

MICHEL SAPIN FRENCH MINISTER FOR THE ECONOMY AND FINANCE

AXELLE LEMAIRE
MINISTER OF STATE REPORTING TO THE MINISTER FOR
THE ECONOMY AND FINANCE, WITH RESPONSIBILITY FOR
DIGITAL AFFAIRS AND INNOVATION

Note for editors

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Michel Sapin and Axelle Lemaire's visit

Thursday 5 January 2017

to the Consumer Electronics Show (CES) in Las Vegas

Michel Sapin, Minister for the Economy and Finance, and Axelle Lemaire, Minister of State with responsibility for Digital Affairs and Innovation, will visit the Consumer Electronics Show in Las Vegas to promote France's exciting ecosystem for start-ups and to promote France as a place to do business. The ministers will be accompanied by a delegation of entrepreneurs.

Provisional schedule:

8–9.30am W	/orking breakfast with	the ministers and French	Tech ambassadors
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Location: Espace French Tech, The Venetian, 3355 Las Vegas Blvd. South,

Las Vegas

9.45–10.30am CES opening ceremony and ribbon-cutting

Location: Las Vegas Convention Center, 3150 Paradise Road, Las Vegas

Open to the press

10.30am-12.30pm Walk to French Tech pavilion with Business France, followed by visit to

stands of French start-ups

Depart from: Eureka Park, Las Vegas Convention Center

Open to the press

2.45-3.30pm Ministers' speeches to French Tech ambassadors and American

decision-makers on France as a place to do business

Location: Espace French Tech, The Venetian

Open to the press





4–5.30pm Visit to stands of SMEs, mid-tier firms and major French companies

Location: The Sands Hotel and Casino, 3355 Las Vegas Boulevard South

Open to the press

6–6.45pm Reception given by Orange

Location: Rio Hotel, 3700 W Flamingo Road, Las Vegas

The following day, Friday 6 January 2017, Axelle Lemaire will continue her visit to CES (*detailed programme here*). Michel Sapin will travel to San Francisco on Friday morning to meet with civil society representatives and elected officials, including the mayor of San Francisco, French entrepreneurs working in Silicon Valley and innovative companies such as Tesla (*detailed programme here*).

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