

# Agenda 2026

Near & Middle East





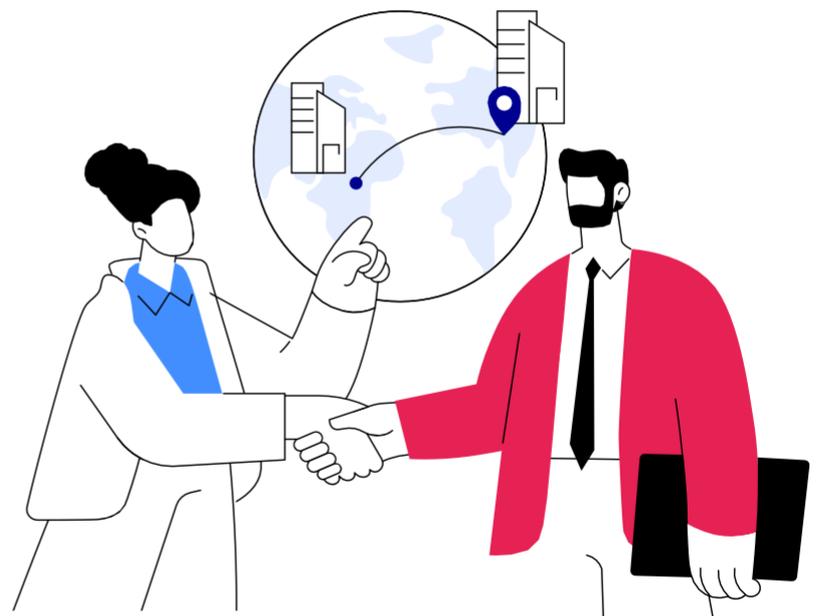
**As a public consulting firm, we work to support the international development of the French economy.**

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.

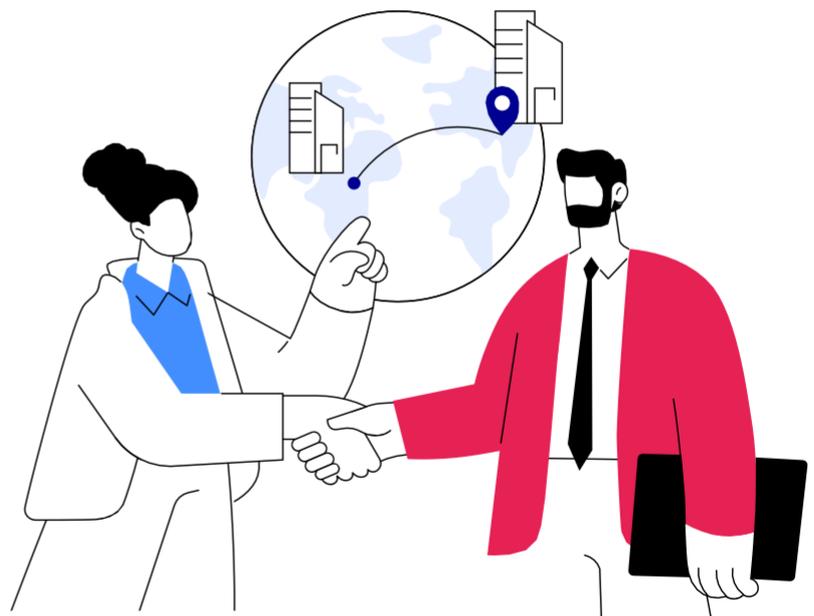




In 2024, the French SMEs and mid-size companies that we supported generated **€1.8 billion** in additional export revenues.

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.

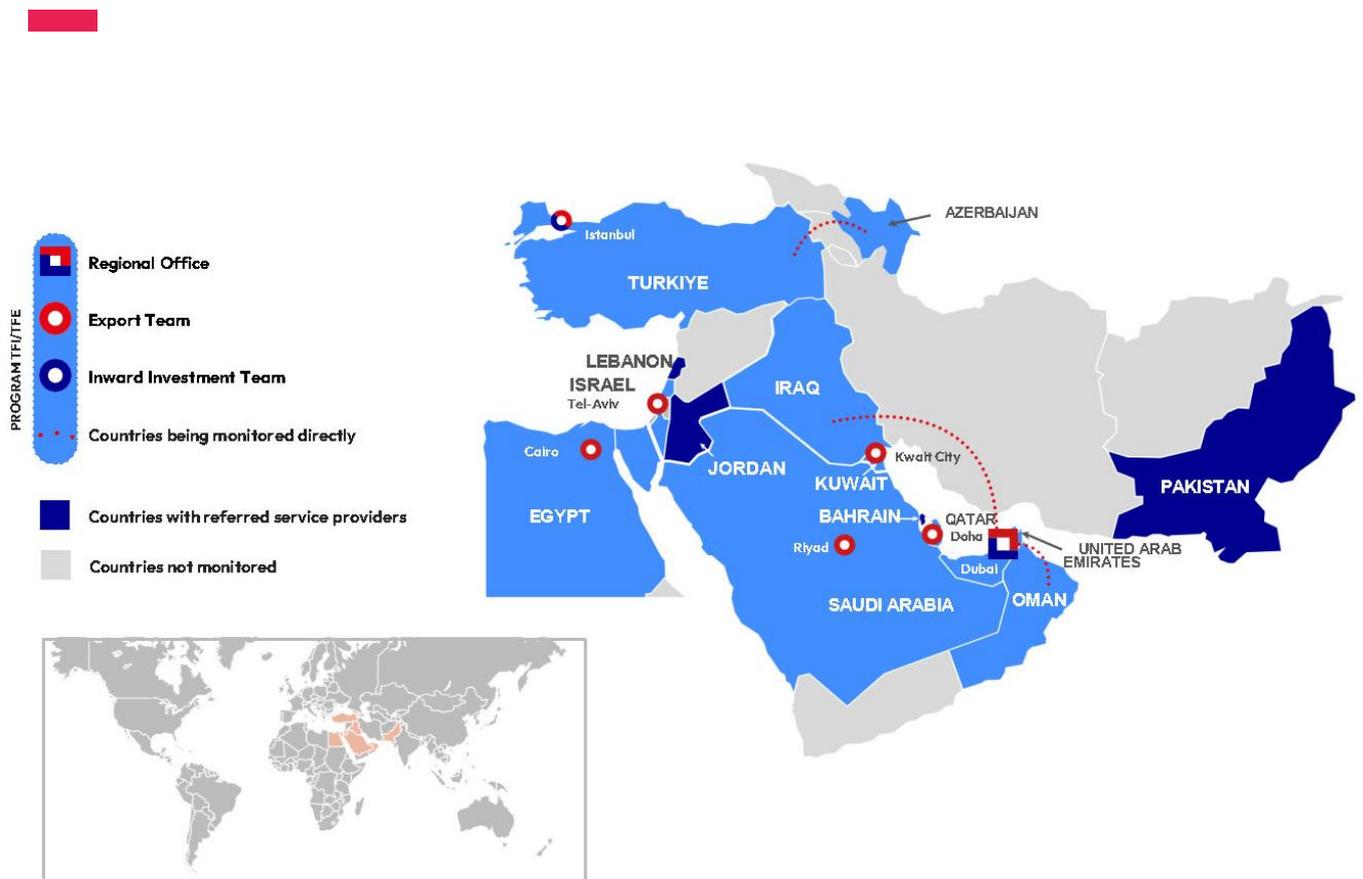
With near 60 events across 11 countries on key sectors, a major highlight will be the third edition of “Vision Golfe” on June 18-19, 2026.

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/>

# Agrotech 2026

2026

## January

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

## March

**30/03 – 02/04:** Mission Normandie: Collective  
Mission & business meetings Oman & UAE  
[Miryam.oukasmessidi@businessfrance.fr](mailto:Miryam.oukasmessidi@businessfrance.fr)

## April

**21/04:** Tastin' France Turkiye & Azerbaïdjan –  
Istanbul, Turkiye  
[beste.bicakci@businessfrance.fr](mailto:beste.bicakci@businessfrance.fr)

**End of April** Booster Grow Global – Phase 1:  
Companies Selection Riyad, KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

## May

**04/05 – 05/05:** Mission Saudi ARASCO Days –  
Riyadh, KSA  
[julien.barlier@businessfrance.fr](mailto:julien.barlier@businessfrance.fr)  
[alejandro.diazpache@businessfrance.fr](mailto:alejandro.diazpache@businessfrance.fr)

## Juin

**08/06 – 10/06:** Saudifood Manufacturing 2026 –  
French Pavillon – Riyadh, KSA  
[Julien.barlier@businessfrance.fr](mailto:Julien.barlier@businessfrance.fr)  
[alejandro.diazpache@businessfrance.fr](mailto:alejandro.diazpache@businessfrance.fr)

**TBC:** Business Meetings Retailers food and non-  
food 2026 – UAE and KSA  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)  
[Julien.barlier@businessfrance.fr](mailto:Julien.barlier@businessfrance.fr)

**18/06** Booster Grow Global KSA – Phase 2:  
Bootcamp in Paris –  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

# Agrotech 2026

2026

## September

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

**15/09 – 17/09**: SPACE 2026 – *Export Commence en France* – Rennes, France  
[alejandro.diazpache@businessfrance.fr](mailto:alejandro.diazpache@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)

**19/10 – 22/10**: Saudi Agriculture 2026 – Collective Mission – Riyadh, KSA  
[alejandro.diazpache@businessfrance.fr](mailto:alejandro.diazpache@businessfrance.fr)

## November

**03/11 – 05/11** : Gulfood Manufacturing 2026 & GULFHOST – French Pavillon – Dubai, UAE  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

**16/11 – 17/11** : Tastin'france 2026 – Dubai, UAE  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

**21/11 – 27/11** Mission CCI Grand-Est: Business Agri-food (solid) and Agrotech – UAE & KSA  
[Julien.barlier@businessfrance.fr](mailto:Julien.barlier@businessfrance.fr)  
[Eleonore.sayar@businessfrance.fr](mailto:Eleonore.sayar@businessfrance.fr)

## December

**December** Booster Grow Global – Phase 3: Immersion in KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@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

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

## April

**01/04 - 04/04** : French Equestrian days – Dubai, UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

**End of April** Booster Grow Global – Phase 1: Companies Selection Riyadh, KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

## May

**11/05 -13/05** : French Healthcare Days Israel / Mental Health France-Israel 2026 – Tel Aviv, Israel  
[muriel.farhi@businessfrance.fr](mailto:muriel.farhi@businessfrance.fr)

**18/05 -20/05** : BeautyWorld KSA – French Pavilion Cosmetics – Riyadh, KSA  
[hager.bennasr@businessfrance.fr](mailto:hager.bennasr@businessfrance.fr)

## June

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

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

**18/06** Booster Grow Global KSA– Phase 2: Bootcamp in Paris –  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

# Lifestyle & Healthcare 2026

2026

## 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)

## November

**24/11 – 25/11** : French Art of Living Exhibition  
Dubai, UAE  
[maya.ghachem@businessfrance.fr](mailto:maya.ghachem@businessfrance.fr)

## December

**December** Booster Grow Global – Phase 3:  
Immersion in KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@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)

**End of April** Booster Grow Global – Phase 1: Companies Selection Riyadh, KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

## June

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

**09/06 - 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)

**18/06** Booster Grow Global KSA– Phase 2: Bootcamp in Paris -  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@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)

## December

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

**December** Booster Grow Global – Phase 3: Immersion in KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

# Industry & Cleantech 2026

2026

## January

**26/01 - 29/01** : Business meetings Caucasus and Central Asia - Istanbul, Turkiye  
[Kaya.ekmekci@businessfrance.fr](mailto:Kaya.ekmekci@businessfrance.fr)

## February

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

## April

**01/04 - 02/04** : French Railway & Mobility Day - Riyadh, KSA  
[alexandre.despinose@businessfrance.fr](mailto:alexandre.despinose@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)

**27/04 - 29/04** : French Space Days - UAE & Oman  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**End of April** Booster Grow Global KSA - Phase 1: Companies Selection  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

## May

**19/05 - 20/05** : French Utilities Days - Abu Dhabi, 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

**08/06 - 10/06** : French Maritime Tour Oman & UAE  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

**15/06 - 19/06**: Eurosatory - *Export Commence en - Paris, France* [hugo.besnier@businessfrance.fr](mailto:hugo.besnier@businessfrance.fr)

**18/06** Booster Grow Global KSA - Phase 2: Bootcamp in Paris -  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@businessfrance.fr)

# Industry & Cleantech 2026

2026

## October

**14/10 - 16/10** French Aerospace Days Istanbul, Turkiye  
[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

**TBC:** French-Saudi Industry Tour- 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)

**TBC** : French Energy Days – UAE & Oman  
[clement.barette@businessfrance.fr](mailto:clement.barette@businessfrance.fr)

## December

**December** Booster Grow Global – Phase 3: Immersion in KSA  
[rachid.boulaouine@businessfrance.fr](mailto:rachid.boulaouine@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)

September

28/09-29/09 Forum Egypt – Paris & Lyon, 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

June

12/06 V.I.E / V.I.A Grand Prix – Dubai, UAE -  
[alia.fombellida@businessfrance.fr](mailto:alia.fombellida@businessfrance.fr)

October

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



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

# Choose France



The Near and Middle East zone in figures (2025):

**70+**

investment projects of Near & Middle East companies identified and facilitated

**23**

Investment projects of Near & Middle East companies decided in France

**200**

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 of Near & Middle East investors (UAE, KSA, Qatar, Kuwait, Bahrain, Turkey, Egypt)
- Organisation of institutional and BtoB meetings
- Communication support: investment announcements
- Side events

**Choose France**   
International  
Business Summit

**Choose France in 2025 :**

**206 CEOs**

**€40.3 billion** of investment

**53 projects** announced

Nearly 400 business-to-business and business-to-government meetings

**For the Near & Middle East region :**

17 participating groups, including 6 sovereign wealth funds

5 major investment announcements