



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

Press release

Press release

Paris, 5 January 2015
No. 310

**Visit by Axelle LEMAIRE, Minister of State for Digital Affairs
to the Consumer Electronics Show (CES) in Las Vegas
and to San Francisco**

Tuesday 6 January to Friday 9 January 2015

Tuesday 6 January

- | | |
|---------|--|
| 8.30am | Presentation of the CES by Gary Shapiro, President and CEO of the Consumer Electronics Association (Palazzo Ballroom, Level 5, The Venetian) |
| 10.15am | Meeting with Jenny Lawton, CEO of MakerBot (Las Vegas Convention Center, MakerBot booth) |
| 11am | Meeting with Avi Reichental, President and CEO of 3D Systems, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs (Las Vegas Convention Center, 3D Systems booth) |
| 12pm | Meeting with Brian Krzanick, CEO of Intel, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs (Las Vegas Convention Center, Intel booth) |
| 1.15pm | Luncheon with French firms (theme: the Internet of Things), with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs |
| 3pm | Meeting with the Honorable Daniel Sepulveda, Deputy Assistant Secretary of State (Hospitality Suite, Encore at Wynn Las Vegas) |
| 3.30pm | Meeting with Edith Ramirez, Chairwoman of the Federal Trade Commission |
| 6.30pm | Attend National Venture Capital Association event, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs and meeting with Bobby Franklin, President and CEO of the NVCA |
| 8pm | Dinner with American venture capitalists and business leaders as well as a French delegation, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs |

Wednesday 7 January

- | | |
|---------|--|
| 8.30am | Meeting with Gary Shapiro, President and CEO of the Consumer Electronics Association and organiser of the CES, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs |
| 10.30am | Official tour of Eureka Park and meeting with French firms, with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs (Eureka Park, TBC – Departure from Business France stand) |



- 1.30pm Press luncheon (theme: French Tech), with Emmanuel Macron, Minister for the Economy, Industry and Digital Affairs and Muriel Pénicaud, Director-General of Business France
- 4pm Meeting with Arnold Leung, CEO of Appnovation
- 5.30pm French Tech Happy Hour – Meeting with innovative French businesses from the delegation (Eureka Park, Ubifrance booth)
- 6.30pm Leaders in Technology Dinner (Palazzo Ballroom, Level 2, The Venetian)
- 9pm "Talents Sharing" night organised by Medef (Hotel Flamingo)

Thursday 8 January

- 10.30am Visit to the Valeo booth and meeting with startups focusing on "connected car" technologies (Valeo booth)
- 11.30am Meeting with American investors
- 1.30pm Departure for San Francisco
- 7.30pm Dinner with key American business leaders (residence of the Consul General)

Friday 9 January

- 7.30am Press breakfast (Café de la Presse)
- 9.30am Meeting with Ed Lee, Mayor of San Francisco (City Hall)
- 9.45am Meeting with the Mayor's advisers for tech and digital affairs (City Hall)
- 11am Meeting with female Silicon Valley business leaders on the theme "Women in Tech" (Stanford University)
- 12.15pm Luncheon with American investors: institutional venture capitalists, Silicon Valley Bank, influential angel investors
- 4pm Visit to French Tech Hub and L'Atelier, welcomed by Xavier Wartelle, CEO of French Tech Hub and Louis Treussard, CEO of L'Atelier BNP Paribas, followed by a meeting with French entrepreneurs
- 6.30pm Meeting with entrepreneurs on the theme of the social and solidarity-based economy (residence of the Consul General)
- 7pm Reception with the French tech community (residence of the Consul General)

Media contacts:

Axelle Lemaire's Private Office:

Elisabeth Laborde / Emile Josselin: Tel. +33 1 53 18 44 50

sec.senum-presse@cabinets.finances.gouv.fr