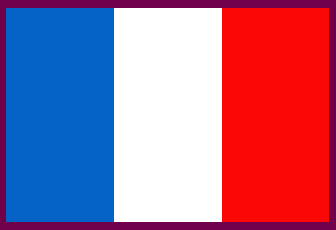


WISCONSIN ECONOMIC DEVELOPMENT

GLOBAL TRADE MISSION: FRANCE

BIO-EUROPE SPRING • LYON
APRIL 3-8, 2027



EXPLORE EXPORT OPPORTUNITIES IN THE BIOHEALTH SECTOR

The Wisconsin Economic Development Corporation is organizing a Global Trade Mission to France to help Wisconsin companies connect with export partners in the market. The trade mission is organized around the dates of the BIO-Europe Spring 2027 trade show—Europe's largest trade show for the biohealth industry—which will be taking place in Lyon.

Program participants will have the opportunity to schedule one-on-one meetings with potential partners through the BIO-Europe Spring platform. Traveling as part of the Wisconsin delegation also provides the opportunity for peer-to-peer networking and sharing of experiences and business connections among participants. Because the trade show attracts attendees from all over Europe and beyond, it offers participating companies the opportunity to make connections in a wide variety of international markets.

Cost: **$1,000 for a Wisconsin exporter of goods or services from a small business** with revenue under $50 million and $750 for an additional participant from the same company (or $500 if sharing a hotel room); $2,000 for other Wisconsin exporters of goods or services and $750 for an additional participant from the same company (or $500 if sharing a hotel room)

This subsidized cost includes the following personalized services for participating companies:

- Networking opportunities with government officials, business organizations, and industry leaders
- Hotel accommodations for the duration of the program
- Some group meals
- Transportation to business meetings
- Interpreters as needed
- BIO-Europe Spring 2027 registration fee

The registration deadline for this program is Dec. 18, 2026.

For more details and registration information, visit wedc.org/france27

LEARN MORE

If you have questions about this program, please contact:

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