

JOINT PRESS RELEASE

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FRANCOTECH AND THE FRANCOPHONE ECONOMIC SPACE: CREATE, INNOVATE AND CONDUCT BUSINESS IN FRENCH!



On October 3 and 4, 2024, on the sidelines of the 19th Francophonie Summit, in Villers-Cotterêts (Hauts de France region) that France is jointly organizing with the International Organization of La Francophonie, the French Ministry for Europe and Foreign Affairs will launch [FrancoTech](#), a new trade fair for innovation held entirely in French.

The General Secretariat of the Francophonie Summit has entrusted its organization to Business France, in close partnership with the Alliance of Francophone Employers. The event, which will reflect the Summit's theme "Create, innovate and undertake in French", will be held in Paris at Station F, the world's largest startup campus.

It will bring together more than 1,500 participants from the French-speaking world, from more than 100 countries from every continent for business meetings. FrancoTech will also feature more than 150 exhibitors, around a hundred entrepreneurs competing for one of the three "FrancoTech 2024 Innovation Awards", as well as around fifty high-level speakers, including entrepreneurs, civil society stakeholders and representatives of local authorities.

Through the show's themes (artificial intelligence, digital trust, food safety, transport/logistics, education, funding of innovation), participants will be able to meet customers, suppliers and partners, promote their solutions and discover the latest innovations from the French-speaking world. They will also debate current strategic issues, with the French language as a common good and the desire to build lasting partnerships.

The aim is also to boost commercial exchanges and economic flows within the French-speaking network, promoting and sharing innovative offers, services, products and models, as well as the entrepreneurial successes of the French-speaking world.

FrancoTech is not just a prestigious one-off event: it is the first in a series of initiatives aiming to develop a modern, innovative and inclusive Francophone economic space, while respecting its diversity.

"FrancoTech is a unique opportunity to strengthen economic ties within the French-speaking world. We're determined at Business France to promote French-speaking innovations and entrepreneurial successes. This event will enable us to boost trade and build lasting partnerships, both of which are

essential for dealing with the current economic and societal challenges,” said Laurent Saint-Martin, Chief Executive Officer at Business France.

“Let us mobilize our strengths to promote the French language as a generator of economic opportunities, a facilitator of business networks and a project accelerator for businesses. I look forward to meeting entrepreneurs, startups, project leaders and French-speaking talent at this unique event. Join us and make FrancoTech a resounding success!” said Geoffroy Roux de Bézieux, President of the Alliance of Francophone Employers.

About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

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

Business France has more than 1,400 personnel, both in France and in 55 countries throughout the world.

In 2023, support from Business France made it possible to generate €3.3 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, accounting for 67% of the 59,254 jobs created or maintained nationwide.

About the Alliance of Francophone Employers

The Alliance of Francophone Employers, created in 2022 by the Movement of the Enterprises of France (MEDEF), is the largest network of businesses in the French-speaking world. With its 35 professional organization members, it represents more than one million businesses around the world.

A multilateral and international alliance, it aims to strengthen links between businesses and French-speaking economies, using operational and practical approaches. The Alliance places particular importance on the movement of entrepreneurs in the French-speaking economic area, the training of young people, the ecological transition and support for startups.

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