



EMMANUEL MACRON
MINISTER FOR THE ECONOMY, INDUSTRY
AND DIGITAL AFFAIRS

Note for editors

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From January 6-9, 2016, Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs, will attend the Consumer Electronics Show in Las Vegas and visit San Francisco and Silicon Valley

Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs, will attend the Consumer Electronics Show (CES) in Las Vegas on January 6-7, 2016 before moving on to San Francisco and Silicon Valley on January 8-9, 2016.

France will once again be out in force at this year's CES. One hundred and ninety French startups will be in attendance, including one hundred and twenty eight at Eureka Park compared to sixty six in 2015, equivalent to almost one-third of total attendees (behind the US but ahead of Israel), making France's delegation Europe's biggest at the show.

Minister Macron will lend his support to French Tech entrepreneurs and promote the pioneering spirit behind France's digital ecosystem. He will also sing French Tech's praises to US investors and highlight the reforms currently being implemented in France. Lastly, his visit will provide a platform to spotlight the positive role the French government is playing in the digital transformation by taking full advantage of the opportunities on offer as outlined in the New Economic Opportunities Bill.

The Minister will be joined by a group of French entrepreneurs at the helm of startups and mid-size firms including Raphael Gorgé (Groupe Gorgé), Patrick Daher (Daher), Ludovic Le Moan (Sigfox), Frédéric Mazzella (Blablacar), Rand Hindi (Snips), Marie Ekeland (Founder of Daphni/vice-president of France Digitale), as well as representatives from major companies such as La Poste, Engie, Euronext and Valéo and from government agencies including the French Tech Mission, Business France and BPIFrance.

Minister Macron will meet with Astro Teller (Google X CEO), Tim Cook (Apple CEO), Paul Saffo (technology forecaster and Stanford University Consulting Associate Professor), Paul Duan (Bayes Impact CEO) and John Chambers (Cisco Systems Executive Chairman).

To download the full press pack covering France's attendance at CES 2016, click on the link below:

<http://www.ces.lafrenchtech.com/>



#LaFrenchTechCES

Provisional schedule

Las Vegas – Wednesday, January 6

- 8-9.15pm** **Speech at event to launch French Tech in Las Vegas on “France’s investor appeal and smart tech for business offering”**
Moderator: **Andrew Keen**
Location: *Linq Hotel*
Open to the press – official press pass required

Las Vegas – Thursday, January 7

- 7.30-8.30am** **Working breakfast with French CEOs of foreign companies**
- 9-11.00am** **Visit to Business France’s French Tech pavilion then to stands of French businesses including Qarnot Computing, Sensorwake, Qowisio, Klaxoon, Novathings, Aryballe Technologies, E-sensory, Engie and Ween**
Location: *Eureka Park, The Venetian*
Open to the press
- 11am-12.15pm** **Visit to French stands including La Poste, Myxyty, Ubiant, Digitsole, Visiomed and Netatmo**
Location: *Sands Expo Level 2, The Venetian*
Open to the press
- 2-3.15pm** **Minister Macron will give a speech at the Global Innovation SuperSession on “The positive impact of public innovation policy”**
Location: *LVCC, North Hall Upper Floor, Room N257*
Moderator: **Alan Murray**, Editor, Fortune Magazine
Participants: **Neelie Kroes**, former European Commissioner for the Digital Agenda, Dutch government Special Envoy, Startup Delta, **Jeannine Sargent**, President, Innovation and New Ventures at Flex, **Mark Warner**, Democratic Senator for Virginia and **Kevin Mayer**, Vice President and Chief Strategy Officer at Walt Disney Company (tbc)
Open to the press
- 3.30-4.50pm** **Meeting with Gary Shapiro, CEO, Consumer Technology Association (CTA) and CES organiser, and the French delegation of stands of major foreign businesses including Intel, Ford, Corning, Gopro and Snapchat**
Location: *LVCC North Hall and Central Hall*
Open to the press



6.30pm **Guest of honour at the Leader in Technology Dinner alongside Gary Shapiro, CEO, Consumer Technology Association (CTA) and CES organiser**
Location: Sands Expo, The Venetian

Silicon Valley/San Francisco – Friday, January 8

8.30-9.30am **Meeting with Astro Teller, CEO, Google X**
Location: 100 Mayfield Avenue, Mountain View, California, 94043

10-11.00am **Meeting with Tim Cook, CEO, Apple**
Location: Apple Executive Briefing Center, 4 Infinite Loop, Cupertino, California, 95014

11.30am-1. pm **Lunch with international investors at the Rosewood Hotel, Sand Hill Road, Menlo Park, California, 94025**

4-4.45pm **Meeting with Paul Duan, CEO, Bayes Impact**
Location: Bayes Impact at Zynga, 699 8th St, San Francisco
Open to the press – official press pass required

5.45-6.30pm **French Tech reception at the *Résidence de France* in the presence of French Tech entrepreneurs and investors**
Location: Résidence de France, 100 Edgewood Ave, San Francisco
Open to the press – official press pass required

7.30pm **Dinner organised by John Chambers, Executive Chairman, Cisco Systems in the presence of US entrepreneurs**

Silicon Valley/San Francisco – Saturday, January 9

9-10am **Meeting with Paul Saffo, technology forecaster and Stanford University Consulting Associate Professor**

10.30-11am **Meeting with Karl Mehta, CEO, Educast, and Sramana Mitra, Founder at One Million by One Million**

11am-12.30pm **Brunch with French and American entrepreneurs and investors attended by Stéphane Kasriel (CEO, Upwork) Jean-Baptiste Rudelle (CEO, Critéo), Jeff Clavier (founder of Softech VC) and Jérôme Lecat (CEO, Scalify)**



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