

Agenda 2026

Near & Middle East





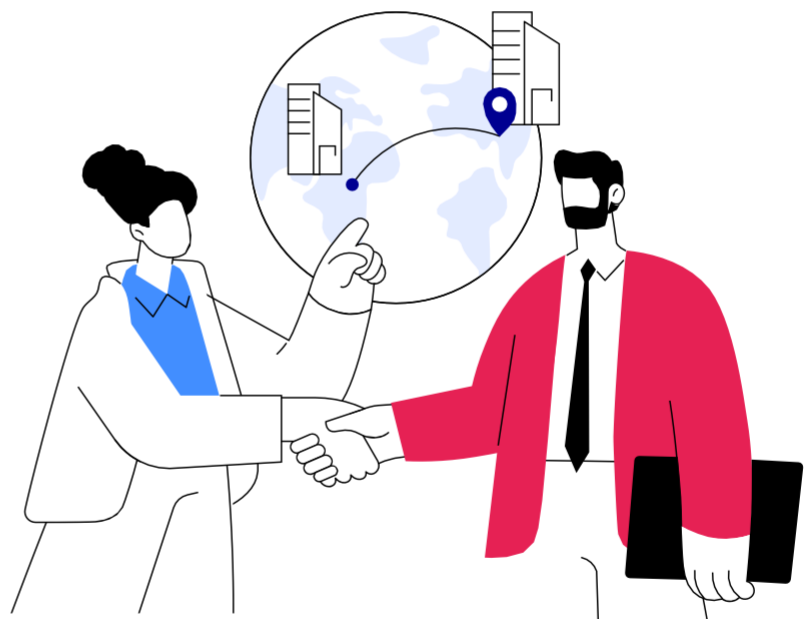
As a public consulting firm, we work to support the international development of the French economy.

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:

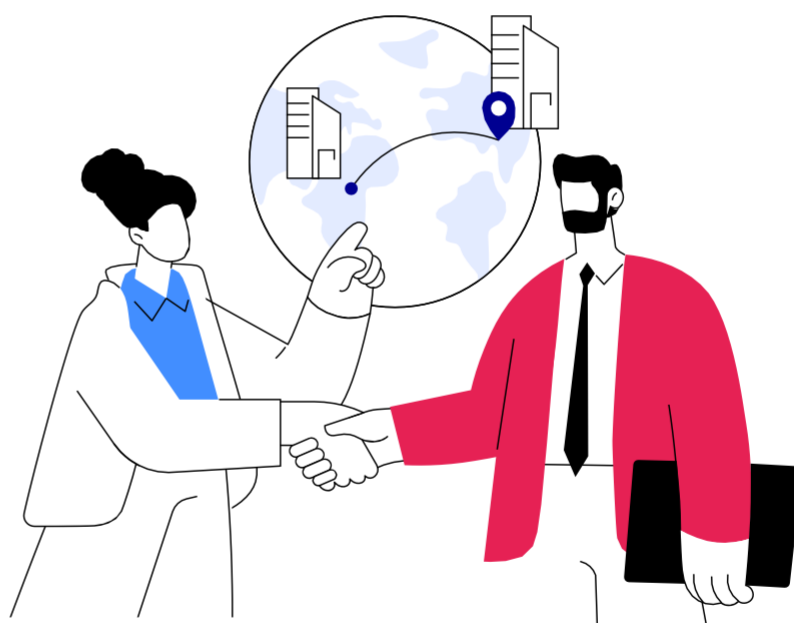
- **Support** the international development of French businesses established in France, over the long term, particularly mid-size companies and growing SMEs.
- **Promote** the sectors of French excellence and the sectors of the future, supporting competitiveness and innovation.
- **Support** the international 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 2025, support from Business France made it possible to generate **€2.5 billion** in additional export revenues for French SMEs and mid-size companies, accounting for more than 25,386 jobs created or planned. Business France supported 59% of the 1,878 foreign investment decisions in 2025, accounting for 35,426 projected jobs.

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



Jean-Philippe Arvert,
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.

Geopolitical challenges should not obscure the economic reality: markets remain active and opportunities are still very much present. Our role is to help companies maintain a long-term perspective and continue their growth and development. Business goes on!

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.

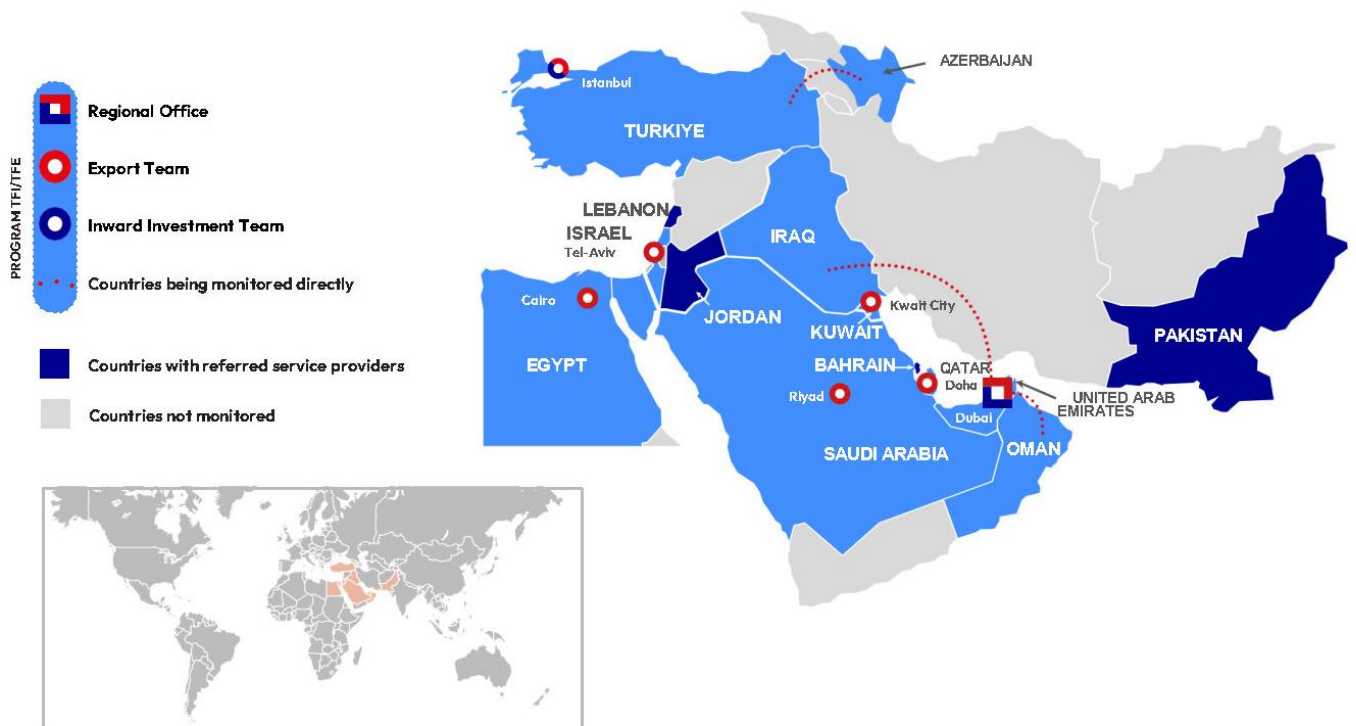
With near 60 events across 11 countries on key sectors, a major highlight will be the third edition of “Vision Golfe” on June 18-19, 2026.

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

March

09/03 - 11/03: CFIA Rennes - *Export Commence en France* - Clermont-Ferrand, France
beste.bicakci@businessfrance.fr
ilayda.fidan@businessfrance.fr

April

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

End of April: Booster Grow Global KSA - Phase 1:
Companies Selection - France
romain.keraval@businessfrance.fr

June

18/06: Booster Grow Global KSA - Phase 2:
Bootcamp in Paris, France
romain.keraval@businessfrance.fr

Agrotech 2026

2026

September

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

TBC: Mission Saudi ARASCO Days - Riyadh, KSA
julien.barlier@businessfrance.fr
alejandro.diazpache@businessfrance.fr

October

06/10 – 09/10: Sommet de l'élevage - *Export Commence en France* - Clermont-Ferrand, France
beste.bicakci@businessfrance.fr
ilayda.fidan@businessfrance.fr

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

05/11 – 06/11: French Turkish Breeding Days 2026 - Izmir, Turkey
beste.bicakci@businessfrance.fr
ilayda.fidan@businessfrance.fr

22/11 – 26/11: Booster Grow Global - Phase 3: Immersion in KSA
romain.keraval@businessfrance.fr

Lifestyle & Healthcare 2026

2026

January

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

April

End of April: Booster Grow Global KSA - Phase 1:
Companies Selection - France
romain.keraval@businessfrance.fr

May

Beginning of May: French Healthcare Days -
Istanbul, Turkey
beste.bicakci@businessfrance.fr
laetitia.mouterde@businessfrance.fr

June

18/06: Booster Grow Global KSA - Phase 2:
Bootcamp in Paris, France
romain.keraval@businessfrance.fr

Lifestyle & Healthcare 2026

2026

October

06/10 - 08/10: Beauty World Dubai - Dubai, UAE
maya.ghachem@businessfrance.fr

November

04/11 - 05/11: French Healthcare Days Israel /
Mental Health France-Israel 2026 - Tel Aviv, Israel
muriel.farhi@businessfrance.fr

22/11 - 26/11: Booster Grow Global - Phase 3:
Immersion in KSA
romain.keraval@businessfrance.fr

December

16/12 - 18/12: French Equestrian days - Dubai &
Sharjah, UAE
maya.ghachem@businessfrance.fr

Tech & Services 2026

2026

April

End of April: Booster Grow Global KSA - Phase 1:
Companies Selection - France
romain.keraval@businessfrance.fr

June

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

17/06 - 20/06: Vivatech 2026 - Export begins in
France, Egypt & Jordan - Paris, France
gehad.elkazzaz@businessfrance.fr

18/06: Booster Grow Global KSA - Phase 2:
Bootcamp in Paris, France
romain.keraval@businessfrance.fr

30/06 - 30/10: AI & Quantum Immersion Program -
Riyadh, KSA
stephanie.hanna@businessfrance.fr

Tech & Services 2026

2026

September

22/09: Voices of AI Forum 2026 - Abu Dhabi, UAE
laura.jarroir@businessfrance.fr
nayla.khalife@ccifranceuae.com

October

05/10 - 07/10: French Pavilion CABSAT - Dubai, UAE
valerie.moncarz@businessfrance.fr

November

03/11 - 05/11: Webinar "How to raise money in the UAE?" - Online
laura.jarroir@businessfrance.fr

22/11 - 26/11: Booster Grow Global - Phase 3: Immersion in KSA
romain.keraval@businessfrance.fr

December

07/12 - 10/12: French Pavilion GITEX (international Boost) - Dubai, UAE
chriscpineau@internationalboost.com

December: ICC Immersion - Riyadh & Djeddah, KSA
stephanie.hanna@businessfrance.fr

Industry & Cleantech 2026

2026

January

26/01 - 29/01: Business meetings Caucasus and Central Asia - Istanbul, Turkey
kaya.ekmekci@businessfrance.fr

February

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

April

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

June

15/06 - 19/06: Eurosatory - Paris, France
hugo.besnier@businessfrance.fr
18/06: Booster Grow Global KSA - Phase 2: Bootcamp in Paris, France
romain.keraval@businessfrance.fr

Industry & Cleantech 2026

2026

September

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

October

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

13/10 – 15/10: French Aeronautics Days - Ankara, Turkey
kaya.ekmekci@businessfrance.fr

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

November

17/11 – 18/11: French Utilities Days - UAE
clement.barette@businessfrance.fr

22/11 – 26/11: Booster Grow Global KSA - Phase 3: Immersion in KSA
romain.keraval@businessfrance.fr

23/11 – 26/11: Big 5 - Dubai, UAE
clement.barette@businessfrance.fr

30/11 – 01/12: French Railway & Mobility Day - Riyadh, KSA
hugo.besnier@businessfrance.fr

December

02/12: Business Meetings Electricity & Smart Grids 2026 Turkey - Paris, France
cansu.kazancioglu@businessfrance.fr

07/12 – 09/12: French Maritime Tour - Oman & UAE
clement.barette@businessfrance.fr

08/12 – 10/12: French Water Days on @UN Water Conference [TBC]
clement.barette@businessfrance.fr

Strategies & Market Intelligence 2026

2026

February

02/02 - 05/02: Mission Business Irak - Bagdad, Iraq
jean-philippe.arvert@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: Egypt Business Forum - Paris & Lyon, France
christelle.labernede@businessfrance.fr

November

23/11 - 24/11: 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



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 (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