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France

Promotion Opportunities Report

2000

Approved by:

Frank J. Piason

U.S. Embassy

Drafted by:

Roselyne Gauthier/Claude Nadai

Report Highlights:

This report is the first one prepared by Post. It highlights promotional activities for France during calendar year 2000, including trade shows.

Includes PSD changes: No
Includes Trade Matrix: No

Quarterly Report
Paris [FR1], FR

Disclaimer:

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

Section I. Trade Shows

Title of Event: **Ethnic and Specialty Food Show 2000**

Date: June 20-22, 2000

Venue: Paris, France (Bercy-Expo)

Organizer: Antoine Bonnel

Paris Bercy Expo

40, avenue des Terroirs de France - 75611 Paris Cedex 12

Tel: (33-1) 44 74 5035/Fax: (33-1) 44 74 5067

Email: ethnicfoodmail@aol.com

USDA Contacts:

Frank J. Piason

American Embassy

Tel: (33-1) 43 12 2277

Fax: (33-1) 43 12 2662

Email: fasparis@compuserve.com

Teresina L. Chin

USDA Trade Show Office

Tel: (202) 720 9423

Fax: (202) 690 4374

Email: chin@fas.usda.gov

Narrative:

The Ethnic and Specialty Food Show 2000 is the only exhibition in France solely dedicated to ethnic and specialty food products. The third annual show, which will be held in June 2000, will include a U.S. Pavilion and will focus on extending the exhibition to tropical fresh fruits and vegetables, as well as to beverages. The audience will be French supermarket buyers (Carrefour/Promodès, Auchan, Intermarché, Monoprix, etc.), as well as European companies (Marks & Spencer, U.K.; Migros, Switzerland; Delhaize Le Lion, Belgium and El Corte Ingles, Spain).

French supermarkets account for about 60 percent of total food sales in France. France is the third largest user of ethnic and specialty food products in the European Union, after Great Britain and Germany, with a well developed retail market for ethnic food products as well as a growing number of theme restaurants serving American, Cajun, Asian and other international cuisine. During 1999, more than 7 million Asian meals and 3 million Tex-Mex meals were served in ethnic restaurants in France. The ethnic French food market increases at a rate of 20 percent a year and amounted to \$334 million in 1999. 40 percent of French consumers bought ethnic meals at least once a year. Ethnic foods represent high value potential for manufacturers, distributors and producers and a growing market for U.S. products. Best products for Ethnic & Specialty Food Show 2000 are: Cajun/Louisiana type products; New York type products (including Kosher/Halal and Lebanese products); Tex-Mex products; New England products (processed clam/lobster.); CalItalian (California/Italian) products; and any new innovative product from the United States.

Title of Event: Salon International de l'Alimentation (SIAL 2000)**Date:** October 22-26, 2000**Venue:** Paris, France (Parc des Expositions Paris-Nord Villepinte)**Organizer:** François Gros
IMEX Management, Inc.
Tel: (704) 365 0041
Fax: (704) 365 8426
Email: sial@imexmgt.com**USDA Contacts:**

Frank J. Piason	Valerie Brown
American Embassy	USDA Trade Show Office
Tel: (33-1) 43 12 2277	Tel: (202) 720 3425
Fax: (33-1) 43 12 2662	Fax: (202) 690 4374
Email: fasparis@compuserve.com	Email: brownVr@fas.usda.gov

Narrative:

Every even-numbered year (1998, 2000), SIAL is the world's number one food products exhibition. It attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. This year, Paris, the undisputed capital of gastronomy and the pleasures of the table, will be welcoming the world's largest food exhibition with 5,000 exhibitors from over 90 countries and more than 135,000 visitors expected. All food sectors will be represented at SIAL 2000. The U.S. Pavilion is expecting about 150 U.S. exhibitors.

Europe is an immense market for U.S. food and beverage products with 374 million consumers in 15 countries, and annual food consumption valued at \$800 million. An increasing interest in American culture, rising incomes and changing lifestyles are contributing to Europe's demand for food products from the United States. In 1999, U.S. exports to the European Union exceeded \$2.5 billion.

From traditional outlets to hypermarkets to hotels and restaurants, food distribution channels are as diverse as they are numerous. According to an AC Nielsen study, there are a total of 468,700 food concerns in Europe, of which 4,358 hypermarkets, 12,500 larger supermarkets and 35,750 smaller supermarkets. An increase in the European and international tourist trade has increased demand for hotel, restaurant and food service products in all EU countries.

Section II. Other Promotional Activities

Title of Activity: **American Wine Tasting**
Date: May 10, 2000
Venue: American Embassy, Paris, France
Organizer: Frank J. Piason
Agricultural Minister-Counselor
American Embassy
Tel: (33-1) 43 12 2264
Fax: (33-1) 43 12 2662
Email: fasparis@compuserve.com

Narrative:

The audience for this event will be French importers/distributors, restaurant/hotel managers, wine retail shops, oenologists, French chefs, trade associations and the French and U.S. wine journalists.

French imports of U.S. wines increased 13 percent in 1998 to \$8 million. U.S. wines in France face strong competition from domestic producers, France's leading EU suppliers, and new world producers and emerging markets. However, the growing development of theme restaurants and the increasing interest in American culture are contributing to the growing demand for American wines.

If you have any questions or comments regarding this report or need assistance exporting to France, please contact the Office of Agricultural Affairs in Paris at the following address:

Office of Agricultural Affairs
American Embassy
2, avenue Gabriel - 75382 Paris Cedex 08
Tel: (33-1) 43 12 2264
Fax: (33-1) 43 12 2662
Email: fasparis@compuserve.com
Internet: www.amb-usa.fr/fas/fas.htm