

13th edition



Le Salon du
Made!n
France

THE LARGEST EVENT DEDICATED
TO FRENCH MANUFACTURING

8

REASONS TO COME AND SOURCE

November 6 to 9, 2025

Paris • Porte de Versailles



www.mifexpo.fr

1 Meet the growing consumer interest for Made in France products

Meet the **expectations** of consumers who wish to **purchase** and **find more** Made in France products in their country. Made in France products embody the **French art of living, craftsmanship, and refinement**.

Did you know?

*A 2024 study shows that Chinese consumers (52%), American consumers (37%), German consumers (22%), and Italian consumers (19%) wish to consume 'much more Made in France products'**.

2 Source a wide range of products

Meet **1,000 exhibitors** at the trade show, spread across **9 sectors**, including 'Fashion & Accessories' (565 exhibitors), 'Beauty & Wellness' (130 exhibitors), 'Home & Decoration' (228 exhibitors), 'Food & Beverages'...

3 Find reliable white label manufacturers

Find the **right manufacturer** suitable for your budget to work on your own brands.

4 Identify market trends and best-selling products

Observe in real time visitors' purchasing behavior to identify the **most successful** products with the end consumer.

5 Make sure that the manufacturer meets French high quality standards

Quality labels ('Origine France Garantie' or 'Entreprise du Patrimoine Vivant') and manufacturers that respect **very strict** health, social, and environmental standards.

*Survey by the OpinionWay polling institute for the Chamber of Commerce and Industry (CCI France International), October 2024

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Take advantage of the accessibility of the show

Trade shows often take place outside major cities, whereas MIF Expo is located in the **heart of Paris**, just 15 minutes from the Eiffel Tower.



7

Capitalize on a well known and significant event

A **not-to-be-missed** event: impactful personalities (The French Minister of the Economy and Finance, the French Secretary of State in charge of Consumer Affairs...), 500 journalists, 143 television reports, 235 radio broadcasts and 1,303 print and web press articles.

8

Enjoy a personalized welcome and a tailor-made visit

Before the event:

- Creation of your own **personalized itinerary** on the show
- Organization of **targeted business meetings**

During the event:

- **Exclusive** and **priority** welcome
- Access to the **VIP club** for all your business meetings



9 examples of successful products



**Socks manufacturer
for more than 180 brands**



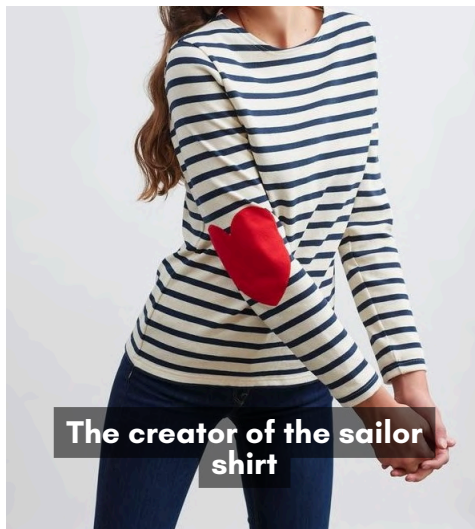
Unbreakable glasses



**Bob, the world's smallest
dishwasher**



**Leather bags made
from luxury house materials**



**The creator of the sailor
shirt**



**Manufacturer of high-end
home linens since 1843**



The French creator of denim



**Pans with removable
handles and a lifetime
warranty, trusted by
Michelin-starred chefs.**



**The latest innovations
in clean and vegan makeup**



Dates of the next edition:

November 6 to 9, 2025

Address:

Paris Expo Porte de Versailles – Pavillon 3
1 place de la Porte de Versailles, 75015 Paris

Website:

www.mifexpo.fr/en

Contact us!

Léa KHOURY

lea@mifexpo.fr

+33 1 84 74 57 03

Jean-Baptiste BERQUE

jean-baptiste@mifexpo.fr



**Your ideal Made in France product exists,
and we will find it for you!**