

**Atout France launches French Specialists for  
travel agents**

The French Tourist Bureau has launched a completely updated on-line destination and product training platform for the travel trade in the Middle East and Turkey region: [French Specialists](#).

Open to all the travel trade, agents receive certificates in recognition of completing the new on-line E-learning gateway. The different on-line modules take the agent through the best of the French regions, providing practical information, including hints for halal restaurants or even mosques in France, as well as all the more classic French attractions.

Atout France in Dubai, the French Tourism Development Agency for the Middle East and Turkey markets, is totally focused on supporting the regional travel trade in diversifying and increasing its business with French travel suppliers. Director Karim Mekachera is convinced that "Becoming a French Specialist travel agent can go a long way in assisting agents to sell destination France".

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