

PRESS RELEASE

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Launch of an international support program for French Haute Gastronomy

As part of the “Dare to Export 2023-2026” plan and the strategy to promote haute cuisine, Olivia Grégoire, Minister Delegate for Business, Tourism and Consumer policy, Franck Riester, Minister Delegate to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade, Economic Attractiveness, French Nationals Abroad and French-Speaking Communities, and Business France are launching a tailor-made program to support the development of French Haute Gastronomy internationally. In 2024, the aim is to support an initial cohort of around ten French chefs in their efforts to set up internationally.

In 2023, the catering industry in France, which represents around 175,000 establishments and employs nearly 800,000 people, recorded growth of 9% compared with the previous year. This progression reflects the robustness of the sector in the face of national and global challenges.

In light of this growth, French haute cuisine continues to shine internationally, thanks to the recognition of its establishments by global awards and the enthusiasm from foreign chefs for France’s prestigious culinary schools. This influence is supported by the authority of French gastronomic guides and competitions. In a context of increased competition on the international culinary scene, the French state is committed to supporting French gastronomy and its talent, and using its excellence, creativity and appeal to enhance the country’s international profile.

As such, the French state and Business France are launching the first tailor-made program aimed at supporting the international expansion of French restaurateurs with high potential. This program targets markets selected for their interest in French haute cuisine, promising new

momentum and great growth opportunities for the sector. This is a strategic initiative to capitalize on the current dynamic and strengthen the presence of French gastronomy on the international stage.

The selection process will be led by a jury of national and international experts. This international support program lasting six to eight months will include:

- Upstream preparation focused on the target market.
- Specific promotional initiatives.
- Trade missions and ongoing support to establish a sustainable presence.

The target markets for this program are Saudi Arabia, South Korea, the United Arab Emirates, as well as Hong Kong and Macao, selected for their potential to welcome and promote French haute cuisine.

Olivia Grégoire, Minister Delegate for Business, Tourism and Consumer policy, said: "Our culinary heritage is unrivaled. Everyone associates France with gastronomy. It no longer needs to be demonstrated that France is a great culinary nation. Being the best is good, but remaining the best is even better, and that's why I think it's time to take things further. This international support program is a decisive step forward for our culinary talent, who seek to broaden their horizons, to strengthen the influence of our gastronomy throughout the world and to introduce French expertise to as many people as possible."

Franck Riester, Minister Delegate to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade, Economic Attractiveness, French Nationals Abroad and French-Speaking Communities said: "In my work to support the international development of all French businesses, the export of our culinary and gastronomic expertise occupies a special place. It's a key part of our heritage and identity, playing a vital role in showcasing French excellence around the world. The "Dare to Export" plan, launched by the Ministry for Europe and Foreign Affairs in August 2023, gives them everything required to sell this excellence internationally. Team France Export is at their service."

Laurent Saint-Martin, Chief Executive Officer at Business France, added: "French chefs have a lot to offer the world; their unique expertise and their creativity are incomparable assets, which reflect the excellence of our gastronomic heritage. By providing them with the keys to a successful international presence, this program ensures that French haute cuisine continues to shine and inspire well beyond our borders."

Candidates have until Friday, May 3, 2024, to submit their applications via this questionnaire:

[Haute Gastronomy Program questionnaire](#)

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has more than 1,400 personnel, both in France and in 55 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance

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