

"France connaisseur" certification

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Bannière

Bannière France connaisseur

30 November 2023 31 December 2024

Atout France has a number of objectives in proposing this online training scheme :

- Train and inform foreign and French travel agents about the diversity of the French tourism offer ;
- Raise awareness, motivate and help travel agents to sell France more effectively;
Certify travel agents.
- Opening of the "France Connaisseur" program: End of the second half of 2022 in 9 geographic zones (Brazil, Canada, India, Japan, Mexico, France, Middle East, South Africa and the USA).

In 2023 : Opening to other countries in the Atout France network (mainland China, Hong Kong, Taiwan and European markets).

The "Connaisseur France" program is currently available in 5 languages: French, English, Japanese, Portuguese-Brazilian and Spanish.

[Training platform](#)

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