



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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Visit by Axelle Lemaire to the Consumer Electronics Show (CES), Las Vegas

Thursday 5 January to Friday 6 January 2017

Axelle Lemaire, Minister of State with responsibility for Digital Affairs and Innovation, will visit the 2017 Consumer Electronics Show in Las Vegas on 5 and 6 January 2017. CES is the number one B2B trade show for product launches, for making a name on the US market and for meeting distributors and investors from around the world. In just a few days, companies present at CES come into contact with key stakeholders who can help them boost their development plans.

French Tech was the surprise hit of the previous two editions of CES, and this year it is retaining its position. With 238 exhibitor companies, France is the third largest delegation. At Eureka Park, it will lead the pack, with 36% of start-ups, ahead of the US, Israel, South Korea and even China.

Provisional schedule:

Thursday 5 January

- 8–9.30am:** Working breakfast with French Tech Hub ambassadors and Michel Sapin, Minister for the Economy and Finance
- 9.45–10.30am:** CES opening ceremony and ribbon-cutting, in the presence of Michel Sapin
- 10.30am–12.30pm:** Visit to French Tech pavilion with Business France, followed by a further visit to stands of French start-ups, in the presence of Michel Sapin
- 2.45–3.30pm:** Speeches by Michel Sapin and Axelle Lemaire to French Tech ambassadors and American decision-makers on France as a place to do business



- 4–5.30pm:** Visit to stands of French SMEs, mid-tier firms and major companies, in the presence of Michel Sapin
- 5.45–7pm:** “Meet the Minister”: meetings with French start-ups
- 7–8pm:** Cocktail reception organised by MEDEF and the French Digital Industries Alliance (AFNUM) – Speech by Axelle Lemaire
- 8.30–10pm:** French Founders evening gala

Friday 6 January

- 8.30–9.30am:** Discussions with French media
- 10–10.45AM:** TechCrunch Panel
- 11–11.30am:** Press conference with international media

Media contacts:

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