

Press release

Paris, January 4, 2024

Business France supports more than 150 startups at the Consumer Electronics Show in Las Vegas

From January 9-12, 2024

- **French presence at two pavilions:** 135 startups at Eureka Park and 20 startups at the Automotive Pavilion at the Las Vegas Convention Center.
- **SportTech in the spotlight**, with a dedicated space and 10 exhibiting startups.
- **12 regions brought together.**

Business France is accompanying a delegation of more than 150 startups, who will present their latest innovations at the **Consumer Electronics Show (CES)**. With more than 115,000 visitors in January 2023, the CES remains the world's largest consumer electronics event and is a preferred gateway to the American market.

Business France and Team France Export, which is being rolled out across France's regions to support export activities, brings together **12 French regions** and private partners. This support is part of France's export development strategy to boost the profile of the French offering to international visitors.

More than 150 startups across two pavilions

Business France is bringing together **more than 135 French startups in Eureka Park**, an area dedicated to young innovative startups, and **20 French businesses** from the intelligent and autonomous vehicle sector at the **Las Vegas Convention Center**. At Eureka Park, French startups will showcase artificial intelligence, healthcare and well-being, mobility, GreenTech, robotics and the Smart Home sector. **SportTech** is this year's newest sector, with dedicated space and around ten startups.

SportTech in the spotlight at the CES 2024

Artificial intelligence to measure the performance of athletes, stands made of recycled plastic, non-fungible tokens to stimulate fan engagement... six months before the Olympic and Paralympic Games in Paris and various forthcoming major sporting events in the United States – Football World Cup in 2026, the Los Angeles Olympic Games in 2028 and the Rugby World Cup 2031 – **Business France is turning the spotlight onto 10 SportTech businesses at the CES 2024.**

SportTech experienced growth of 52% in its revenues between 2021 and 2022. The sector now has 42 players boasting annual revenues of more than €1 million. The strong growth of the SportTech ecosystem in recent years means that it needs to expand beyond French borders.

For this, **Business France has set up a specific program** to support SportTech startups by enabling them to participate in numerous events and to join international delegations during strategic trips (CES Las Vegas, Web Summit, Slush, The Next Web, etc.)

For the sixth consecutive year, Business France will have a pavilion dedicated to the automotive industry, with 20 exhibitors at the Las Vegas Convention Center.

Driven by the growth in sales of electric vehicles, the global automobile market is regaining momentum, encouraging manufacturers to strengthen their investments in research and development.

In this context, after the success of the 2023 edition, which highlighted the rise in power of the automotive sector during the CES, **placing it at the top of global meetings for innovations in the automotive industry, Business France has confirmed its commitment.**

As the only national pavilion, Business France provides a platform for **20 businesses to present their latest innovations and solutions.** This renewed presence demonstrates the growing importance of the automotive industry and its central role in technological developments: new generation artificial intelligence, the Internet of Things (IoT), light detection and ranging (LiDAR), microelectromechanical systems (MEMS), cybersecurity, decarbonization, energy transition, improving performance, robotics, electrical vehicle charging and electricity storage.

Tailor-made support

To make the most of this exhibition and fully benefit from the ripple effect of the CES, Business France has set up an upstream support program. The startups have benefited from **23 coaching sessions** to give them everything required to prepare as well as possible. The themes covered include how to pitch in English by adapting to your contact person, getting to know the American ecosystem and American regulations, including customs and intellectual property.

On site, Business France will also ensure that startups are put in touch with major foreign accounts.

For the list of exhibitors as well as the Business France program, click on the link below:

[Business France program and catalogue](#)

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 56 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr

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