

PRESS RELEASE

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At the Consumer Electronics Show 2026, France confirms its position as the leading European delegation

At the Consumer Electronics Show (CES) 2026 in Las Vegas, nearly 150 French businesses are expected to exhibit. Gathered around the French Pavilions, organized by Business France, and regional pavilions, they showcase the diversity and dynamism of the French technology ecosystem. This strong presence confirms France's position as the leading European delegation at the CES.

The French Pavilions, managed by Business France, support nearly 80 French firms gathered at Eureka Park, a global showcase for innovation, and in the French Automotive Pavilion at the Las Vegas Convention Center. This presence highlights strong technological priorities, with a particular focus on artificial intelligence, health tech, mobility and digital solutions – from consumer tech to cybersecurity and smart cities.

It is part of a broader initiative, with 10 regions and local authorities from mainland France and its overseas territories represented at CES 2026.

CES: A strategic event for French businesses

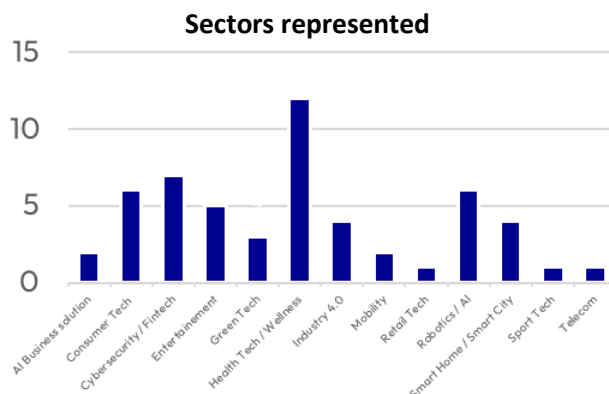
An international showcase for innovation, the Consumer Electronics Show (CES) brings together more than 140,000 visitors, 4,500 exhibiting businesses and stakeholders from more than 150 countries at the beginning of each year. It is a key event for French firms looking to increase their profile and develop international contacts.

At this event, the French Pavilions, hosted by Business France – at Eureka Park and the French Automotive Pavilion at the Las Vegas Convention Center – ensure the presence of French technology solutions to economic decision-makers, industrial partners and foreign investors.

Artificial intelligence, health tech, mobility, and digital solutions take center stage.

To enhance the profile of startups among decision-makers, investors and visitors, the French Pavilion at Eureka Park will once again be organized by sector.

The French delegation covers a wide range of technologies, showcasing the innovative capacity of French businesses in high-potential segments, particularly in the fields of healthcare, cybersecurity, artificial intelligence and digital technologies.



***Sectoral breakdown of French firms supported by Business France
at CES 2026 in Eureka Park***

At the LVCC, the French Automotive Pavilion will showcase innovative businesses specializing in technologies related to electric vehicles, autonomous driving, connected mobility, user experience and cybersecurity.

Tailor-made support for success at CES

Before and during CES, Business France provides tailored support for exhibiting French firms, combining strategic preparation, operational assistance and networking facilitation.

On-site, Business France teams organize targeted meetings with international stakeholders, participate in the activities of the French Pavilions and support firms with their international prospecting and international development efforts, in conjunction with the regional and institutional partners involved in the 2026 edition.

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 V.I.E international internship program, which connects businesses with young talent for international missions.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2024, support from Business France made it possible to generate €1.8 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 31,010 jobs created or planned. Business France supported 66% of the 1,688 foreign investment decisions in 2024, accounting for 69% of the 37,787 jobs to be created or maintained nationwide within the next three years.

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

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