RÉPUBLIQUE FRANÇAISE
Liberté
Égalité
Fraternité

Business France

Agenda 2027

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 2027 event program for the Near & Middle East. In a world grappling with multiple crises, and as this region faces 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.

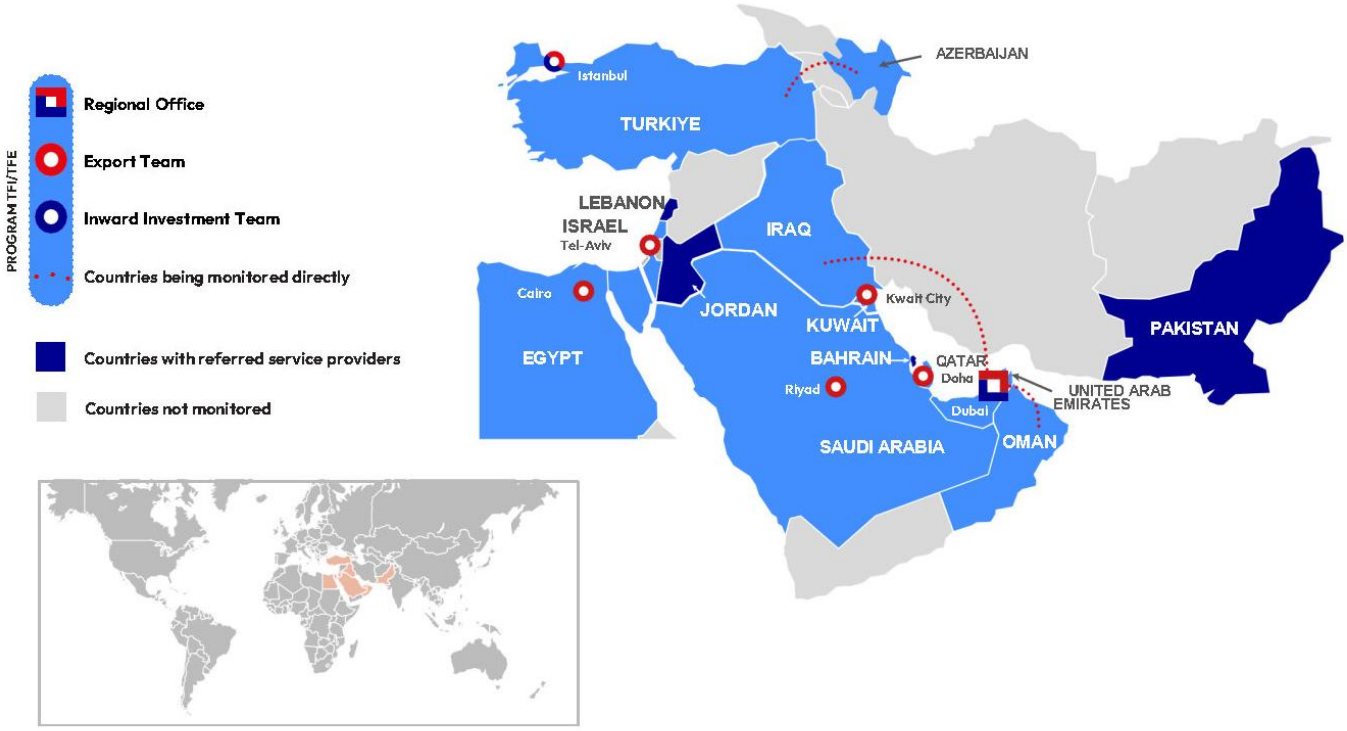
With nearly 60 events across 11 countries in key sectors, a major highlight will be the fifth edition of “Vision Golfe” on 15–16 June 2027.

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 2027

S1

2027

March

15/03–19/03: Gulfood 2027 - French Pavilion Food Products - Dubai, UAE
eleonore.sayar@businessfrance.fr

Date TBC: French Poultry Mission – Riyadh, KSA
alejandro.diazpache@businessfrance.fr

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

April

27/04: Tastin' France – Wine tasting – Istanbul, Turkey
beste.bicakci@businessfrance.fr

29/04: Tastin' France – Wine tasting – Baku, Azerbaijan
beste.bicakci@businessfrance.fr

June

Date TBC: SaudiFood Manufacturing - France Pavilion Equipment & Ingredients for Food Industries – Riyadh, KSA
alejandro.diazpache@businessfrance.fr

Agrotech 2027

S2

2027

September

15/09–17/09: SPACE 2027 - Export Commence en France - Rennes, France
alejandro.diazpache@businessfrance.fr

October

18/10–21/10: Saudi Agriculture - Collective Mission - Riyadh, KSA
alejandro.diazpache@businessfrance.fr

Date TBC: Livestock Summit (SDE) - Export Commence en France – Clermont-Ferrand, France
alejandro.diazpache@businessfrance.fr

November

01/11–03/11: Gulfood Manufacturing 2027 & GULFHOST - French Pavillon - Dubai, UAE eleonore.sayar@businessfrance.fr

03/11: Growtech – French Agri Days – Salon & B2B - Antalya, Turkey
beste.bicakci@businessfrance.fr

03/11–04/11: Tastin' France – Dubai, UAE
eleonore.sayar@businessfrance.fr

23/11–25/11: VIV MEA – Abu Dhabi, UAE
eleonore.sayar@businessfrance.fr

Date TBC: French Bread Festival – Riyadh, KSA
julien.barlier@businessfrance.fr

Lifestyle & Healthcare 2027

S1

2027

January

25/01–28/01: World Health Expo - Dubai, UAE
maya.ghachem@businessfrance.fr

April

04/04–07/04: French Healthcare Tour - Qatar & UAE
maya.ghachem@businessfrance.fr

May

03/05–04/05: Exposition Art de Vivre à la française - Dubai, UAE
maya.ghachem@businessfrance.fr

June

21/06–23/06: Beauty World Riyadh - KSA
hager.bennasr@businessfrance.fr

Date TBC: French Tourism Days KSA - France
hager.bennasr@businessfrance.fr

Lifestyle & Healthcare 2027

S2

2027

September

Date TBC: Perfume buyers invitation from the zone - Business meetings - Paris, France
maya.ghachem@businessfrance.fr
beste.bicakci@businessfrance.fr

October

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

November

Date TBC: French Sports Days - Riyadh, KSA
ines.ghanai@businessfrance.fr

Tech & Services 2027

S1

2027

January

31/01–03/02: Web Summit – Doha, Qatar
carole.kazzi@businessfrance.fr

May

04/05–06/05: CABSAT – Dubai, UAE
laura.jarroir@businessfrance.fr

June

28/06–05/07: ICC Immersion program – Institut Français & Business France – Istanbul, Turkey
loic.lenoir@businessfrance.fr

Date TBC: Prométéo Mission - KSA & UAE
stephanie.hanna@businessfrance.fr

Tech & Services 2027

S2

2027

September

Date TBC: Creative Lab - KSA & UAE
stephanie.hanna@businessfrance.fr

October

20/10–22/10: Deeptech Mission, alongside Future Health Summit – Abu Dhabi, UAE
laura.jarroir@businessfrance.fr

Industry & Cleantech 2027

S1

2027

February

02/02–03/02: MRO Middle East and Aircraft Interiors Middle East 2027 - Dubai, UAE
clement.barette@businessfrance.fr

March

21/03–25/03: World Water Forum – France Pavilion – Riyadh, KSA
nadine.salameh@businessfrance.fr

24/03–26/03: French Rail Days – Collective mission – Istanbul, Turkey
kaya.ekmekci@businessfrance.fr

Date TBC: French Security & Defence Tour – KSA & Qatar
hugo.besnier@businessfrance.fr

April

01/04–30/04: Booster Access Cleantech (Phase 1) – UAE & Oman
clement.barette@businessfrance.fr

26/04–28/04: French Maritime Days – UAE & Oman
clement.barette@businessfrance.fr

May

11/05–13/05: Middle East Energy - Dubai, UAE
clement.barette@businessfrance.fr

11/05–13/05: IBS Middle East – Abu Dhabi, UAE

24/05 – 26/05: French Aviation Tour – KSA & Kuwait
samantha.douarin@businessfrance.fr

24/05 – 27/05: BIG 5 Construct Saudi – France Pavillon, Environment – Riyadh, KSA
christelle.elkhoury@businessfrance.fr

Date TBC: French Rail & Mobility Tour – UAE, KSA & Oman
clement.barette@businessfrance.fr

Industry & Cleantech 2027

S2

2027

October

01/10–30/10: Booster Access Cleantech (Phase 2)– UAE & Oman
clement.barette@businessfrance.fr

04/10–06/10: French Renewables Energy Days – Business meetings – Istanbul & Ankara, Turkey
kaya.ekmekci@businessfrance.fr

End of October: WETEX – Dubai, UAE
clement.barette@businessfrance.fr

Date TBC: French Energy Days - UAE
clement.barette@businessfrance.fr

November

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

December

Date TBC: Maritime Mission - KSA
christelle.elkhoury@businessfrance.fr

Strategies & Market Intelligence 2027

2027

January

24/01–28/01: Mission Business Iraq - Bagdad, Iraq
jean-philippe.arvert@businessfrance.fr

February

08/02: Bourgogne Franche-Comté Mission - Multisectoral mission – Istanbul, Turkey
beste.bicakci@businessfrance.fr

June

15/06–16/06: Vision Golfe 2027 - Economic Conference and Business Meetings - Paris, France
miryem.oukasmessidi@businessfrance.fr

December

Date TBC: Business Forum – Riyadh, KSA
romain.keraval@businessfrance.fr

V.I.E Program (International Internship Program)

2027

March

25/03: V.I.E / V.I.A Grand Prix - Dubai, UAE
alia.fombellida@businessfrance.fr

October

Date TBC: V.I.E / V.I.A Grand Prix – Doha, Qatar
carole.kazzi@businessfrance.fr

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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.

19 May 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