

TROCADERO 75016 PARIS



VILLAGE
International de la
Gastronomie
September 1-4, 2022





EDITO

For two years our lives have been far from our landmarks, from our families, and for many of us, from our countries. For two years we have been limited to walking around our homes, seeing our neighbors, hopefully our children, and hopefully our parents. We all suffered from this distance from those we love. Being far from one's roots remains an unknown feeling for those who live in their own country, but such is the daily life of those who can only turn the globe to touch their native land with their finger.

During this period, the kitchen has reclaimed the central core of our homes. Feeding the other has become the fundamental activity of the day, with its share of sharing, discoveries, successful or failed attempts, laughter immortalized in photos and on social networks, and the memory of past trips.

Years ago, I created the International Gastronomy Village for these same reasons: cooking seemed to me to be the gateway to different cultures, the means to learn and exchange through gestures, tastes, aromas and colors. It also allows us to reconnect with our roots, to pass on to our children the richness of their culinary heritage, to rediscover ancestral dishes and to meet others with curiosity and greed.

The cuisines we celebrate in the Village tell the story of centuries of popular, local and family traditions. In an unceasing tribute to generations of mothers and grandmothers, these cuisines cross ages and borders, offering people a link and a bond. Convivial and festive, they make the Village a meeting place where everyone can share their dishes, their products, their landscapes and their customs.

This is how the Village quickly became a crossroads of gastro-diplomatic strategies, professional exchanges between chefs, producers, authors, importers and journalists, and sharing with the general public. We missed them. We missed you. See you in September 2022, at the foot of the Eiffel Tower!

Anne-Laure DESCOMBIN
President and Founder



OUR HONORARY PRESIDENT STÉPHANE LAYANI

Président - Marché International de Rungis



A FURIOUS DESIRE FOR ELSEWHERE

In France, the recent health crisis has boosted interest in cooking, healthy food and small shops. Rungis International Market, which has never stopped supplying 18 million French people with fresh produce every day, has been in the front row to observe and support these changes. Many people have changed the way they eat: homemade, natural, healthy and local products have become major expectations that seem to be taking root, especially among young people - a return to the roots, as it were. These are values that the International Gastronomy Village has always upheld since its creation, and which are in line with those of Rungis International Market and the Wuwm (World Union of Wholesale Markets), which I chair simultaneously.

The impossibility of traveling and going to restaurants has also made us realize how much we have missed cuisines other than the one we are used to. If some of us took advantage of the periods of confinement to explore new culinary worlds, many suffered from not having access to this gastronomy from elsewhere. Let's be happy to be able to rediscover it and finally celebrate it! The International Gastronomy Village is a unique and indispensable event for this.

The unifying power of popular cuisine has been proven: let it help us reconnect countries and peoples around the world! I am deeply happy to be able to go around the world of "eating well" with you... it's so good!



THE VILLAGE

A unique event in the world

The International Gastronomy Village is the world's largest event dedicated to popular cuisines. Reserved by the embassies and representatives of foreign communities in Paris, the stands of the Village cook together for the countless French and foreign visitors. Eating, drinking, dancing, and discovering the culture of other faces will remain an unforgettable memory for the tens of thousands of people who have visited the Village since 2016. Created by Anne-Laure Descombin, the Village has established itself as an incomparable showcase for the cuisines of the world by offering the countries present the opportunity to promote the best of their traditions in a unique setting.

The Parisian embassies

The network of the International Gastronomy Village has developed strongly on the willingness of embassies to go outside their walls. The promotional aspect of their presence at the Village since 2016 is just one facet of their strategy. Their objective is also to make their products known, and to open new trade routes where clichés or lack of knowledge of foreign cultures still prevail. The stakes are therefore diplomatic, cultural, tourist, agricultural and commercial. It is also about showing the specificities of their country, and celebrating their relationship with France and the city of Paris. Considered as a tool by the embassies, the Village allows them to implement their cultural programs in the respect of others and the sharing that cooking allows.

The restaurant owners

Each exhibitor of the International Gastronomy Village has the opportunity to represent his country in the heart of Paris. Only authentic candidates who respect the traditions of each country will be selected. The products must be of high quality, and the dishes prepared on the spot must guarantee conformity to the reference recipes. This is how the Village has created a network of magnificent restaurateurs, devoted to the promotion of their popular cuisines. Far from the ephemeral trends, each one tries to show the true "cuisine of the mothers", the one of their childhood, to represent in the most beautiful way the flavors and the characteristic gestures of each people. Among them, many have their own restaurant or caterer in Paris, and proudly wear the colors of their country. The Village is their great annual event, because it allows them to federate their nationals while showing typical riches often ignored by the general public in Paris.



The general public

Since the first edition in September 2016, tens of thousands of visitors have raved about the Village. Parisians or foreigners passing through Paris, all of them inevitably head for the stand of the country or region that is close to their hearts, and continue their visit according to the possible discoveries. It is common to see visitors coming back to taste a dish or a drink from another country, or to spend a whole day talking, eating and dancing with new friends from all over the world. Regardless of political or religious barriers, it is not surprising to see Israelis with Palestinians, Pakistanis with Indians, Turks with Kurds or Greeks, Chinese with Japanese or Taiwanese, Peruvians with Chileans. Through common dishes and traditions shared for centuries, popular cuisine demonstrates its unifying role.

The media

The Village is covered by Radio France, France Télévisions, Le Parisien, Le JDD, Le Figaro, Hôtellerie-Restaurant, A Nous Paris, BFM, CNews, RFI, TV5 Monde, M6, Radio Latina, Beur FM, Le Bonbon, Food & Sens, Sortir à Paris, Le Point, etc. It is the subject of hundreds of thousands of views on social networks thanks to the live videos of the TV descheffs.

The Honorary President

Head of the Rungis International Market since 2012, and chairman of the World Union of Wholesale markets, Stéphane LAYANI is the Honorary President of the International Gastronomy Village.

170 Countries represented	42.000 Visitors in 2019	+200 Events on the agenda	+400 Chefs (France & World)
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DÉMONSTRATIONS

Great chefs on stage

The demonstration kitchen is an extraordinary tool for creating unforgettable encounters. The public loves to attend the demonstrations and talk with their favorite chefs or authors. Publishers often meet their future authors, and see them at work to appreciate their ability to promote their work. Television producers look for their future culinary hosts, whether for purely culinary shows or cultural documentaries. It is also the ideal place to carry out workshops for children and adults. Finally, journalists can spend a special moment with an author or a chef to better understand their future subject.

An essential part of the Village's events, the demonstration kitchen allows audiovisual producers to test a chef's abilities in front of the public and the cameras. Whether they are experienced or new, many of them have exceptional charisma and ability to demonstrate their skills. The public is always eager to hear the tricks, gestures and stories of the trade, and this performance is a great way to embody cooking in person or on screen.

SHOWS

Concerts, dance and parades

The Village's large stage is used to program concerts and dance shows, parades and costume parades to share with visitors the richness of the universal cultural heritage of each of the countries represented.

40 cooking demonstrations	60 Masterclass around drinks	+80 Concerts	15 Parades folklore
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THE BOOKSHOP

Created to promote the culinary heritage of the whole world, the International Gastronomy Village allows you to discover each country through its products, its traditional dishes, its music, its dances and its culinary books. At the heart of the Village, the bookshop is a place of discovery and meetings between the general public and the best authors.

Dynamism and diversity of the global culinary publishing market

The global culinary publishing market has been growing steadily for over ten years. This can be explained in part by the collective desire to better understand food, a taste for discovering cuisines from elsewhere, the media importance of chefs and pastry chefs, and above all by the immense thematic diversity of this large and constantly evolving catalog: history, literature, anthropology, easy recipes or chefs' books, beverages, local cuisines, products, manuals for future professionals, sommeliers, hotels, photography, sustainable development, dietetics, agriculture, science, health... the subjects are as diverse as their authors, publishers and readers.

Learning and transmitting culinary traditions

All countries and regions wish to have reference books on their traditions, recipes and local products. Whether it is about family recipes or customs in danger of disappearing, books are often the best way to safeguard a heritage and pass it on to future generations. Numerous books provide a better understanding of the products and dishes presented by the countries present at the Village.

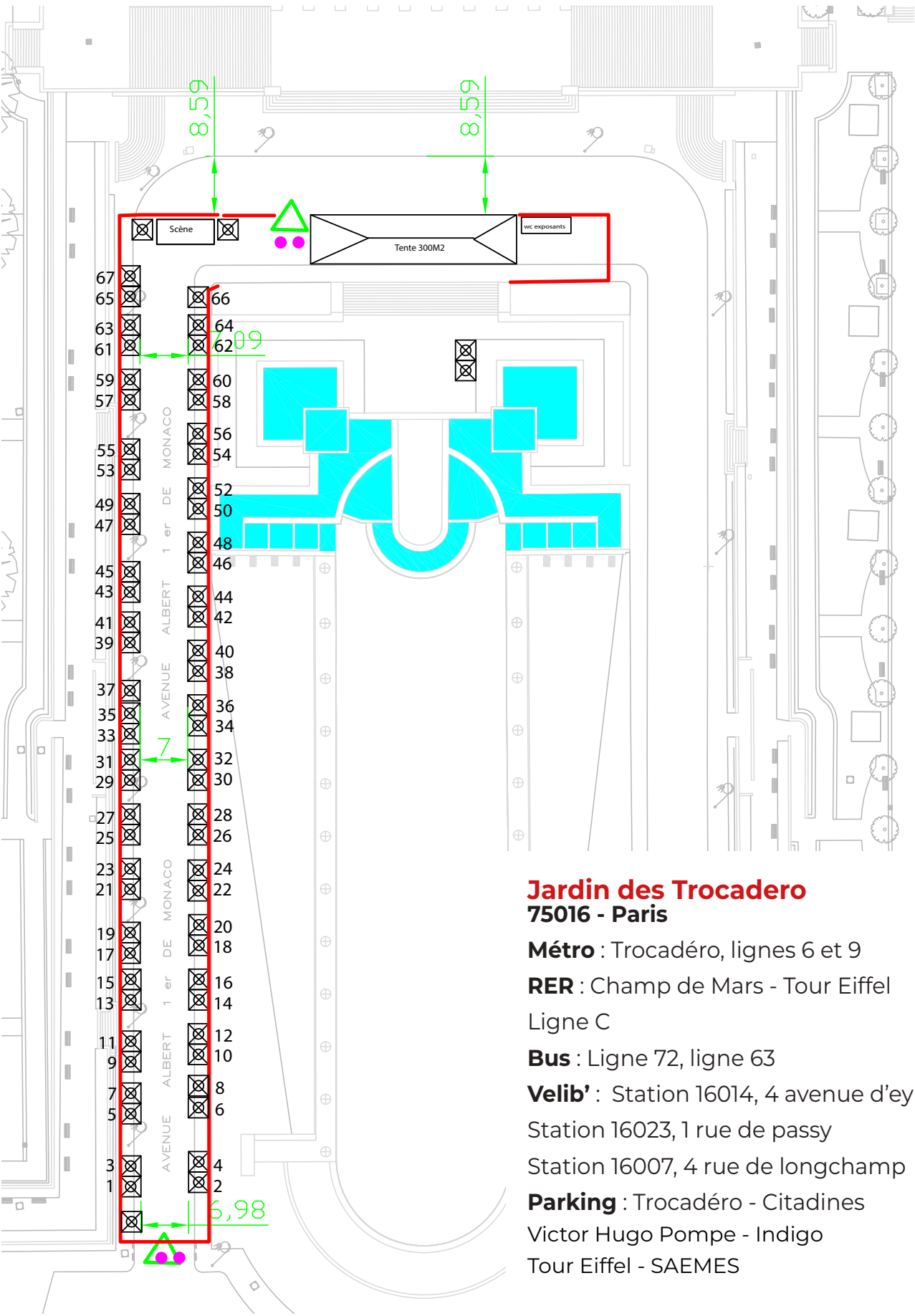
Thinking about the food of tomorrow

Chefs, producers, winegrowers and researchers are bringing about a paradigm shift in production methods. Their books allow us to enrich our collective reflection with very specific examples: the difficulty of finding quality fruits and vegetables, overfishing, animal exploitation, working conditions, deforestation, the massive use of pesticides, herbicides, artificial flavors, coloring agents, texture agents, the replacement of local cultures by intensive logics and so many other subjects that concern all of humanity.

Great chefs and authors

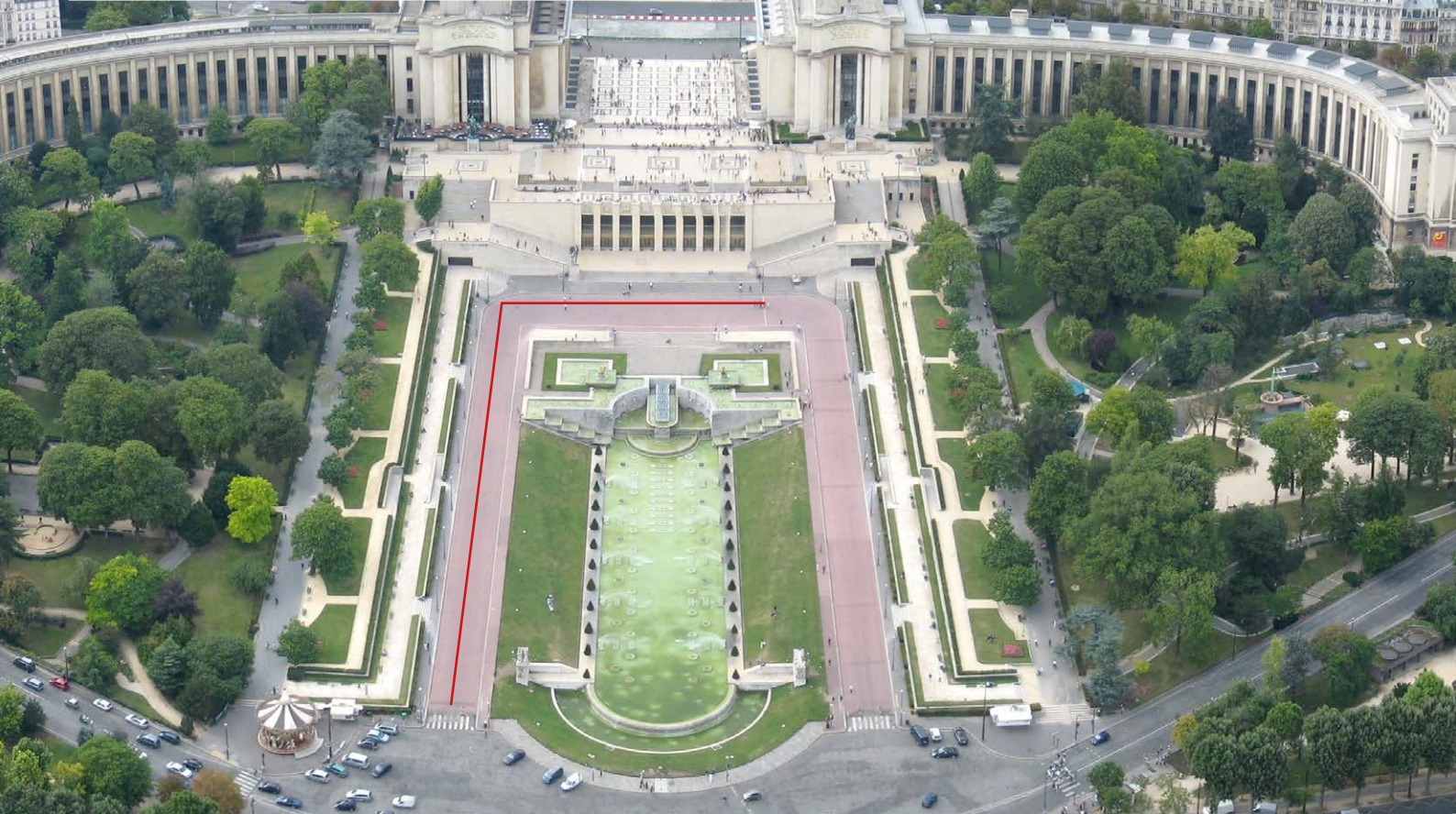
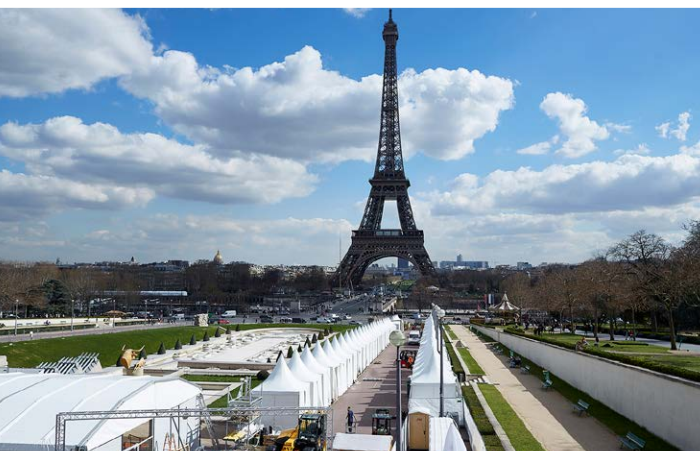
As a historical crossroads of know-how, Paris has always attracted numerous chefs, bakers, pork butchers, pastry chefs, professors, editors, sommeliers, maitre d'hotel and experts in all aspects of the food and gastronomy industry. Whether they are Parisians, from the provinces or from abroad, these great professionals are also authors of books appreciated throughout the world. The Village bookstore allows them to meet the general public and the media around their latest publications.

WHERE
Trocadero Gardens



Jardin des Trocadero
75016 - Paris
Métro : Trocadéro, lignes 6 et 9
RER : Champ de Mars - Tour Eiffel
Ligne C
Bus : Ligne 72, ligne 63
Velib' : Station 16014, 4 avenue d'eylau
Station 16023, 1 rue de passy
Station 16007, 4 rue de longchamp
Parking : Trocadéro - Citadines
Victor Hugo Pompe - Indigo
Tour Eiffel - SAEMES

SPACES





PARTNERSHIPS

THREE LEVELS OF PARTNERSHIP

Become a partner of the largest event dedicated to the world's gastronomic cultures, in the company of the main actors of the international market, and in front of the Eiffel Tower!

OPERATIONS 10 000 30 000 50 000	10 000	30 000	50 000
1 - VISIBILITY			
Your logo on the event poster	yes	yes	yes
Your logo on all the POS material (including the Grand Cuisine of the Village)	yes	yes	yes
Your logo on the press materials	yes	yes	yes
Presence on the website + social networks	yes	yes	yes
Online video provided by you	yes	yes	yes
Link to your website	yes	yes	yes
Presence on all paper supports (flyers, program)	yes	yes	yes
Full page in the program	yes	yes	yes
Distribution of your gifts / information booklets to journalists	yes	yes	yes
Production of a special video on your presence	no	yes	yes
2 - SPACE			
One space of 9m2	no	no	yes
Two spaces of 9m2	no	no	yes
Invitation to the press tour of the Village	yes	yes	yes
3 - COCKTAILS IN FRONT OF THE EIFFEL TOWER			
10 places at the VIP cocktail during the opening night	yes	yes	yes
20 places at the VIP cocktail during the opening night	no	yes	yes
Private party - 300 m2 tent - 150 people	no	no	yes

We adapt of course to your desires, your issues, and are listening to realize your ideal partnership.

RETURN ON THE LAST EDITION

In this ephemeral village at the foot of the Eiffel Tower, all the continents come to present their culinary specialties, from the most popular to the lesser known treasures. With the real sensation that all the countries of the world are cooking in the same kitchen for once! Because in the alley of this cheerful village, in just three meters, you cross the borders of taste, you soak up different flavors. Perhaps this is the future of gastronomy on a global scale!

Thomas Bourdeau - RFI

In front of the Eiffel Tower, no less, and between the large art-deco arms of the Palais de Chaillot. Walking up the festival aisle lined with tents where cooks from all over the world are busy, I smell phad thai, quesadilla or West Indian blood sausage. Muscular Guadeloupeans turn the crank of their wooden sorbet machines full of coconut sorbet. I am hungry. (...)

Sophie Brissaud - Food & Sens

REVIEW AND MEDIA COVERAGE

A gastronomic world tour at the foot of the Eiffel Tower! The International Gastronomy Village brings together all the popular cuisines of the world. It brings people together and allows for culinary and cultural crossbreeding. It makes us revisit the folklore of each of these countries. With the presence of the greatest French and foreign chefs, this event is an invitation to travel, a discovery of your country through the door of the kitchen.

France Bleu Paris

A village of gastronomy as a showcase of world cultures.
TV5 Monde

More than 60 countries are gathered for a big culinary market, offering dishes cooked on the spot and products to take away. A breath of exoticism in the heart of the capital!
Le Figaro



BALANCE SHEET

60 countries and French regions
40 000 visitors
85 000 dishes served
40 shows
36 chef demonstrations
50 embassies
200 dancers
150 musicians

THE MEDIAS

30 foreign media
France Bleu Paris
France television, France 24,
BFM, TV5 Monde, TF1,
Le Parisien, JDD...
30 pure-players and blogs
165 influencers

COM IN FIGURES

10 live television broadcasts
12 live radio broadcasts
Readers reached via the print media: 130,000
Readers reached via the web: 250 000
Listeners reached via radio: 620,000

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