

Beat: Politics

## THE FRENCH TECH DELEGATION GETS READY TO CONQUER LAS VEGAS

### A PARTY WITH ECONOMY&DIGITAL MINISTERS

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**USPA NEWS** - The Ministry of Industry and Digital Economy French has organized with The French TECH an evening in joy and good humor. The party was held at the plant I / O to officially announce their upcoming participation at CES LAS VEGAS from 3 to 8 January 2015.

The French delegation includes 120 French companies with their stands (Selected by UBIFRANCE) among the most innovative and representative in the digital field in particular. It is planned an informal and formal meetings with the Americans (Visit of the French two ministers of Economy and digital from 6 to 8 January 2015), and in particular, at the Eureka Park.

The two French ministers Emmanuel Macron (Minister of Economy and Industry & Digital Economy) and Axelle Lemaire (Secretary of State for Digital) came to encourage the French entrepreneurs prepared to visit CES LAS VEGAS, during a special party, alongside David Monteau (Mission Director French Tech) at factory I / O (Close to an office of the Ministry of Economy). The participation of DEVIALET (Sounds) GOODSOUNDS (Playlists) JOLIMIX (Selfiebox) LIMA (Happy Christmas Idea of the French Tech), pitchy (Video Animation) and GIS (Computer Graphics) was active. At the end of the evening, the "Start ups" were offering gifts by each other, as a prelude of Christmas.

According to the French Tech, France is the 5th global presence and first in Europe in the CES (Consumer Electronics Show first week of January 2015) the US after China, Taiwan and Korea.

In October, took place for the first time in Paris on CES "Unveiled Europe" with 5 French companies in the french winning Tech. The Winners are GIROPTIC (The 360cam), CITIZEN SCIENCE (The 3DT-Shirt) HOME WITHINGS (The Activity Watch) and two young "start-up", LIMA and VOSTOK.

### AXELLE LEMAIRE, LAUNCHED THE PARTY, ADDRESSING TO REPRESENTATIVES OF THE FRENCH TECH DELEGATION

She starts the event by a sexist humor "I'll try to be brief, because a recent study claims that "We do not listen to a woman talking, beyond the first 6 minutes"! She then followed up, very confident towards the audience stunned by the note of humor, that she (skillfully) led subliminal to attract attention to a truly male audience (about 90%). She adds "You are innovation, you as start-up, provide the vitamins to the French economy ! LAS VEGAS was founded 185 years ago by only 65 men, from scratch in the desert. In early January 2015, we will go to Las Vegas such as the next 120 conquerants".

Here, as an introduction Axelle Lemaire, congratulates the "French Tech" delegation to Las Vegas, during this gathering of the most innovative digital state of the art. Those which rising up, have been identified or which have caught the attention of a jury of UBIFRANCE who selected the 120 most significant for an upcoming show, in Las Vegas as part of the Consumer Electronics Show.

The French delegation will leave in a spirit of conqueror and proud to exhibit their work concepts, or useful technology of the latest trend, supported by Ms. Lemaire's words "Our French start-ups, do not have to take lessons of companies Silicon Valley". The delegation will then be exposed in London and Austin, China and Africa.

### EMMANUEL MACRON: THE MINISTER OF ECONOMY AND INDUSTRY & DIGITAL, SETS OUT, THE THREE MAIN POINTS OF THE FRENCH ENTREPRENEURSHIP

#### 1- INNOVATION

"There is no innovation without creativity. And it does not necessarily emanate large groups. Yes, we can move the statistics in deciding to work together. World breaking accelerates the growth and the state has a role to play.

The French Tech (See Article <http://www.newsrama.uspa24.com/bericht-2356/the-french-touch-in-new-york.html>) is one of the lights of innovation. Next week with the BPI (Public Investment Bank) alongside the Business Angels, we will allow to fund "start-ups". The simplification of forced SIBA promotes the market and repurchase the successful "start-up". I have nothing against the US, but if the French can redeem the "start-up" system it would be better".-----

## 2- RISK APPETITE :

We will do great things with the great taste of risk that must be valued, although some are born into large families or studied in large corporations. That is why from the beginning of 2015, the good companies Subscriptions will be outstanding.-----

## -----3- SPIRIT OF CONQUEST

"You should never forget that the word "Entrepreneur" has been taken from our vocabulary as it is a FRENCH word. My goal is to build together in the next 20 years, to those who will make the future CAC 40 (French Stock Exchange List). It is always the same ( i.e "that are listed in the CAC 40") and are still there! It was too choked, if you look at the NASDAQ and compare, you will see! We are going to Las Vegas, in January 2015, to win there. We will be the first foreign delegation at CES (before the German delegation) for the new year 2015".-----

"As for Me, I want a progression over the years for the 120 French Company (i.e "that comprise the French delegation official") of those who participate in Las Vegas, otherwise I will not accompany you there, the coming years." (Only some of the 120 companies, listed by UBIFRANCE will participate in the trip to Las Vegas).

For more informations see : [www.ubifrance.fr](http://www.ubifrance.fr), <http://www.cesweb.org>/[www.economie.gouv.fr](http://www.economie.gouv.fr), [www.lafrenchtech.com](http://www.lafrenchtech.com),

### **Article online:**

<https://www.uspa24.com/bericht-3157/the-french-tech-delegation-gets-ready-to-conquer-las-vegas.html>

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