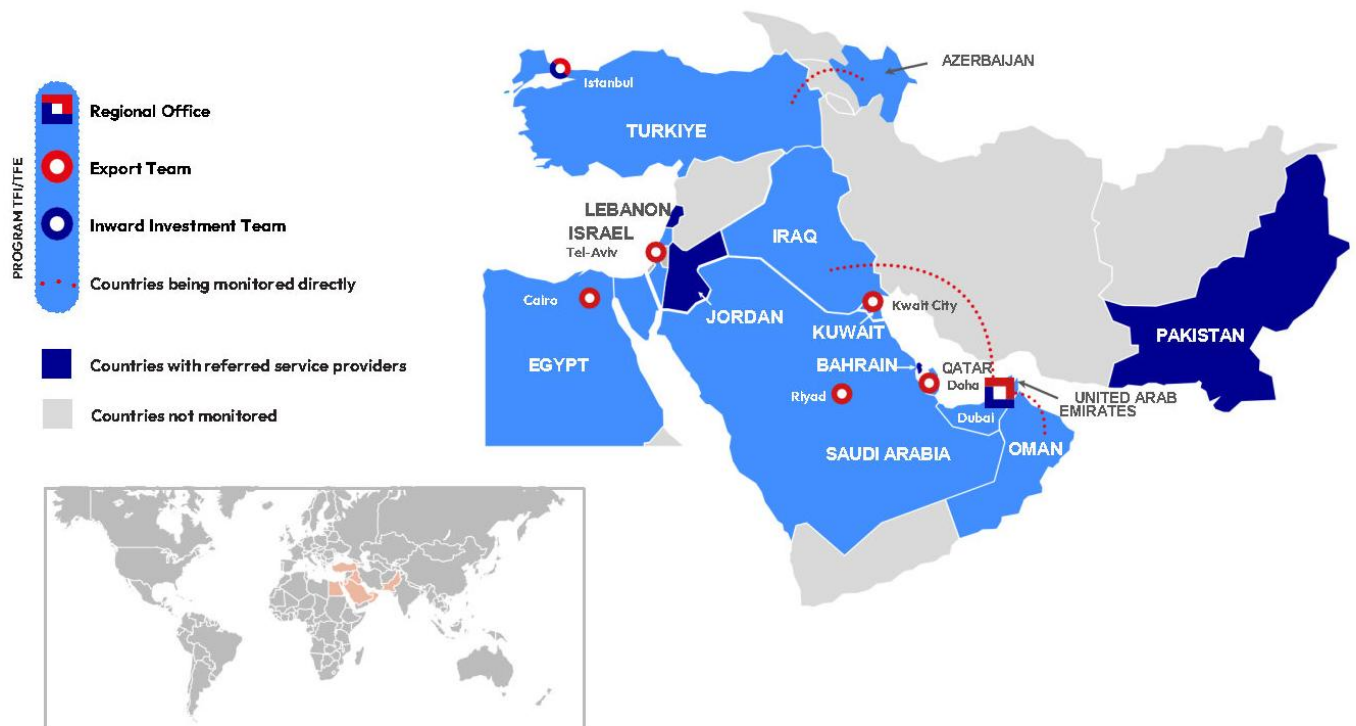
With near 60 events across 11 countries on key sectors, a major highlight will be the third edition of “Vision Golfe” on June 18-19, 2026.

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/>

# Agritech 2026

2026

## January

**26/01 – 30/01:** Gulfood 2026 – French Pavilion  
Food Products – Dubai, UAE  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

## April

**04/04 – 04/07:** Business Meetings Halal Food  
Products 2026  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

**13/04 – 15/04:** Saudifood Manufacturing 2026 –  
French Pavillon – Riyadh, KSA  
[Julien.barlier@businessfrance.fr](mailto:Julien.barlier@businessfrance.fr)

**16/04:** Tastin' France Türkiye & Azerbaïdjan –  
Istanbul, Türkiye  
[beste.bicakci@businessfrance.fr](mailto:beste.bicakci@businessfrance.fr)

## November

**03/11 – 04/11:** Gulfood Manufacturing 2026 &  
GULFHOST – French Pavillon – Dubai, UAE  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

**18/11 – 21/11:** French Agri Days @ Growtech  
Antalya, Türkiye  
[beste.bicakci@businessfrance.fr](mailto:beste.bicakci@businessfrance.fr)

**17/11 – 18/11:** Tastin'france 2026 – Dubai, UAE  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

## March

**24/03 – 27/03:** Business Meetings Retailers food  
and non-food 2026 – UAE and KSA  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

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

## October

**17/10 – 21/10:** SIAL 2026 – French Pavillon –  
*Export Commence en France* – Paris, France  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

# Lifestyle & Healthcare 2026

2026

## January

**19/01 - 20/01** : Forum French Healthcare Forum –  
Paris, France  
[hana.elgohay@businessfrance.fr](mailto:hana.elgohay@businessfrance.fr)

## February

**03/02 - 04/02** Learnex mission during Design  
Downtown – Riyadh, KSA  
[ines.ghanai@businessfrance.fr](mailto:ines.ghanai@businessfrance.fr)

**9/02 - 12/02** : WHX – French Pavilion – Dubai,  
UAE [maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

## April

**21/04** : BeautyWorld KSA – French Pavilion  
Cosmetics – Riyadh, KSA  
[hager.bennasr@businessfrance.fr](mailto:hager.bennasr@businessfrance.fr)

**15/04 - 17/04** : French Equestrian days – Dubai,  
UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

**April** Business Meeting Retail Non Food – Dubai,  
UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

## June

**15/06 - 18/06** : French Healthcare days@ Africa  
Health Excon, Cairo, Egypt  
[hana.elgohay@businessfrance.fr](mailto:hana.elgohay@businessfrance.fr)



# Lifestyle & Healthcare 2026

2026

## September

**15/09 - 17/09** : French Sport & Tourism Days  
2025 - Egypt & Jordan  
[valid.jaziri@businessfrance.fr](mailto:valid.jaziri@businessfrance.fr)

## October

**06/10 - 08/10** : Beauty World Middle East –  
French Pavilion, Dubai, UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

**20/10 - 22/10** : French Healthcare Days - Riyadh,  
KSA  
[Stephanie.hanna@businessfrance.fr](mailto:Stephanie.hanna@businessfrance.fr)

## December

**03/12** : French Art of Living Exhibition Dubai, UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

# Tech & Services 2026

2026

## April

**13/04 - 16/04** : AI & Quantum Immersion Program  
on the sidelines of LEAP – Riyadh, KSA  
[Stephanie.hanna@businessfrance.fr](mailto:Stephanie.hanna@businessfrance.fr)

**28/04 - 30/04** : Booster Access RetailTech – UAE  
[laura.jarroir@businessfrance.fr](mailto:laura.jarroir@businessfrance.fr)

## June

**02/06 - 04/06** : French Pavilion Cabsat – Dubai,  
UAE  
[thomas.levy@businessfrance.fr](mailto:thomas.levy@businessfrance.fr)

**9/06 - 10/06** : Business Seminar  
Meteorology GCC- Jeddah , KSA  
[Stephanie.hanna@businessfrance.fr](mailto:Stephanie.hanna@businessfrance.fr)  
[laura.jarroir@businessfrance.fr](mailto:laura.jarroir@businessfrance.fr)

**17/06 - 20/06** : Vivatech 2026 Paris- Export  
begins in France - Israel.  
[Delphine.adjiman@businessfrance.fr](mailto:Delphine.adjiman@businessfrance.fr)

## September

**22/09 - 24/09** : Workshop "How to raise money in  
the UAE?" – Online  
[laura.jarroir@businessfrance.fr](mailto:laura.jarroir@businessfrance.fr)

## October

**12/10 - 17/10** : French Pavilion Gitex Global / North  
Star – Dubai, UAE  
[laura.jarroir@businessfrance.fr](mailto:laura.jarroir@businessfrance.fr)

## December

**TBC Dec** ICC Immersion – Riyadh & Djeddah, KSA  
[stephanie.hanna@businessfrance.fr](mailto:stephanie.hanna@businessfrance.fr)

# Industry & Cleantech 2026

2026

## January

**26/01-29/01** : Rencontres d'affaires Caucase et  
Asie Centrale - Istanbul, Turquie  
[Kaya.ekmekci@businessfrance.fr](mailto:Kaya.ekmekci@businessfrance.fr)

## February

**04/02-05/02** : Aircraft Interiors & Mro Middle  
East 2026 - French Pavilion Interior Fittings and  
Aircraft Maintenance - Dubai, UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**11/02-12/02** : French Railway & Mobility Day -  
KSA  
[alexandre.despinose@businessfrance.fr](mailto:alexandre.despinose@businessfrance.fr)

## April

**07/04 - 09/04** : French Maritime Tour Oman &  
UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**07/04 - 09/04** : Middle East Energy 2026 - French  
Pavilion Electrical Equipment -Dubai,UAE- Kuwait  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**28/04 - 30/04** : French-Saudi IndustryTour- KSA  
[alexandre.despinose@businessfrance.fr](mailto:alexandre.despinose@businessfrance.fr)

## May

**18/05-20/05** : E-Fusion & French Utilities Days  
UAE [clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**TBC Business Summit RTA-** Dubai, UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

## June

**TBC French Space Days** - UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

# Industry & Cleantech 2026

2026

## October

**14/10 - 16/10** French Aerospace Days Turquie  
[kaya.ekmekci@businessfrance.fr](mailto:kaya.ekmekci@businessfrance.fr)

**18/10 - 19/10** French Saudi Maritime Day – KSA, Kuwait  
[Alexandre.despinose@businessfrance.fr](mailto:Alexandre.despinose@businessfrance.fr)

**20/10 - 22/10** Milipol Qatar – Doha, Qatar  
[Carole.kazzi@businessfrance.fr](mailto:Carole.kazzi@businessfrance.fr)

**20/10 - 22/10** Wetex Exhibition – French Pavilion  
Water, Energy, Technology and Environment  
Exhibition – Dubai, UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

## November

**18/11 - 19/11** : French Saudi Water Day – Riyadh, KSA  
[Alexandre.despinose@businessfrance.fr](mailto:Alexandre.despinose@businessfrance.fr)

**23/11 - 26/11** : Big 5 Show – French Pavilion , the largest construction and finishing trade fair in the region- Dubai, UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

# Strategies & Market Intelligence 2026

2026

February

02/02 – 05/02 Mission Business Irak – Bagdad, Iraq

[Axel.baroux@businessfrance.fr](mailto:Axel.baroux@businessfrance.fr)

June

18/06 - 19/06 Vision Golfe 2026 – Economic Conference and Business Meetings – Paris, France

[miryem.oukasmessidi@businessfrance.fr](mailto:miryem.oukasmessidi@businessfrance.fr)

October

Forum Egypt – Paris, France

[christelle.labernede@businessfrance.fr](mailto:christelle.labernede@businessfrance.fr)

November

Ambition Africa 2026 (for Egypt) – Paris, France

[christelle.labernede@businessfrance.fr](mailto:christelle.labernede@businessfrance.fr)

# V.I.E Program (International Internship Program)

2026

October

October 2026 V.I.E / V.I.A Grand Prix - Doha, Qatar  
- [Carole.kazzi@businessfrance.fr](mailto:Carole.kazzi@businessfrance.fr)

December

October 2026 V.I.E / V.I.A Grand Prix - Dubai, UAE-  
[alia.fombellida@businessfrance.fr](mailto:alia.fombellida@businessfrance.fr)



# The HR solution for your international development.

For further information, please visit:  
**[businessfrance.com/vie](https://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