

PRESS RELEASE

Paris, March 31, 2025

Agro Export Days 2025: “Exports in action: knowing, understanding and ensuring success”

The 10th edition of the Agro Export Days, which will be held virtually from March 31-April 4, 2025, marks a new milestone in supporting the international development of French businesses in the agricultural, agri-food and agricultural equipment sectors.

This event has been co-organized by the Ministry for Agriculture and Food Sovereignty and Business France, in close cooperation with their partners Hopscotch Season, the Paris/Ile de France Chamber of Commerce and Industry, FranceAgriMer, the French National Association for Food Industries (ANIA), the Agricultural Co-operation and the Federation of private businesses devoted to international business development (OSCI), with the participation of the network of Agricultural Advisors in embassies.



Aimed primarily at SMEs and mid-size companies, the Agro Export Days aim to provide businesses with the tools to better understand market expectations, anticipate sector-based developments and seize targeted opportunities.

The 2025 edition will feature **12 webinars spread over five days**, combining **six country-specific webinars** and **six thematic ones**, for the agricultural and agri-food sectors and their associated equipment and solutions.

Exploring the markets and deciphering the challenges

The program for this 10th edition will highlight several key destinations: **Nigeria**, a major agricultural player on the African continent, will be the focus of a talk on food security and productivity gains; **Vietnam** will demonstrate the opportunities brought by its rising middle class and strong consumer growth; and **the American market**, which remains a strategic one, will be analyzed in light of trade tensions and French potential. **China, Germany, Italy, Spain and Portugal** will complete this geographical overview.

Moreover, **cross-disciplinary webinars** will focus on the key drivers of successful export activities: sanitary and phytosanitary approval procedures, the pivotal role of the “**France 2030**” program, **corporate social responsibility (CSR)** as a competitive advantage and the potential of **e-export** in digital strategies. A session will also be devoted to the **Agro Export**

Club, which brings together businesses trading internationally, as well as a presentation of the network of **French Foreign Trade Advisors**.

Supporting the creation of export strategies

Through these webinars, the Agro Export Days 2025 will provide an operational overview of market forces, distribution channels, access conditions and consumer trends across different continents. By combining sector analyses, on-the-ground feedback and business success stories, the event aims to strengthen the ability of French firms to structure, adjust or develop their export strategy.

With the transition to a sustainable food system, regulatory changes, growing trade tensions and profound shifts in consumption patterns, **export activities remain a key driver of growth and resilience for French key players**. Exploring new opportunities, targeting the right markets and promoting French expertise: these are the aims of the Agro Export Days 2025.

With more than 2,500 registrants already and a concrete and strategic program, **the Agro Export Days is an essential event for international success**.

Details of the Agro Export Days 2025 webinars

Monday, March 31

- **2:00 PM – 3:30 PM: NIGERIA:** Food security and agricultural productivity: What strategies can we apply to ensure success in the giant of Africa?
- **4:00 PM – 5:00 PM: “FRANCE 2030”:** The key driver of innovation and international expansion.

Tuesday, April 1

- **10:30 AM – 12:00 PM: VIETNAM:** What opportunities are offered by the rise of a middle class eager to spend?
- **2:00 PM – 3:00 PM: AGRO EXPORT CLUB:** Join a network of French agri-food export entrepreneurs.
- **4:00 PM – 5:30 PM: CORPORATE SOCIAL RESPONSIBILITY (CSR):** How to make CSR a competitive advantage in export activities.

Wednesday, April 2

- **10:00 AM – 11:30 AM: EXPORT ACCREDITATION:** Export accreditation and Expadon 2, two essential services for export businesses.
- **4:00 PM – 5:30 PM: UNITED STATES:** Focus on the United States: Opportunities and challenges for the French agri-food industry when faced with the temptations of isolationism.

Thursday, April 3

- **9:30 AM – 11:00 AM: CHINA:** The Chinese challenge: How to achieve success in a vast but complex agri-food market.
- **11:30 AM – 12:30 PM: FOREIGN TRADE ADVISORS:** A network of leaders to help food businesses export.
- **2:00 PM – 3:30 PM: E-EXPORT:** E-Export as an international catalyst.
- **4:00 PM – 5:30 PM: GERMANY:** Tackling France's largest market: What's new for French food products in Germany?

Friday, April 4

- **9:30 AM – 11:00 AM: ITALY & THE IBERIAN PENINSULA:** Italy, Spain and Portugal: Three countries seeking solutions to address their agricultural challenges.

Access & Registration

To participate in the Agro Export Days 2025, you can register for the webinars of your choice. You must complete a separate form for each webinar.

The registration link is available [here](#) (in French)

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