

Agenda 2026

Near & Middle East





Business France

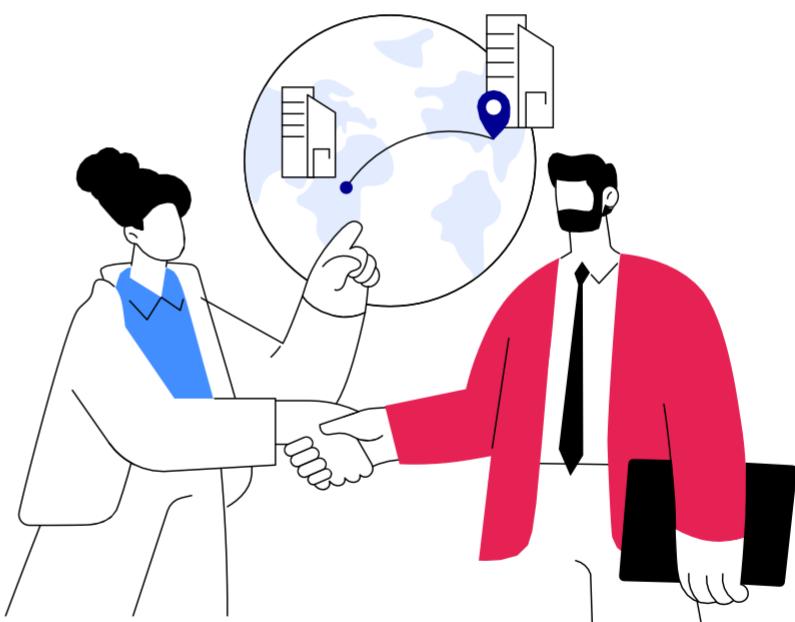
As a public consulting firm, we work to support the international development of the French economy.

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.



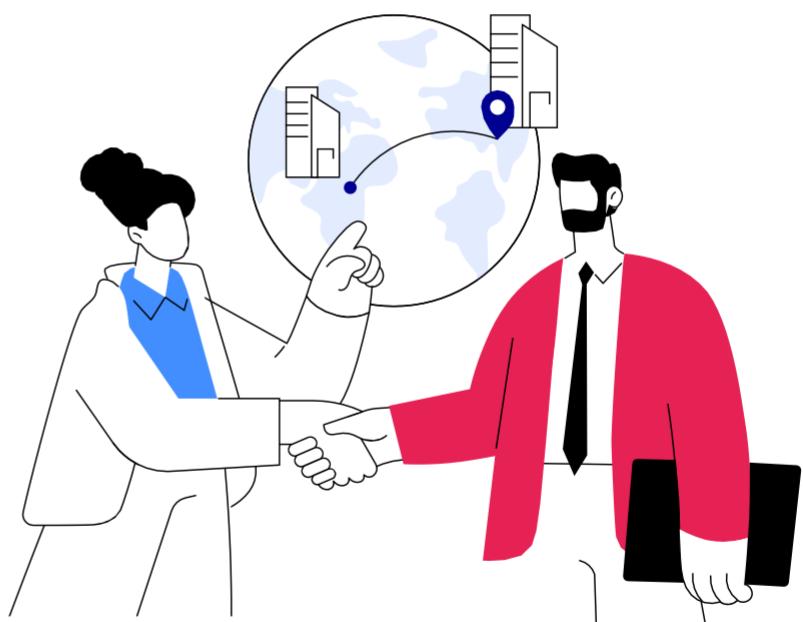


Business France

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

Edito P. 4

Business France in the Near and Middle East P. 5

Your 2025 - 2026 Agenda. P. 6

Agritech

Lifestyle & Health

Tech & Services

Industry & Cleantech

Strategies & Market Info

V.I.E Program P. 13

Choose France P. 14

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.

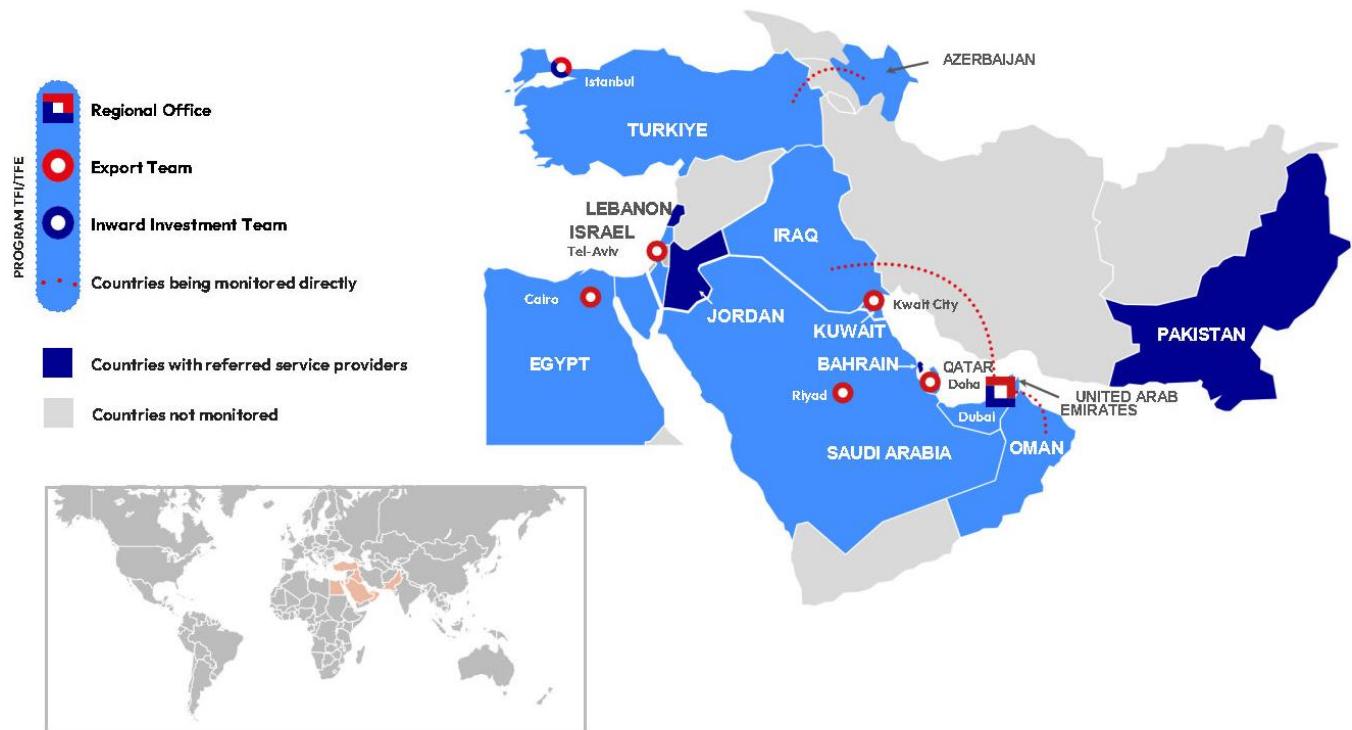
With near 60 events across 11 countries on key sectors, a major highlight will be the third edition of “Vision Golfe” on June 18-19, 2026.

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

March

24/03 – 27/03 : Business Meetings Retailers food and non-food 2026 – UAE and KSA
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

April

04/04 – 04/07: Business Meetings Halal Food Products 2026
Eleonore.sayar@businessfrance.fr

13/04 – 15/04: Saudifood Manufacturing 2026 – French Pavillon – Riyadh, KSA
Julien.barlier@businessfrance.fr

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

October

17/10 – 21/10: SIAL 2026 – French Pavillon – *Export Commerce en France* – Paris, France
Eleonore.sayar@businessfrance.fr

November

03/11 – 04/11: Gulfood Manufacturing 2026 & GULFHOST – French Pavillon – Dubai, UAE
Eleonore.sayar@businessfrance.fr

18/11 – 21/11: French Agri Days @ Growtech Antalya, Turkiye
beste.bicakci@businessfrance.fr

17/11 – 18/11 : Tastin'france 2026 – Dubai, UAE
Eleonore.sayar@businessfrance.fr



Lifestyle & Healthcare 2026

2026

January

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

February

03/02 - 04/02 : Learnex mission during Design
Downtown – Riyad, KSA
ines.ghanai@businessfrance.fr

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

April

21/04 : BeautyWorld KSA – French Pavilion
Cosmetics – Riyadh, KSA
hager.bennasr@businessfrance.fr

15/04 - 17/04 : French Equestrian days – Dubai,
UAE
maya.ghachem@businessfrance.fr

April 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

Lifestyle & Healthcare 2026

2026

September

15/09 - 17/09 : French Sport & Tourism Days
2025 - Egypt & Jordan
walid.jaziri@businessfrance.fr

October

06/10 - 08/10 : Beauty World Middle East –
French Pavilion, Dubai, UAE
maya.ghachem@businessfrance.fr

20/10 - 22/10 : French Healthcare Days - Riyadh,
KSA
Stephanie.hanna@businessfrance.fr

December

03/12 : French Art of Living Exhibition Dubai, UAE
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

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

June

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

9/06 - 10/06 : Business Seminar
Meteorology GCC- Jeddah, KSA
Stephanie.hanna@businessfrance.fr
laura.jarroir@businessfrance.fr

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

September

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

October

12/10 - 17/10 : French Pavilion Gitex Global / North
Star – Dubai, UAE
laura.jarroir@businessfrance.fr

December

TBC Dec ICC Immersion – Riyad & Djeddah, KSA
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

February

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

11/02-12/02 : French Railway & Mobility Day - KSA
alexandre.despinose@businessfrance.fr

April

07/04 - 09/04 : French Maritime Tour Oman & UAE
clement.barette@businessfrance.fr

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

28/04 - 30/04 : French-Saudi IndustryTour - KSA
alexandre.despinose@businessfrance.fr

May

18/05-20/05 : E-Fusion & French Utilities Days UAE
clement.barette@businessfrance.fr

TBC Business Summit RTA - Dubai, UAE
clement.barette@businessfrance.fr

June

TBC French Space Days - UAE
clement.barette@businessfrance.fr



Industry & Cleantech 2026

2026

October

14/10 - 16/10 French Aerospace Days Turquie
kaya.ekmekci@businessfrance.fr

18/10 - 19/10 French Saudi Maritime Day – KSA, Kuwait
Alexandre.despinose@businessfrance.fr

20/10 - 22/10 Milipol Qatar – Doha, Qatar
Carole.kazzi@businessfrance.fr

20/10 - 22/10 Wetex Exhibition – French Pavilion Water, Energy, Technology and Environment Exhibition – Dubai, UAE
clement.barette@businessfrance.fr

November

18/11 - 19/11 French Saudi Water Day – Riyadh, KSA
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



Strategies & Market Intelligence 2026

2026

February

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

Axel.baroux@businessfrance.fr

June

18/06 – 19/06 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

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

December

October 2026 V.I.E / V.I.A Grand Prix – Dubai, UAE-
alia.fombellida@businessfrance.fr



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 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

Choose France™ 
International Business Summit



Business France - Agenda Zone Near & Middle East 2026