



**MINISTÈRE  
DE L'AGRICULTURE,  
DE L'AGRO-ALIMENTAIRE  
ET DE LA SOUVERAINETÉ  
ALIMENTAIRE**

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## **PRESS RELEASE**

Paris, March 30, 2026

### **Agri-Food Export Days 2026**

#### **Agricultural exports in motion: anticipating, acting and succeeding**

**From March 30 to April 3, 2026, the French Ministry for Agriculture, Agri-Food and Food Sovereignty is joining forces with Business France to organize a new edition of the Agri-Food Export Days, in collaboration with their partners – Hopscotch Season, the Chambers of Commerce and Industry (CCI) of Ile de France (Paris region), FranceAgriMer, the French National Association of Food Industries (ANIA) and the Coopération Agricole – with the participation of the Agricultural Affairs Advisors Network in France's Embassies.**

Aimed at French businesses in the agricultural, agri-food, as well as the related equipment and solutions sectors, this event, which will take place entirely by videoconference, is primarily aimed at micro-enterprises, SMEs and mid-sized companies wishing to launch or strengthen their international presence.

A real highlight of export support, the Agri-Food Export Days aim to support firms in structuring and deploying their international strategy, by providing them with insights into markets, sectoral developments, as well as opportunities to seize.

The 2026 edition will be structured around nine webinars, spread over five days, combining geographical and thematic approaches. Participants will be able to identify opportunities in promising markets, analyze consumer trends, understand distribution channels and gain a better grasp of market access requirements, particularly regarding sanitary and phytosanitary obligations (approval, certification). Support mechanisms and tools available for international expansion will also be presented.

In an environment marked by rapid regulatory changes, escalating trade tensions and profound transformations in consumption patterns, exporting remains a strategic lever for growth, diversification and resilience for French businesses. Exploring new opportunities, targeting the most promising markets and promoting French expertise internationally: these are the ambitions of the 2026 Agri-Food Export Days.

Driven by growing interest from businesses and in a demanding international context, the Agri-Food Export Days have become a key event for firms looking to expand internationally. With more than 2,000 registered participants to date and a program that is both strategic and operational, this 2026 edition confirms the commitment of public and private stakeholders to supporting exporting businesses.

## Calendar of the 2026 Agri-Food Export Days

### Monday, March 30th

**2:30pm – 4:00pm: Germany** – Sustainability in glasses and in the vineyard: Understanding the expectations of the German market

### Tuesday, March 31st

**10:00am – 11:00am: Morocco** – Resilience of agriculture and agribusiness in transition: What are the options for French businesses?

**3:00pm – 4:30pm: Nordic countries** – New Nordic cuisine, new expectations: Keys to success in the wine and food markets in Sweden and Denmark

### Wednesday, April 1st

**10:00am – 11:00am: V.I.E** – An effective HR policy to fast-track international development

**3:00pm – 4:30pm: United States / China** – Between complexities and opportunities: How to rethink your strategy to perform

### Thursday, April 2nd

**10:00am – 11:30am: Philippines** – Capturing the growth of a market with high demand for imported food and alcoholic beverages

**2:00pm – 3:00pm: Financial tools** – Export support mechanisms: How to take advantage of them?

**4:00pm – 5:00pm: Export promotion** – The “Taste France” Campaign: Promoting French products in target markets

### Friday, April 3rd

**10:00am – 11:30am: Export approvals** – A demanding process serving exporting businesses

### Access and registration details

To participate in the 2026 Agri-Food Export Days, you can register for the different sessions of your choice. Each session requires completing a separate form.

The registration link is available [here](#).

### Media contacts

Siham Morchid – Tel.: +33 1 40 73 30 74 – +33 6 59 37 56 87

[siham.morchid@businessfrance.fr](mailto:siham.morchid@businessfrance.fr)

Séverine de Carvalho – Tel.: +33 1 40 74 73 88 – +33 6 82 23 69 12

[severine.decarvalho@businessfrance.fr](mailto:severine.decarvalho@businessfrance.fr)

Press Office of the Ministry for Agriculture, Agri-Food and Food Sovereignty – Tel.: +33 1 49 55 60 11

[ministere.presse@agriculture.gouv.fr](mailto:ministere.presse@agriculture.gouv.fr)