



Foire de Paris
April 30th to May 11th 2025

COMEXPOSIUM

The **Comexposium** group is a world leader in event organisation, **coordinating B2B and B2C** events worldwide and operating in **11 market sectors** as varied as food processing, agriculture, fashion, digital technology, security, construction, the high-tech industry, optics and transport. Each year, Comexposium welcomes over **3.5 million visitors and 48 000 exhibitors** in 26 countries worldwide. It has a head office in France and a network of **800 employees in 20 countries**.



Foire de Paris

A significant event with a lengthy history and worldwide recognition





Foire de Paris, **established in 1904**, stands as France's premier trade exhibition. With over a century of existence, it has reached a **solid reputation** and **considerable credibility** within the realms of business and craftsmanship.



Foire de Paris takes place over **12 consecutive days**, providing an **extended period for exhibition and sales**. It is held at the Paris Expo Porte de Versailles, located in central Paris, easily **accessible for both national and international visitors**.



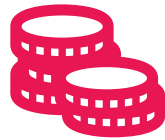
As an **annual trade show open to the general public**, Foire de Paris attracts a diverse audience, ranging from **individual consumers** to **professional buyers**, thus providing an ideal platform for exhibitors looking to **expand their business**.



Foire de Paris occupies across **six exhibition halls**, each dedicated to a specific sector, enabling exhibitors to benefit from **targeted visibility** while attracting visitors interested in various categories of products and services.



With **1250 exhibitors** and **3500 represented brands**, Foire de Paris offers a wide range of products and services. This diversity **attracts much more visitors** and ensures a variety of **business opportunities for exhibitors**.



On average, visitors to Foire de Paris spend **260 million euros**, demonstrating strong **sales potential and significant economic impact for exhibitors**. It's a major opportunity to **generate revenue** and **increase the visibility** of the products offered.



The significant **attendance of over 400,000 visitors** (a 4% increase in 2024) is a testament to the fair's appeal. This high attendance provides exhibitors with **unparalleled visibility and substantial opportunities for direct sales**.



Foire de Paris benefits from a **national and 360° communication campaign**, using various channels (television, radio, press, internet) to **reach millions of consumers**. This promotion strategy ensures **strong visibility** before and during the event, **attracting a large audience** and increasing the chances of success for exhibitors

Foire de Paris is also :

**A powerful and large-scale
communication campaign**

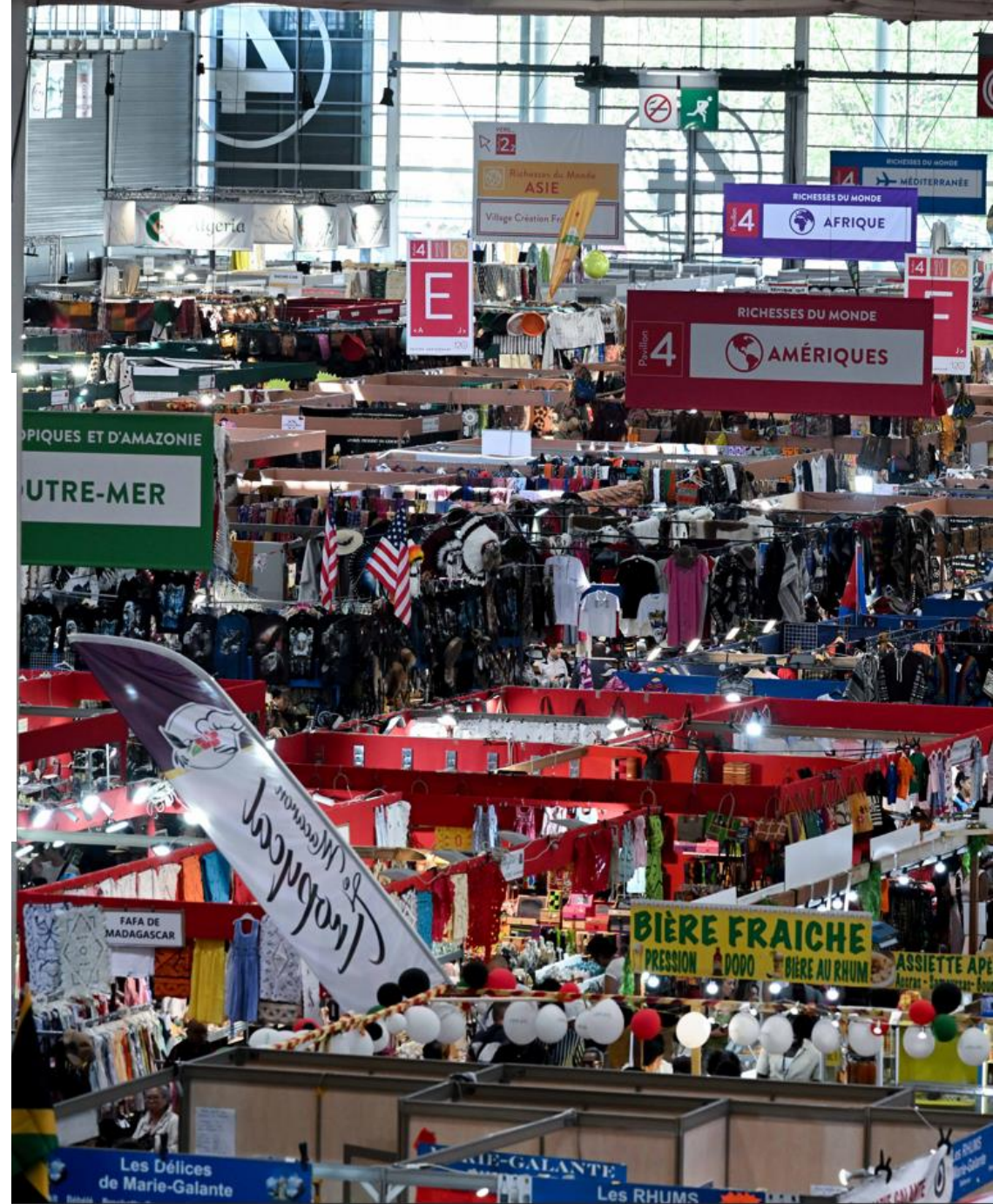


- Billboard campaign: more than **6,000 posters** & **90%** of Ile-de-France region residents reached
- Website: **nearly 1 million users**
- Media coverage (print + radio): **26 million** people reached
- Newsletter: **300,000** opt-in contacts
- Social media: **17 million** total impressions and over **170,000 followers**
- PR: **over 600** accredited journalists and **900 press coverage** of the show, representing €20 million in media value
- Partnerships: **44 partnerships** & **150,000** generated visits
- Influence campaign: over **4 million audiences** & **1 million video views**
- **600 journalists** accredited to the event in 2023
- **International media** coverage (China, Vietnam, Algeria etc.)

They covered our event



Experience a cultural and culinary adventure at Paris



The world's largest exhibition and marketplace for handicrafts, tourism, and culinary specialties

Cultural Diversity

An extensive variety of cultures, traditions, and artisanal craftsmanship from 40 countries and regions worldwide.

Immersive Journey

A complete experience that enables visitors to explore the sounds, tastes, and colors from around the world.

International Gastronomy

Representative culinary specialties from different regions.

Tourism

An opportunity to provide visitors with inspiration for their next adventures abroad.

Interactions

An exceptional meeting with artisans who share their stories, experiences, and expertise.

Entertainment

A rich program featuring cultural activities, culinary demonstrations, and traditional performances showcasing the represented countries.

Unique Craftsmanship

Authentic and exclusive artisanal products

Engaging with a dedicated and significant visitors



- The sector « Craftsmanship & the world's richness » is **the most visited**, engaging the interest and curiosity of more than 50% of Foire de Paris attendees.
- The sector records **an average purchase basket of around 400 euros**, demonstrating the attractiveness and variety of the available products, as well as the visitors' interest in the unique and authentic items on display



1 out of 2 visitors makes a purchase



8 out of 10 visitors are satisfied



1st driver for visiting : **discovery**

Dynamic entertainment enhancing the event



Foire de Paris had for mission each year to provide a **unique shopping experience** to its visitors, through a **friendly program** tailored to all ages

- Tropiques en Fête Festival by Foire de Paris : **the largest Afro-Caribbean festival in Europe**
- Days dedicated to the countries represented
- A nighttime event with over **170,000 spectators**

+ 10

Events

+ 100

Animation hours

Foire de Paris Golden Booth Awards Competition



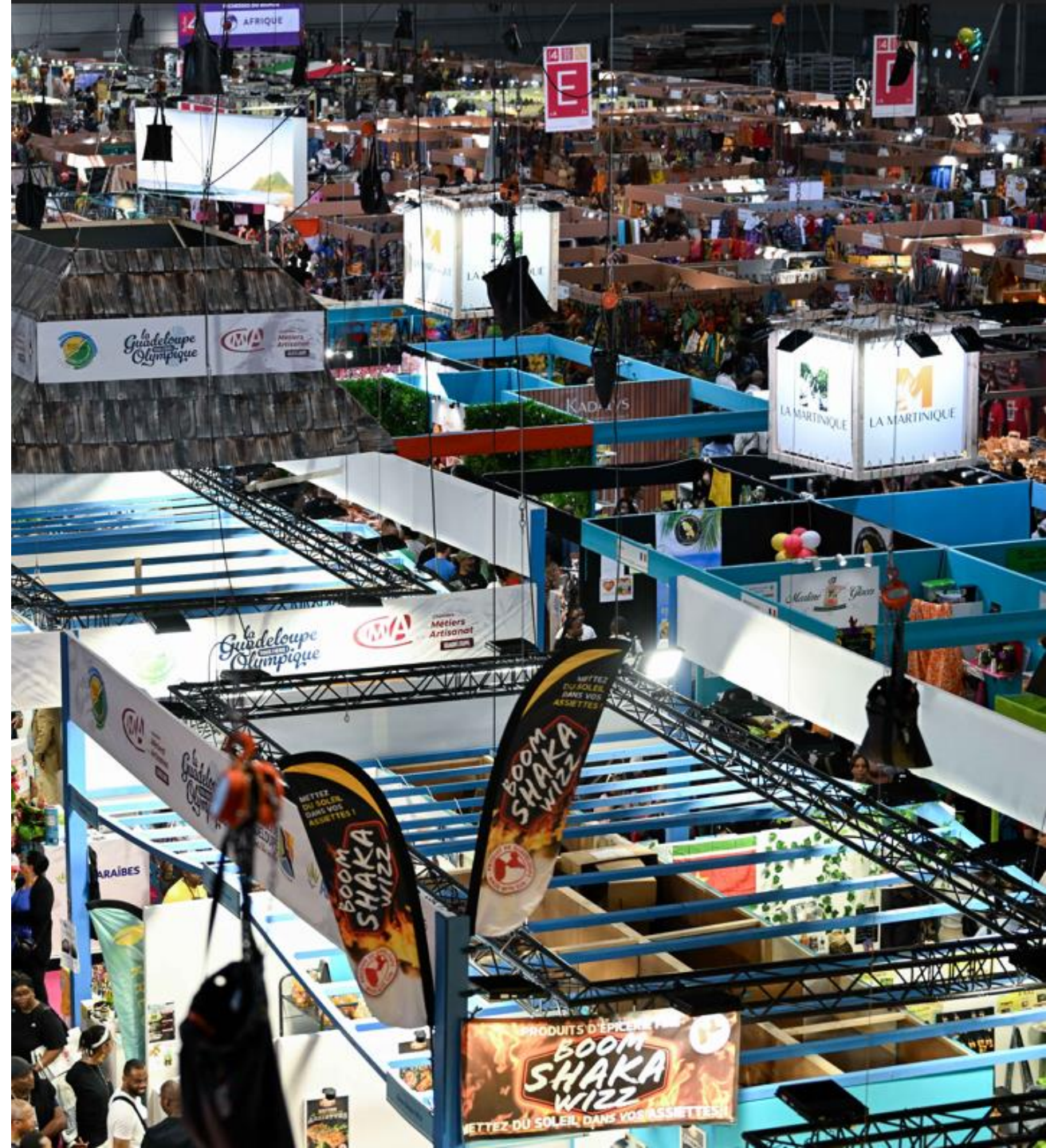
- The award recognizes and honors exhibitors who have taken particular care **in designing, decorating and entertaining their stand**, making it highly attractive to visitors and showcasing the country represented.
- **An awards ceremony** takes place during the event, in the VIP area, attended by all the applicants and Foire de Paris's Director.
- The jury select 6 winning stands:

Individual participation: one for Richesses du monde and one for Terres des Tropiques et d'Amazonie

Collective participation: one for Richesses du monde and one for Terres des Tropiques et d'Amazonie

« Heart's favorite » : one for Richesses du monde and one for Terres des Tropiques et d'Amazonie

Pavilions and countries already exhibiting at Foire de Paris





Algeria, Burkina Faso, Cameroun, Congo, Ivory Coast, Egypt, Kenya, Madagascar, Mali, Morocco, Mauritania, Niger, Rwanda, Senegal, Tunisia



China, India, Indonesia, Nepal, Republic of Korea, Syria, Thailand, Vietnam



Canada, Brazil, Ecuador, Peru



Austria, Germany, Italy, Spain

Why attend Foire de Paris ?





Target audience

Visitors with a strong interest in discovering a new country and who will generate new sales for your exhibitors.



Engagement

Your exhibitors will have the opportunity to connect directly with travellers, potential investors and partners, convincing them with their unique stories and offers. This interaction will create a memorable impression on our visitors.



Trend and Innovation

Foire de Paris supports innovation and creativity. Taking part and exhibiting at the fair gives the country a chance to showcase its savoir-faire.



Visibility

Taking part in Foire de Paris increases the country's visibility as an attractive, renowned and reliable choice for travellers and investors.



Promotional opportunities

Foire de Paris can be a hub for creative promotional activities, such as giveaways, contests, live demonstrations and cultural shows.



Media visibility

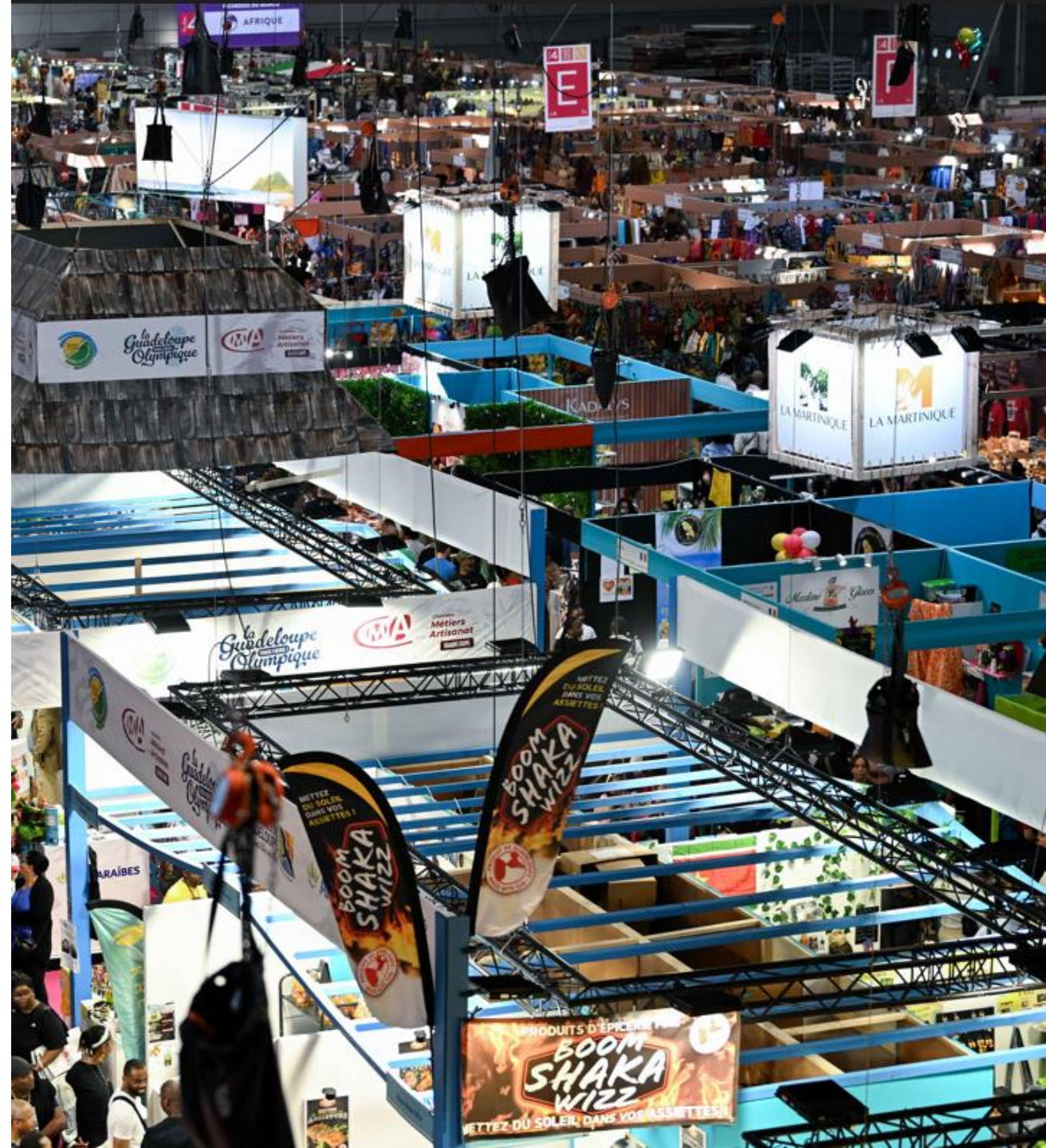
Foire de Paris is the media for Spring. By exhibiting on the fair, your country will be able to attract a huge media coverage at the mainstream press, which will increase the country's international exposure.

Being present at the Foire de Paris means :

- **Promoting your country** to the visitors of Foire de Paris
- Highlighting your country's **products and expertise**
- Contribute to your country's **influence abroad**

Your participation at Foires de Paris 2025

- Customised communication tools
- Sales exhibition space



Promotional advertising on the guided map

NOUVEAUTE 2023
LA BOUTIQUE FOIRE DE PARIS

Adoptez le look Foire de Paris, ne repartez pas sans un souvenir... Découvrez une sélection de produits pensée juste pour vous ! Mode homme/femme/enfant, goodies, casquettes, totes, mugs, chapeaux longueurs pour enfants...

ALLÉE CENTRALE

T-SHIRTS
SWEATS
CASQUETTES
BOBES

FOIRE

DE

GOODIES
TANANANES
MUGS
TOTEBAG

PARIS

LES ANIMATIONS À NE PAS MANQUER

LE FESTIVAL TROPICALES EN FÊTE : Le plus grand Festival afro-caribéen d'Europe. Venez au rythme de spectacles gratuits : concerts, parades et autres choses. LE VILLAGE DES SPORTS : Le sport à l'honneur ! Plus de 20 disciplines à découvrir tout en respectant des sports de haut niveau !

LA QUINQUETTE FOIRE DE PARIS : Envie de faire une pause ? La Quinquette Foire de Paris vous attend avec ses 5 restaurants, 2 bars, une terrasse en plein air, dans une ambiance festive et conviviale.

LA MAISON FOIRE DE PARIS : Le tour du pays en défilé à l'hygiène. Explorez vous en parcourant cette maison grandeur nature et découvrez vos projets maison.

FOIRE DE PARIS REJOURS : Vos enfants sont fous ? Jeux de construction, jeux de lecture et coloriage, mais aussi un atelier Party Club !

SUIVEZ-NOUS SUR :
WWW.FOIREDEPARIS.FR #FOIREDEPARIS

loque

CHARGÉOU AUVERGNAT SAVONARD FISH BURGER

LE PERIGOURDIN

PREMIER SPÉCIALITÉ 100% DE PAIN -40% sur le menu PERIGOURDIN

En vacances toute l'année !

En famille ou en couple, au bord de l'eau ou dans un jardin, laissez-vous séduire par les villas de la Foire de Paris. Découvrez une sélection de villas de vacances à la Foire de Paris.

PREMIER VILLAGE VACANCES 100% DE PROPRETÉS HAUTE PRESSION

PLAN DU SALON

ANIMATION MOBILITÉS DOUCES

TERRASSE H

GRAND PRIX DE L'INNOVATION

MAISON

ALLÉE CENTRALE

MARCHÉ AUX PLANTES

ALLIANCE FOIRE DE PARIS

ANIMATION QUÀ D

VILLAGE CRÉATION FRANÇAISE

SERVICES

- Points Info
- Infirmerie
- Espace services
- Kiosque Presse
- Distributeur de lattes
- Forum de l'emploi
- Gardiennage enfants & coin bébés avec

MAISON

- Par. 1 Ameublement & Décoration Jardin & Vitrines Plumes & Spa
- Par. 2 Lingerie & Cosmétique
- Par. 3 Mobilier et Décoration du Monde
- Par. 5 Construction & Décoration Eco-énergie & Chauffage Cloisons & Plafonds Sols de bain
- Par. 7 Cuisine Découverte

ARTISANAT & DÉCOUVERTES

- Par. 1 Marché Miel & Beaux Produits Apicole
- Par. 2 Village Création Française Semi-Up Beer
- Par. 4 Délices du Monde Terre des Tropiques et d'Amérique Caraïbes
- Par. 7 Marché des dimensions Miel & Produits
- Par. 8 Artisan & Miel d'Art

GASTRONOMIE

- Par. 1 Restaurants
- Par. 2 Terrains, Vins & Gastronomie Restaurants
- Par. 4 Cuisine des Tropiques & du monde
- Allée centrale/ Par. 2.2 Food truck
- Terrasse H Le Cordon Vert de Paris

SERVICES & ANIMATIONS

YOUR AD

Rotating advertising banner – sector page CRAFT & CULTURES OF THE WORLD - “Richesses du Monde”



DU 30 AVRIL AU 11 MAI 2025 - Paris Expo Porte de Versailles

J'achète mon billet

[DÉCOUVRIR FOIRE DE PARIS](#)
[MAISON](#)
[VINS & GASTRONOMIE](#)
[ARTISANAT & CULTURES DU MONDE](#)
[SHOPPING](#)
[INVENTIONS & INNOVATIONS](#)
[ANIMATIONS & CONCERTS](#)
[INFOS PRATIQUES](#)



[Accueil](#) |
 [Artisanat & Cultures du monde](#) |
 [Richesses du monde](#)

Gastronomie, artisanat et musiques du monde entier vous attendent sur Foire de Paris. Embarquez pour un voyage unique et dépayçant.

Nul besoin de grimper dans le premier avion pour partir à la **rencontre de la culture** italienne, asiatique ou encore américaine. **Foire de Paris** donne l'occasion aux artisans et exposants de faire découvrir leur pays à travers leurs produits emblématiques et leurs savoir-faire. De la gastronomie à la musique, ces pays que vous rêvez de visiter vous livrent tous leurs secrets.



Un voyage des sens

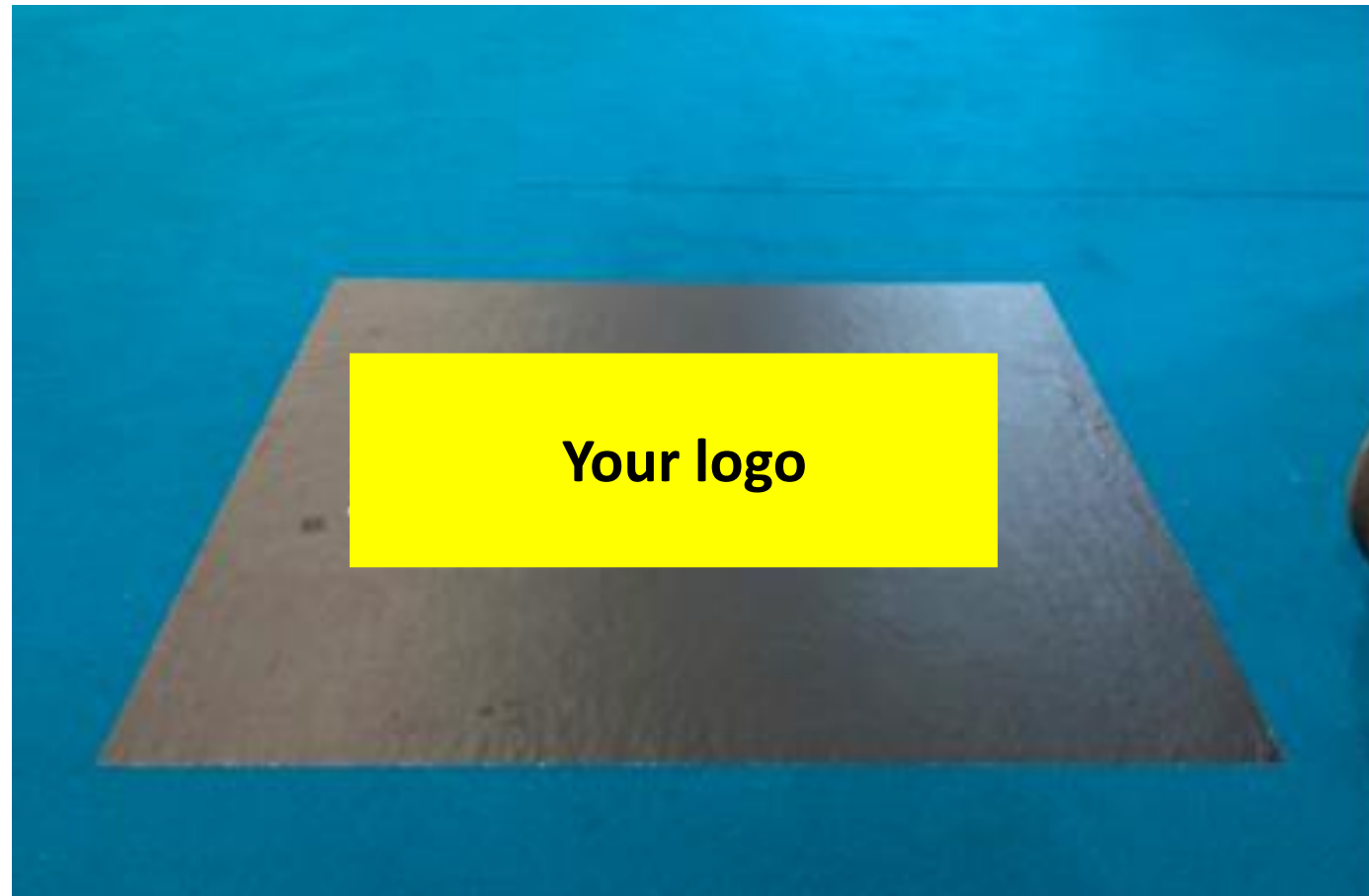
Si le voyage est une découverte, Foire de Paris en est l'emblème. Avec ses centaines d'exposants le salon vous propose une balade envoûtante à la **rencontre de cultures** que vous rêvez de découvrir. Tournez à droite pour un aller direct dans la savane africaine. Instruments de musique emblématiques et chants endiablés viendront rythmer votre visite. De l'autre côté, l'Amérique Latine vous attend



<https://www.foiredeparis.fr/fr-FR/artisanat-et-cultures-du-monde/richesses-du-monde>

Ground tiles in pavilion 4

Tiles pack of 8 in 70 x 70 cm



A full day to promote Greece

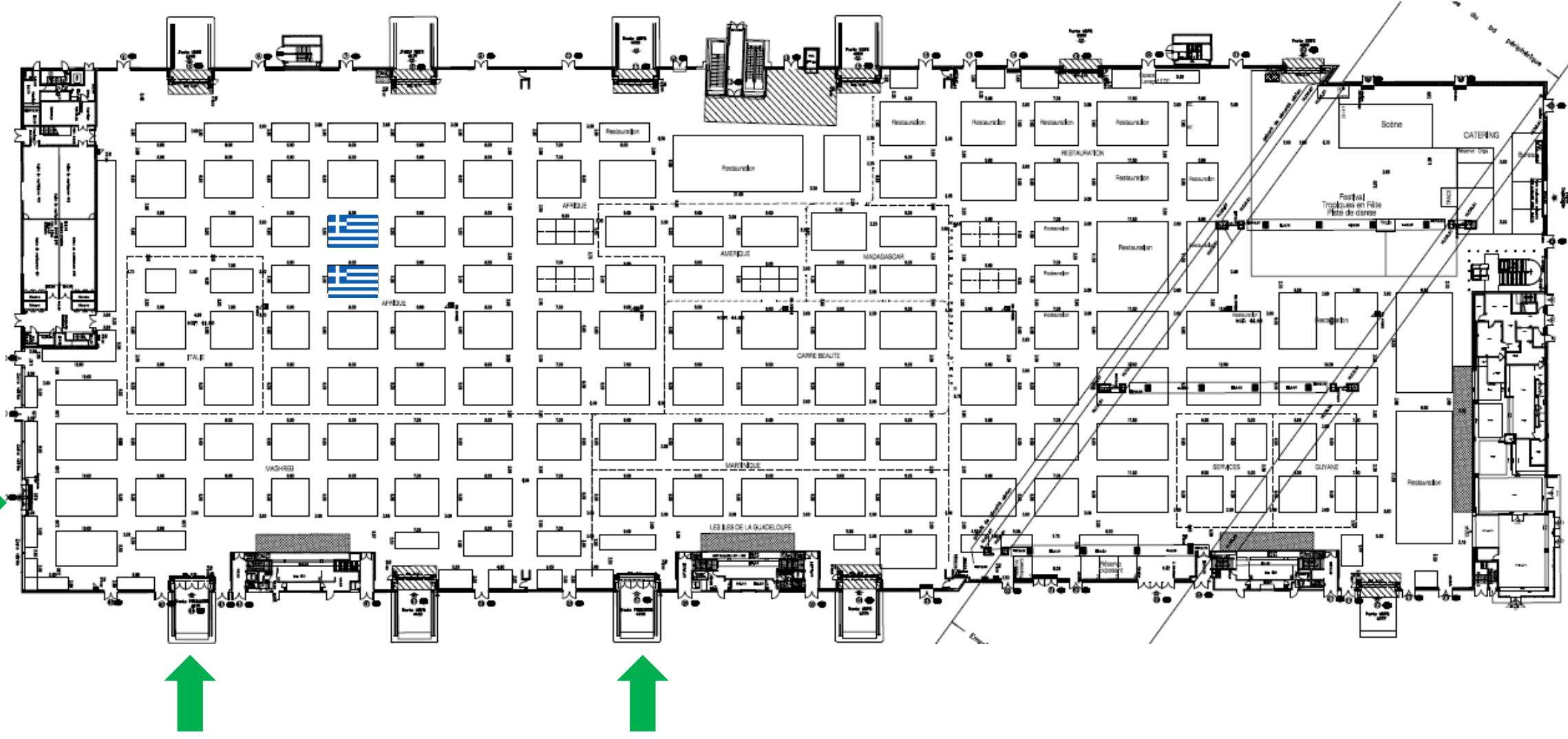
- Traditional folk shows at the entrance of the fair
- Opportunity to use the stage located at pavilion 4 with a full-day program (performances by Greek artists, etc.)
- Tasting of local pastries and snacks (entrance to pavilion 4)
- Fair hostesses can be dressed in a Greek emblematic article of clothing/accessories.
- Creative and practical workshops (also to be planned throughout the exhibition)

Follow-up on our communication plan :
Website
Social networks
Internal communication tools (visit plan)

Focus on your destination

- Foire de Paris will produce special content that will be promoted on the show's communication media: website (over 1 million users), social networks (170,000 subscribers), newsletter (300,000 contacts), etc.
- Foire de Paris offers a privileged relationship with the media and influencers who have been accredited to the event (600 journalists accredited).

Your location at pavilion 4



Financial proposal

Total space exhibition of 76sqm

Booths

Bare spaces (electricity and others technicals elements not included)

Premium communication pack

Promotional advertising
Rotating advertising banner
Ground tiles
Greek day

Total price of your participation : 31 007 euros

Total space exhibition of 76sqm

Booths

Equipped spaces (electricity, carpeted floor, seperating walls, spotlight)

Premium communication pack

Promotional advertising
Rotating advertising banner
Ground tiles
Greek day

Total price of your participation : 38 075 euros

A large red sculpture of the number '125' stands prominently in the foreground. To its left, a cluster of colorful balloons in shades of red, yellow, and blue is attached to a pole. In the background, a crowd of people is walking on a paved area, and a modern building with several flagpoles is visible under a cloudy sky. A semi-transparent white box is overlaid on the center of the image, containing the text.

Thank you
See you in Foire de Paris
April 30th to May 11th 2025