



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## France

## Promotion Opportunities

## Annual

## 2001

Approved by:

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**U.S. Embassy**

Prepared by:

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### Report Highlights:

**This report highlights promotion activities in France for the period October 1, 2001 through October 31, 2002, including trade shows.**

**These activities feature promotion opportunities for the full range U.S. high value food products including: snack foods, ethnic and kosher products, healthy and/or organic foods, wines, with additional opportunities for wood products and livestock genetics.**

**AGX is recruiting for most of the trade shows listed with the support of FAS Paris.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual 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.

**Section I. FAS/W Endorsed Trade Shows**

*Title of Event:* **DIETEXPO**  
*Date:* October 20-22, 2001  
*Venue:* Paris/Porte de Versailles - France  
*Organizer:* COMEXPO  
Contact: Sylvie Dalouche  
Tel: (33-1) 49 09 6068  
Fax: (33-1) 49 09 6003  
Email: [sdalouche@comexpo-paris.com](mailto:sdalouche@comexpo-paris.com)  
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*Narrative:*

DIETEXPO is an international health/dietetic and organic food show taking place in odd-numbered years. DIETEXPO 2001 is expecting about 400 exhibitors (40 percent organic, 45 percent food supplements and dietetic and 15 percent natural cosmetic sector). This year there will be a total of four U.S. exhibitors at the show featuring food supplements and cosmetic products. The show is expecting some 9,900 professional visitors including retailers, wholesalers, distributors, importers and exporters. The organic food sector in France is growing rapidly with sales expected to reach \$2.5 billion by the year 2003. Food supplements represent a market of \$73 million increasing at a rate of 10 percent a year.

*Title of Event:* **EUROKOSHER 2002**  
*Date:* June 4-5, 2002  
*Venue:* Paris/Porte de Versailles, France  
*Organizer:* ESCD  
Contact: Pierre Lévy  
Tel: (33-1) 48 88 0505  
Fax: (33-1) 47 66 8068  
Email: [ESCD@wanadoo.fr](mailto:ESCD@wanadoo.fr)  
Internet: [www.centraik.com](http://www.centraik.com)

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*Narrative:*

France leads Europe in kosher food sales. Sales reached \$450 million in 2001, and are expected to grow at a rate of 15 percent a year over the next several years. Kosher foods attract a diverse group of buyers by answering consumer demand for safe and reliable food products. Eurokosher 2001 attracted 200 international exhibitors mainly from Europe, Israel and the United States. Over 5,000 visitors came to the show in 2001 from all over the world including kosher product buyers, distributors, wholesalers and brokers, supermarket buyers, airline companies, as well as HRI buyers and journalists. Eleven U.S. companies participated last year and reported on-site sales of one million dollars.

**Best products for this show include:** Grocery and prepared kosher foods, including wines and beverages.

*Title of Event:* **WORLD ETHNIC & SPECIALTY FOOD SHOW 2002**  
*Date:* June 10-11, 2002  
*Venue:* Paris, Porte de Versailles - France  
*Organizer:* ALGODOAL  
Contact: Antoine Bonnel  
Tel: (33-1) 01 45 23 8111  
Fax: (33-1) 01 45 23 8120  
Email: [ethnicfoodmail@aol.com](mailto:ethnicfoodmail@aol.com)  
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*Narrative:*

The World Ethnic & Specialty Food Show is the only exhibition in France dedicated solely to ethnic and specialty food products from all over the world. In 2002, the show is expected to have 400 exhibitors. The target audience is French supermarket buyers (Carrefour, Auchan, Intermarché, Monoprix, etc.), as well as European supermarkets buyers (Migros, Delhaize Le Lion and Le Corte Ingles), importers/distributors and buyers from the food service sector. In June 2001, the U.S. pavilion at the Ethnic & Specialty Food Show hosted 17 companies with product ranging from Louisiana Cajun to Native American salmon. For 2002, the show organizer will arrange meetings with retail or food service buyers for exhibitors.

The French market for ethnic foods is estimated to be \$2 billion, and has grown 20 percent in the past year. Theme restaurants in France served more than 7 million Asian meals and 3 million Tex-Mex meals in 2000.

**Best products for this show include:** 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:* **HEALTH INGREDIENT EUROPE TRADE SHOW**  
*Date:* September 17-19, 2002  
*Venue:* Paris-Nord Villepinte, France  
*Organizer:* MILLER FREEMAN B.V.  
Contact: Ms. Marjo Eussen  
Tel: (31-346) 559 444  
Fax: (31-346) 573 811  
Email: NKlein@unmf.com  
Internet: www.fi-events.com

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*Narrative:*

The Ingredient Food Show Europe (FIE) is held every year in a different European city alternating between the United Kingdom, Germany and France. Sister shows are held in Asia and South America. For the first time in 2002, the show will be dedicated to health ingredients. In 1999, the U.S. Pavilion had 30 exhibitors who reported sales of \$14 million. In 2002, the show is expected to attract 200 exhibitors and 14,000 international visitors including manufacturers, importers and distributors from Europe and the rest of the world.

Considering the expansion of the food industry and the increasing demand for new ingredients specifically in the health/dietetic sector, participation of innovative U.S. manufacturing companies is considered mandatory for the success of the show.

**Best product for this show include:** Dried fruits (including peanuts, almonds), extracts, seasonings, natural colors, pepper extracts, dehydrated, dried, flavored and powdered vegetables, candies, flour and roasted granules, vanilla, cranberry powder, etc.

*Title of Event:* **SIAL 2002**  
*Date:* October 20-24, 2002  
*Venue:* Paris-Nord Villepinte, France  
*Organizer:* IMEX Management, Inc.  
Tel: 704 365 0041  
Fax: 704 365 8426  
Email: [sial@imexmgt.com](mailto:sial@imexmgt.com)

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*Narrative:*

SIAL is one of the largest international food shows with about 133,000 visitors from all over the world including importers/distributors from the retail and food service sectors. During SIAL 2000, the U.S. Pavilion had 150 exhibitors which reported sales of over \$33 million.

**Products that elicited most interest in last SIAL** were sauces, health/organic foods, dried fruits and nuts and all types of gourmet foods.

## **Section II. Other Trade Shows**

*Title of Event:* **BATIMAT**  
*Date:* November 5-10, 2001  
*Venue:* Paris/Porte de Versailles - France  
*Organizer:* MILLER FREEMAN/Batiment Construction  
Tel: (33-1) 47 56 5102  
Fax: (33-1) 47 56 0818  
Email: [info@batimat.com](mailto:info@batimat.com)

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*Narrative:*

BATIMAT is a building and construction materials trade show held in Paris in odd-numbered years. The Foreign Commercial Service (FCS) of the American Embassy in Paris has a U.S.

Pavilion at BATIMAT. The American hardwood and softwood trade associations are present. In 1999, a total of 30 U.S. companies exhibited under the FCS Pavilion.

*Title of Event:* **CARREFOUR INTERNATIONAL DU BOIS**  
*Date:* May 29-31, 2002  
*Venue:* Parc des Expositions - Nantes, France  
*Organizer:* Carrefour du Bois  
Tel: (33-2) 40 73 6064  
Fax: (33-2) 40 73 0301  
Internet: [www.timbershow.com](http://www.timbershow.com)

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*Narrative:*  
Carrefour International du Bois takes place every two years in Nantes, Western France and is the only European trade show in the wood sector. In 2000, the American Hardwood and softwood industries participated, in addition to the Pennsylvania and Virginia Departments of Agriculture, with a total of 30 U.S. companies. The show attracts approximately 6,000 professional visitors mainly from France, Spain, Italy and the Netherlands.

Carrefour International du Bois recognized as the best opportunity for U.S. companies interested in exporting their wood and wood products to the European market.

*Title of Event:* **AGRICULTURAL PRODUCTION SHOW (SPACE 2002)**  
*Date:* September, 2002  
*Venue:* Rennes Aéroport Parc des Expositions - France  
*Organizer:* SPACE  
Contact: P. Kerdraon/V. Lancelot  
Tel: (33-2) 99 67 1020  
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*Narrative:*

SPACE is an international breeding show that takes place every year and features stock breeding equipment, animal feed, nutrition, additives, genetics and insemination products. The show attracts 1,500 exhibitors (30 from the U.S. in 2001) and over 110,000 visitors from all over the world. The show features mainly dairy and beef producers, poultry and pig breeders.

Although not organized by Post or endorsed by FAS/W, SPACE is one of the best shows for U.S. companies wanting to make worldwide contacts in the dairy, beef, poultry and pig industries.

### Section III. Other Promotional Activities

*Title of Activity:* **“LES DELICES DU MONDE”  
A Section at the International Agricultural Show**

*Date:* February 23-March 3, 2002

*Venue:* Paris/Porte de Versailles - France

*Organizer:* COMEXPO PARIS

Contact: Petra Boydron Konigs  
Tel: (33-1) 49 09 6188  
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*Narrative:*

“Les Délices du Monde” is part of the International Agricultural Show (SIA) in the form of a village, grouping the five continents (Asia, Europe, America, Africa and Australia). The organizer is expecting one or several State Regional Trade Groups to exhibit food products, tourist information and handicrafts, so as to help visitors discover parts of the United States. SIA attracts about 600,000 visitors –mostly the public but also food industry professionals (producers, processors and distributors).

*Title of Activity:*       **SALES MISSION**  
*Date:*                    April, 2002  
*Venue:*                  Paris, France  
*Organizer:*            SUSTA/TENNESSEE DEPT OF AGRICULTURE  
                              Contact: Jason Puckett  
                              Tel: (615) 837 5160  
                              Fax: (615) 837 5194  
                              Email: jcpuckett@mail.state.tn.us

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*Narrative:*  
SUSTA and the Tennessee Department of Agriculture expressed an interest in organizing a sales mission of U.S. companies to Europe including Germany, the United Kingdom and France. The U.S. companies selected by SUSTA and the Tennessee Department of Agriculture will bring gourmet and specialty foods to French buyers selected by our office. To that effect, Post requested funds in FY02 UES to cover for the rental of a room to present the products to the French trade.

**Best products for this event** are gourmet/specialty foods such as honey, jams & jellies, salted and sweet biscuits, sauces, spices, condiments including oil and vinegar, confectionery, coffee and tea.

*Title of Event:* **AMERICAN WINE TASTING**  
*Date:* March 19, 2002  
*Venue:* Salons France-Amériques, Paris, France  
*Organizer:* Office of Agricultural Affairs  
American Embassy, Paris  
Contact: Roselyne Gauthier/Laurent Journo  
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*Narrative:*

Post will organize an American Wine Tasting with wineries from California, Oregon, Washington and New York States in cooperation with the California Wine Institute, the Northwest Pacific Wine Coalition, the New York Wine Promotion Board and other wine producing States willing to participate.

Like in 2000, the audience to this event will be restaurant managers, sommeliers, oenologists, trade associations, importers/distributors, wine buyers, buyers from the retail and food service as well as French and U.S. press.

American wines in France face strong competition not only from domestic producers, but also from new world producers and emerging market companies. It is important that American wines maintain and increase their presence and sales in this market. Similar event conducted in 2000, generated immediate sales of over \$134,000 with the introduction of 82 new wines in famous French restaurants.

*Title of Activity:* **DISNEYLAND PARIS MENU PROMOTION**  
*Date:* September, 2002  
*Venue:* Hotels and Restaurants of the Park - 77777 Marne-la-Valle  
*Organizer:* Office of Agricultural Affairs  
American Embassy, Paris, France  
Tel: (33-1) 43 12 2264  
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Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)  
Internet: [www.disney.fr](http://www.disney.fr)

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*Narrative:*

Disneyland/Paris is a European showcase for American products with over 12 million visitors a year (40 percent French). Disneyland sells 80,000 bottles of wine (mostly from California) annually and features a wide range of food products, most of them imported from the United States through importers/distributors in Belgium, the Netherlands and Germany. Disneyland Paris often conducts U.S. State menu promotions.

STRGs will be requested to select new-to-market innovative foods to offer for U.S. menu promotions in the six hotels and 65 restaurants of the park during a one-month promotion.

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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:

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