



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

Date: 12/29/2000

GAIN Report #FR0112

## France

## Promotion Opportunities

## Report Update for Calendar year 2001

Approved by:

**Susan Reid**

**U.S. Embassy, Paris**

Prepared by:

**Roselyne Gauthier**

---

### Report Highlights:

**This report highlights and updates promotion activities for France for January-December 2001, including trade shows. AGX is recruiting for most of the trade shows with the support of FAS Paris who will actively participate. FAS Paris will support all promotional activities listed in this report including Euro Disney and the Paris-U.S. Menu Promotion.**

---

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:* **EUROKOSHERFEST 2001**

*Date:* May 15-16, 2001

*Venue:* Paris, Porte de Versailles, France

*Organizer:* ESCD-EUROKOSHER

Contact: Pierre Levy/Olivier Princ

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)

*USDA Contacts:*

*Frank J. Piason*

*American Embassy*

Tel: (33-1) 43 12 2264

Fax: (33-1) 43 12 2662

Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)

*Joel Chetrick/Maria Nemeth-Ek*

*AGX - USDA Trade Show Office*

Tel: (202) 720 1533/3623

Fax: (202) 690 0193/4374

Email: [chetrick@fas.usda.gov](mailto:chetrick@fas.usda.gov)

[Nemeth@fas.usda.gov](mailto:Nemeth@fas.usda.gov)

*Narrative:*

France is a major center for kosher foods with sales increasing at a rate of ten percent a year. This market is estimated to reach \$450 million in 2001. Eurokosherfest 2001 will be the first European kosher food, ingredient and food service trade show. Organizers are expecting 150-200 international exhibitors mainly from Europe, Israel, and the United States. Over 5,000 visitors are expected from all over the world including kosher product buyers, distributors, wholesalers and brokers, supermarket buyers, airline companies. HRI buyers and journalists.

**Title of Event: Ethnic and Specialty Food Show 2000****Date:** June 13-14, 2001**Venue:** Paris, Porte de Versailles - France**Organizer:** ALGODOAL

Contact: Antoine Bonnel

Tel: (33-1) 55 33 4940

Fax: (33-1) 55 33 4930

Email: [Abonnel@aol.com](mailto:Abonnel@aol.com)Internet: [www.chez.com/ethnicfoodshow](http://www.chez.com/ethnicfoodshow)**USDA Contacts:**

Frank J. Piason

American Embassy

Tel: (33-1) 43 12 2264

Fax: (33-1) 43 12 2662

Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)

Maria Nemeth-Ek

USDA Trade Show Office

Tel: (202) 720 3623

Fax: (202) 690 4374

Email: [nemeth@fas.usda.gov](mailto:nemeth@fas.usda.gov)**Narrative:**

The Ethnic and Specialty Food Show 2001 is the only exhibition in France solely dedicated to ethnic and specialty food products. The fourth annual show, which will be held in June 2001, with about 200 exhibitors from all over the world, including a U.S. Pavilion. This year's show is expanded to include tropical fresh fruits and vegetables, and 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), importers/distributors and the hotel/restaurant/institutions sector.

French supermarkets account for about 75 percent of total food retail sales in France. Foreign cuisine and food products are booming in France's dynamic market for consumer-ready and high value foods. 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. In 2000, the European sales of ethnic foods amounted to \$1.3 billion with over 7 million Asian meals and 3 million Tex-Mex meals served in ethnic restaurants in France. The French ethnic food market increases at a rate of 20 percent a year. Forty percent of French consumers bought ethnic meals at least once this 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.); CallItalian (California/Italian) products; and any new innovative product from the United States.

*Title of Event:* **VINEXPO**  
*Date:* June 17-21, 2001  
*Venue:* Bordeaux - Lac, France  
*Organizer:* COMITE DES EXPOSITIONS DE BORDEAUX  
Contact: Philippe Dufau  
Tel: (33-5) 56 56 0022  
Fax: (33-5) 56 56 0000  
Email: [info@vinexpo.fr](mailto:info@vinexpo.fr)  
Internet: [www.vinexpo.fr](http://www.vinexpo.fr)

*Narrative:*

VINEXPO IS an international wine and spirits exhibition held every odd-numbered year. U.S. wine groups including the Wine Institute and the Northwest Wine Promotion Coalition attend and recruit for VINEXPO. In 1999, the show attracted 2,400 exhibitors. This is the world's most important wine show with more than 60,000 visitors. In 1999, over 100 U.S. vintners were represented.

*Title of Event:* **AGRICULTURAL PRODUCTION SHOW (SPACE 2001)**  
*Date:* September 11-14, 2001  
*Venue:* Rennes Aéroport Parc des Expositions - France  
*Organizer:* SPACE  
112A, rue Eugène Pottier - CS 46929  
35069 Rennes Cedex  
Contact: P. Kerdraon  
Tel: (33-2) 99 67 1020  
Fax: (33-2) 99 67 7845  
Email: [info@space.fr](mailto:info@space.fr)  
Internet: [www.space.fr](http://www.space.fr)

*USDA Contact:*

Frank J. Piason  
American Embassy  
Tel: (33-1) 43 12 2264  
Fax: (33-1) 43 12 2662  
Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)

*Narrative:*

Space is an international breeding show including stockbreeding equipment, animal feed, nutrition, additives, genetics and insemination. In 1999, the show attracted 1,322 exhibitors and over 108,000 visitors from all over the world and mainly dairy and beef producers, poultry and pig breeders.

*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: [info@comexpo-paris.com](mailto:info@comexpo-paris.com)  
Internet: [www.comexpo-paris.com](http://www.comexpo-paris.com)

*USDA Contacts:*

*Frank J. Piason*  
*American Embassy*  
*Tel: (33-1) 43 12 2264*  
*Fax: (33-1) 43 12 2662*  
*Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)*

*Maria Nemeth-Ek*  
*USDA Trade Show Office*  
*Tel: (202) 720 3623*  
*Fax: (202) 690 4374*  
*Email: [nemeth@fas.usda.gov](mailto:nemeth@fas.usda.gov)*

*Narrative:*

DIETEXPO is an international health/dietetic and organic food show taking place in odd-numbered years. In 1999, there were 380 exhibitors including 18 percent of foreign companies, with a U.S. Pavilion including 11 U.S. exhibitors of food supplements and cosmetic products, plus three U.S. organic exhibitors outside the U.S. Pavilion. In 1999, 9,900 professional visitors visited the show including retailers, wholesalers, distributors, importers and exporters. 46 percent of products featured at DIETEXPO are health/dietetic foods, 22 percent cosmetics, 32 percent organics. This sector is growing rapidly with France needing to import organics to satisfy consumer demand. In France, sales of organic products are expected to reach \$2.5 billion by the year 2003.

*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)

*USDA Contacts:*

*Frank J. Piason*

*American Embassy*

*Tel: (33-1) 43 12 2264*

*Fax: (33-1) 43 12 2662*

*Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)*

*Narrative:*

BATIMAT is a building and construction materials trade show held in Paris in odd-numbered years with Foreign Commercial Service participation, supporting the American hardwood and softwood industries. In 1999, 30 U.S. firms exhibited.

## Section II. Other Promotional Activities

*Title of Activity:* **"Les Délices du Monde"**  
**A section at the International Agricultural Show**

*Date:* February 18-25, 2001

*Venue:* Paris - Porte de Versailles - France

*Organizer:* COMEXPO PARIS

Contact: Petra Boydron Konigs  
Tel: (33-1) 49 09 6188  
Fax: (33-1) 49 09 6158  
Email: [pboydron@comexpo-paris.com](mailto:pboydron@comexpo-paris.com)  
Internet: [www.comexpo-paris.com](http://www.comexpo-paris.com)

*USDA Contact:*

*Frank J. Piason*  
*American Embassy*  
*Tel: (33-1) 43 12 2264*  
*Fax: (33-1) 43 12 2662*  
*Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)*

*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 Groups to exhibit food products, tourist information and handcrafts of the region, so as to help visitors to discover part 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:*       **Wines and Gastronomy Show at the  
International Paris Fair**  
*Date:*                    April 27-May 8, 2001  
*Venue:*                  Paris - Porte de Versailles - France  
*Organizer:*            FOIRE DE PARIS - COMEXPO  
                              Contact: Christine Esposito  
                              Tel: (33-1) 49 09 6077  
                              Fax: (33-1) 49 09 6003  
                              Email: [cesposito@comexpo-paris.com](mailto:cesposito@comexpo-paris.com)  
                              Internet: [www.comexpo-paris.com](http://www.comexpo-paris.com)

*USDA Contact:*

*Frank J. Piason*  
*American Embassy*  
*Tel: (33-1) 43 12 2264*  
*Fax: (33-1) 43 12 2662*  
*Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)*

*Narrative:*

The Wines and Gastronomy section at the International Paris Fair includes a village dedicated to the wines of the world. All U.S. wineries and European/ French representatives are welcome to participate. The show organizer with the assistance of AgParis has already received some participant registrations. During the show, conferences on tasting and learning about world wines will be given.

The International Paris Fair has a total of 800,000 visitors and 3,200 exhibitors. For the wine and gastronomy section, it is expected 450 exhibitors including wine and food and 450,000 visitors mostly traders, oenologists, wine buyers, wine stores and the general public. The Paris Fair ranks first among the French fairs (before Lyon, Marseille and Bordeaux). Having U.S. wines featured will make them better known to the general public.



*Title of Activity:* **EuroDisney, Paris - U.S. Menu Promotion**  
*Date:* September, 2001  
*Venue:* Hotels and Restaurants of the Park - 77777 Marne-La-Vallée  
*Organizer:* Franck Jeantet  
Purchasing Director  
Tel: (33-1) 64 74 4716  
Fax: (33-1) 64 74 3963  
Email: [franck.jeantet@disney.com](mailto:franck.jeantet@disney.com)  
Internet: [www.disney.fr](http://www.disney.fr)

*USDA Contact:*  
*Frank J. Piason*  
*American Embassy*  
*Tel: (33-1) 43 12 2264*  
*Fax: (33-1) 43 12 2662*  
*Email: [agparis@fas.usda.gov](mailto:agparis@fas.usda.gov)*

*Narrative:*

The Restaurant Buying Manager for EuroDisney would like to organize a one-month U.S. menu promotion at the Paris Disney theme park in September 2001. For this promotion to take place in the six hotels and 65 restaurants of the park, EuroDisney is looking for new-to-market innovative foods to offer the 12 million people who visit the park each year. Each STRGs have been contacted, and meetings with SUSTA, MIATCO and WUSATA during SIAL in October 2000. AgParis is working with Disney and the STRGs to create a successful event.

EuroDisney is a showcase to American products, with over 12 million visitors a year (40 percent French and 60 percent Europeans). EuroDisney has annual sales of 80,000 bottles of wine (mostly California) and a wide range of food products, most of them imported from the United States through importers/distributors from Belgium, Netherlands and Germany. Regularly, EuroDisney carries U.S. State menu promotions.

\*\*\*\*\*

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](mailto:fasparis@compuserve.com)*  
*Internet: [www.amb-usa.fr/fas/fas.htm](http://www.amb-usa.fr/fas/fas.htm)*