

Succeed in entering the French Food Market

- October 3rd from 4 pm till 5.30 pm (Paris time)
- Online webinar (on Teams)
- Free of charge. You will receive the link to the training after the registration
- Work language : English
- Speakers :

1. Mrs. Isabelle SENAND

Director of Studies

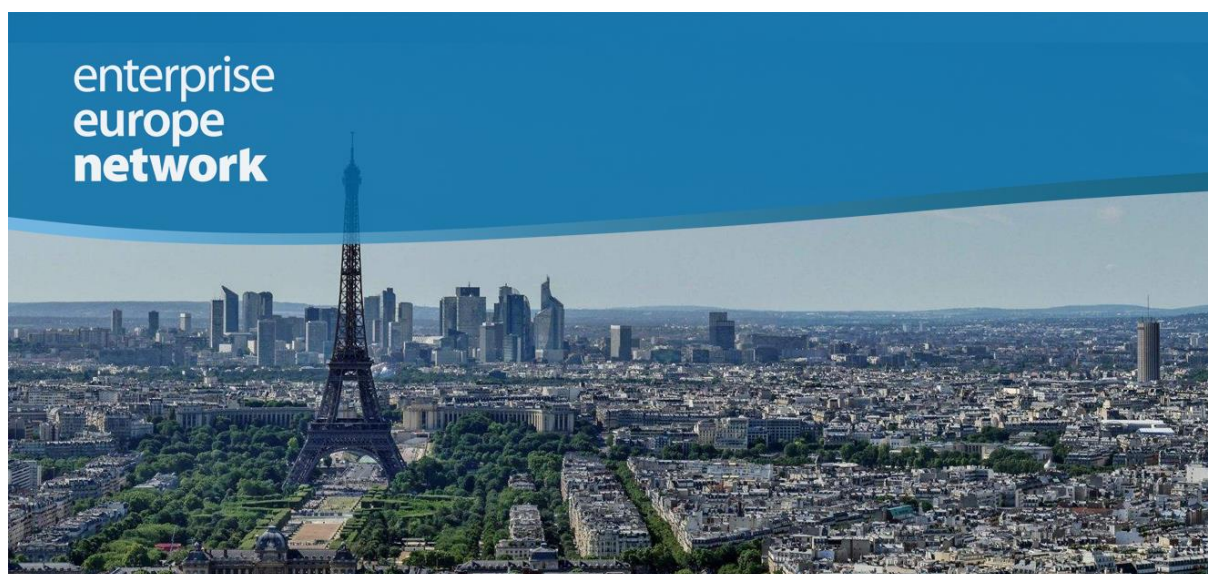
The French Retail Federation (FCD) (Professional organisation that brings together most of the major retailers, whether food retailers or specialised retailers)

2. Mr. Bernard QUINET

Manager

Doing Business in Paris (Department of the Paris Ile-de-France Regional Chamber of Commerce and Industry in charge of the support of foreign companies)

- The webinar is organized under the Rolling Plan 2022 of the Sector Group Agrifood of the Enterprise Europe Network for the participants of the [Business Meetings Food Paris](#) at SIAL Fair and for companies interested in the French Food market.



Why choosing this training workshop ?

The French market is both attractive through its status of international reference, and its strategic position as a global crossroads and gateway to the entire world...But it is also a complex market, with its codes, rules, and...traps.

If you know them, then you are in the good path to succeed.

This workshop will prepare you to successful business meetings during SIAL Fair 2022 organized by the Enterprise Europe Network.

What will you learn ?

During the webinar, you will have an opportunity to get some useful insights about the French Food Retail Industry.

We will also provide you with an overall vision of the world of French buyers:

- tools and methodologies of approach and negotiation
- illustrated by practical advices and tips
- key factors and figures to understand the market
- intercultural elements : things to know about France and its habitants
- who are the buyers : overview of the different categories and the specificities
- entry ticket to the French market : establish a realistic prospecting plan
- the buyer's profile
- how to identify and approach buyers : strategies and sources of identification
- negotiation and follow-up

The participation is free of charge, the registration is mandatory. Please, fill in the registration form in [Google Forms](#).

You will get the confirmation via email one week before the webinar.