



Business France is pleased to invite you to the **5th France–South Africa Business Forum**, which will take place on **29 September 2026 in Johannesburg**.

Bringing together nearly **350 business leaders, investors, financial institutions, public decision-makers, and key economic stakeholders from France and South Africa**, this Forum will provide a unique opportunity to identify new business prospects, develop strategic partnerships, and engage with key contacts from both markets.

Program Highlights:

- High-level panel discussions and exchanges;
- Networking opportunities with French and South African business leaders;
- Pre-arranged B2B meetings;
- Showcasing innovations and emerging players from both ecosystems.

France–South Africa Innovation Competition

In addition to the Forum, eligible startups will also have the opportunity to apply for the **France–South Africa Innovation Competition**. Selected companies will have the opportunity to present their solutions to an audience of investors, large corporations, and leading innovation stakeholders from both countries. Winners will benefit from increased visibility and tailored support to accelerate their growth and expansion into the partner market.

Participation in the Competition is subject to a pre-selection process conducted by **Business France**, the **French South African Chamber of Commerce and Industry (FSACCI)**, the **Innovation Department of the French Embassy**, and **La French Tech**.



Applicant startups must operate in innovative sectors such as artificial intelligence, cybersecurity, fintech, agri-tech, energy, water, waste management, healthcare, digital technologies, aerospace, automotive, and creative industries.

How to Participate

Interested in the Forum? Please reply to this email, and we will send you the detailed event brochure along with the various participation packages available.

For a preliminary discussion to learn more about the Forum and opportunities, please contact **Mr. Stéfane Leny** at stefane.leny@businessfrance.fr.

If you would like to express your interest in the **France–South Africa Innovation Competition**, please contact **Ms. Aobakwe Selebi** at aobakwe.selebi@businessfrance.fr.

For more information about the Forum, please visit the dedicated webpage: [France - South Africa Business Forum 2026](#)