



## ACCESS TO THE FRENCH FOOD MARKET

INTERNATIONAL

### WHO IS THIS FOR?

Foreign businesses or delegations in the food industry: producers, manufacturers and distributors of fresh produce and/or processed, solid, liquid, sweet/savoury deli, frozen, own-brand or distributor-brand products.

French CCI overseas, overseas CCI, export promotion bodies, embassy commercial departments, ministries, trade unions.

### METHODS

Bespoke service requiring 3 to 4 weeks of preparation. Support provided by an experienced international adviser.

### DURATION

3 to 5 days

### RATES

Available on request

### CONTACT

Doing Business in Paris

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### YOUR OBJECTIVE

You wish to sell your food products on the French market.

### OUR SOLUTION

Boost your chances of success by relying on our expertise and our network of contacts developed over the course of numerous projects managed for our partners in Canada, Colombia, Croatia, Ecuador, Spain, Hong Kong, Lebanon, Portugal, Serbia and the Ukraine.

### THE SERVICE

Organisation of a schedule of individual B2B meetings with distribution channels chosen depending on your products and your positioning:

- **Rungis Market:** largest fresh produce market in the world with close to 1,200 businesses (wholesalers, producers, importers, brokers, logistics experts, central purchasing bodies, service businesses);  
*Optional: Rungis market visit followed by breakfast and a programme of individual meetings.*
- Parisian **department stores (*Grands Magasins*)** and major delicatessens;
- **Central purchasing bodies** for the supermarket sector (hypermarkets and supermarkets) for own brand and/or distributor brand;
- The **organic market** with specialised and multibrand retailers;
- **Frozen products** from specialised retail chains, retailers, wholesalers, and the supermarket sector.

*Optional: introduction to the French food market (consumer trends, regulations, certification).*