

Agenda 2026

Near & Middle East





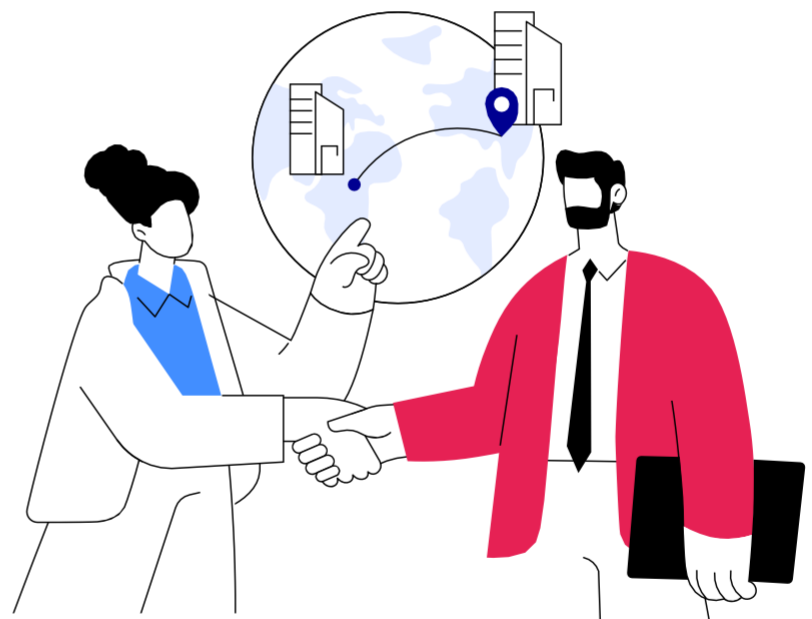
As a public consulting firm, we work to support the international development of the French economy.

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.

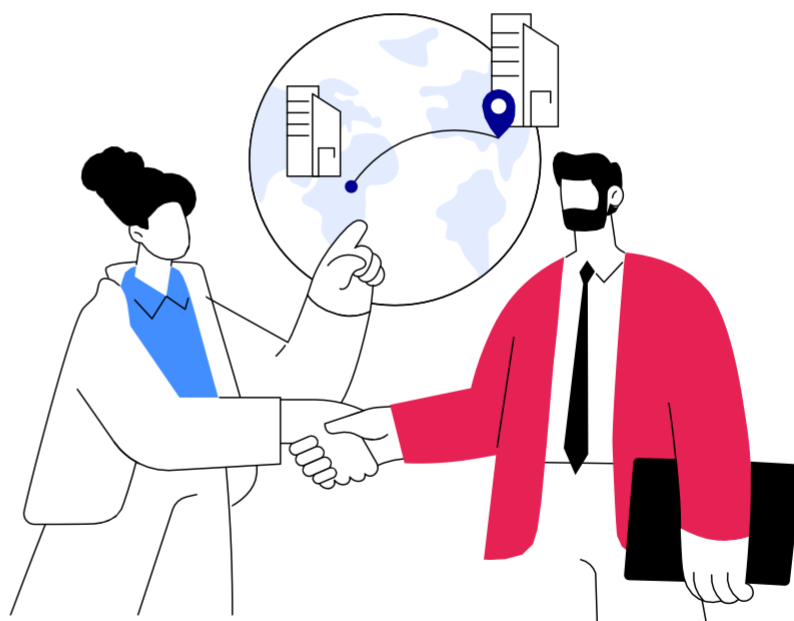




In 2024, the French SMEs and mid-size companies that we supported generated **€1.8 billion** in additional export revenues.

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!



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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!

Agrotech 2026

2026

January

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

April

21/04: Tastin' France Turkiye & Azerbaidjan –
Istanbul, Turkiye
beste.bicakci@businessfrance.fr

End of April Booster Grow Global KSA– Phase 1:
Companies Selection – France
rachid.boulaouine@businessfrance.fr

May

04/05 – 05/05: Mission Saudi ARASCO Days –
Riyadh, KSA
julien.barlier@businessfrance
alejandro.diazpache@businessfrance.fr

Juin

TBC: Business Meetings Retailers food and non-
food 2026 – UAE and KSA
Eleonore.sayar@businessfrance.fr
Julien.barlier@businessfrance.fr

18/06 Booster Grow Global KSA– Phase 2:
Bootcamp in Paris –
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

05/09 – 07/09: Saudifood Manufacturing 2026 – French Pavillon - Riyadh, KSA
Julien.barlier@businessfrance.fr
alejandro.diazpache@businessfrance.fr

15/09 – 17/09: SPACE 2026 – *Export Commence en France* - Rennes, France
alejandro.diazpache@businessfrance.fr

29/09 – 02/10 : Mission Normandie: Collective Mission & business meetings Oman & UAE
Miryem.oukasmessidi@businessfrance.fr

October

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

19/10 – 22/10: Saudi Agriculture 2026 – Collective Mission - Riyadh, KSA
alejandro.diazpache@businessfrance.fr

November

03/11 – 05/11 : Gulfood Manufacturing 2026 & GULFHOST – French Pavillon – Dubai, UAE
Eleonore.sayar@businessfrance.fr

16/11 – 17/11 : Tastin'france 2026 – Dubai, UAE
Eleonore.sayar@businessfrance.fr

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

December

December Booster Grow Global – Phase 3: Immersion in KSA
rachid.boulaouine@businessfrance.fr

Lifestyle & Healthcare 2026

2026

January

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

February

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

April

End of April Booster Grow Global KSA– Phase 1: Companies Selection France
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

18/05 - 20/05 : BeautyWorld KSA – French Pavilion Cosmetics – Riyadh, KSA
hager.bennasr@businessfrance.fr

June

TBC Business Meeting Retail Non Food – Dubai, UAE
maya.ghachem@businessfrance.fr

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

18/06 Booster Grow Global KSA– Phase 2: Bootcamp in Paris –
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

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

November

24/11 – 25/11 : French Art of Living Exhibition
Dubai, UAE
maya.ghachem@businessfrance.fr

December

December Booster Grow Global KSA– Phase 3:
Immersion in KSA
rachid.boulaouine@businessfrance.fr

09/12 – 12/12 : French Equestrian days – Dubai, UAE
maya.ghachem@businessfrance.fr

Tech & Services 2026

2026

April

End of April Booster Grow Global KSA – Phase 1:
Companies Selection Riyadh, KSA
rachid.boulaouine@businessfrance.fr

May

04/05 – 06/05 : AI & Quantum Immersion
Program on the sidelines of LEAP – Riyadh, KSA
Stephanie.hanna@businessfrance.fr

June

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

09/06 – 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

18/06 Booster Grow Global KSA- Phase 2: Bootcamp
in Paris - rachid.boulaouine@businessfrance.fr

TBC : Booster Access RetailTech – UAE
laura.jarroir@businessfrance.fr

September

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

December

TBC ICC Immersion – Riyadh & Djeddah, KSA
stephanie.hanna@businessfrance.fr

December Booster Grow Global KSA – Phase 3:
Immersion in KSA
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

February

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

April

End of April Booster Grow Global KSA - Phase 1: Companies Selection
rachid.boulaouine@businessfrance.fr

May

19/05 - 20/05 : French Utilities Days - Abu Dhabi, UAE
clement.barette@businessfrance.fr

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

June

08/06 - 10/06 : French Maritime Tour Oman & UAE
clement.barette@businessfrance.fr

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

18/06 Booster Grow Global KSA - Phase 2: Bootcamp in Paris -
rachid.boulaouine@businessfrance.fr

TBC: French Railway & Mobility Day - Riyadh, KSA
alexandre.despinose@businessfrance.fr

Industry & Cleantech 2026

2026

September

29/09 – 02/10 : Mission Normandie: Collective Mission & business meetings Oman & UAE
Miryem.oukasmessidi@businessfrance.fr

01/09 – 03/09 : Middle East Energy 2026 – French Pavilion Electrical Equipment –Dubai, UAE- Kuwait
clement.barette@businessfrance.fr

November

TBC: French-Saudi Industry Tour- 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

TBC : French Energy Days – UAE & Oman
clement.barette@businessfrance.fr

October

12/10 – 14/10 : French Space Days – UAE & Oman
clement.barette@businessfrance.fr

14/10 – 16/10 French Aerospace Days Istanbul, Turkiye
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

TBC French Industrial Decarbonisation Days 2026 – Arabie saoudite – KSA & Kuwait
Alexandre.despinose@businessfrance.fr

December

December Booster Grow Global KSA – Phase 3: Immersion in KSA
rachid.boulaouine@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

September

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

June

12/06 V.I.E / V.I.A Grand Prix – Dubai, UAE -
alia.fombellida@businessfrance.fr

October

October 2026 V.I.E / V.I.A Grand Prix - Doha, Qatar
- Carole.kazzi@businessfrance.fr



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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