

PRESS RELEASE

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Business France accompanies the second largest foreign delegation at the Consumer Electronics Show (CES) in Las Vegas

- **French presence in two pavilions:** 100 startups at Eureka Park and 10 startups in the automotive pavilion at the Las Vegas Convention Center.
- **Healthcare, GreenTech and Mobility:** The three key sectors of the delegation driven by artificial intelligence.
- **Eureka Park:** The startups of the French Pavilion grouped by sector for greater visibility.

From January 7 to 10, 2025, Business France will be present at the Consumer Electronics Show (CES), the unmissable event for consumer technologies. With 130,000 visitors, 3,500 exhibiting businesses and 160 countries represented in 2024, the CES remains one of the flagship events of the global technology ecosystem.

For French businesses, the CES is a unique opportunity to shine internationally and present their innovations to a global audience. **This year, more than 110 startups from 12 regions will be supported by Business France, 80% of which will be discovering the CES for the first time.** By supporting these firms, Business France is helping to raise the profile of the French offering among decision-makers and investors present in Las Vegas.

Healthcare, Greentech and Mobility in the spotlight

The French Pavilion at Eureka Park will be organized for the first time on a sectoral and non-regional basis, an approach designed to raise the profile of startups among clients, investors and visitors.

The French delegation covers several key sectors. It mainly includes **Healthcare and Well-being, GreenTech, Sport Tech and Mobility.** Other areas are also represented, such as **Entertainment, Consumer Tech, Retail Tech, Industry 4.0,** as well as technologies related to **Smart Home and Smart Cities.**

Healthcare, which represents **one-quarter of the startups present at the France Pavilion at Eureka Park,** stands out for its dynamism. With more than 2,600 businesses, French Health Tech innovates in biotechnologies, medical devices and digital health. The United States, the main partner of this sector, offers a key market for these startups, which raised nearly €2 billion in 2023.

At the LVCC Hall, the **France Automotive Pavilion will highlight 10 innovative businesses**, specializing in technologies related to electric vehicles, autonomous driving, connected mobility, user experience and cybersecurity.

Preparing French startups to succeed at CES

Ahead of the CES, Business France is setting up a preparation program for exhibiting startups. This system includes coaching sessions on fundraising, the art of pitching, understanding the specificities of the American market, post-CES industrialization, as well as workshops dedicated to media, public relations, transport and logistics.

On site, Business France facilitates networking with international players. Several dozen side conferences and keynote speeches are planned, as well as group meetings with leading clients, such as BMW Group, Mitsubishi Electric, Sony Innovation Fund and General Motors.

Didier Boulogne, Chief Operating Officer (Export Division) at Business France, notes that “Business France is once again at the forefront by leading the second largest foreign delegation to CES. We are innovating this year, with a re-organization of our French Pavilion in a sector-based approach so as to better identify businesses. Finally, we are focusing on some of the most promising sectors in which France is very efficient and recognized, particularly Green Tech and Health Tech. For Business France, this CES represents a unique opportunity to anchor our primary mission: to promote the excellence of our technological ecosystem and open the doors to the international market.”

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 53 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.

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