



**MINISTÈRE  
DE L'EUROPE  
ET DES AFFAIRES  
ÉTRANGÈRES**

*Liberté  
Égalité  
Fraternité*

Innovate, create & invest in the francophone space



# Franco tech

📍 Paris, october 3<sup>rd</sup> & 4<sup>th</sup>, STATION F

Exhibition hall | round tables  
business meetings (B2B) | innovation competition

**+88**

state and government  
delegations

**+150**

private and  
institutional exhibitors

**+1 500**

visitors economic  
actors

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# The Innovation Fair of the francophone world: "FrancoTech"

The 19<sup>th</sup> *Sommet de la Francophonie* will be held in France, in Villers-Cotterêts, on October 4<sup>th</sup> and 5<sup>th</sup>, 2024. On this occasion, the **Ministry of Europe and Foreign Affairs**, through the **Secrétariat Général de la Francophonie**, has initiated FrancoTech: an event aimed at promoting innovative solutions from the Francophone community and fostering business meetings among economic operators. The Secrétariat Général du Sommet de la Francophonie has entrusted Business France with its organization, in partnership with the Alliance des Patronats Francophones.



**Business France**, a public and commercial establishment, is responsible for the international development of French businesses, international investments in France and the economic promotion of France. With its 75 offices worldwide, Business France operates in 110 countries and annually supports thousands of French companies in their development and investment projects.

The **Alliance des Patronats Francophones**, established in 2022 at the initiative of MEDEF (Movement of French Enterprises), represents the largest network of businesses within the Francophone space. Together with its representative professional organizations, it brings together the formal private sector in 35 Francophone countries. More than 90% of the 700,000 companies affiliated with the organization's members are SMEs. This multinational and international Alliance aims at strengthening concrete and operational ties between businesses and Francophone economies.

At the core of its mission, the Alliance focuses on facilitating the movement of entrepreneurs within the Francophone economic space, providing training for youth, supporting ecological transition, and assisting startups.

**The FrancoTech Innovation Fair, a major economic event conducted alongside the 19<sup>th</sup> Summit of the Francophonie, will be held on October 3<sup>rd</sup> and 4<sup>th</sup> at a remarkable venue in the heart of Paris: STATION F, the world's largest startup campus!**

# Main Objectives

The Francophone network is a concrete source of inspiration that deserves to be highlighted. In a context of profound economic, demographic, digital, and societal transformations, the **General Secretariat of La Francophonie, Business France, and the Alliance des Patronats Francophones** have committed themselves to energizing commercial exchanges and economic flows among Francophone actors worldwide. Their mission focuses on showcasing and sharing innovative offerings, services, products, and modern entrepreneurial successes within the Francophone community.



## Objectives of the forum

- **Promoting innovation in French:** The event will highlight the French language as a catalyst for innovation, encouraging the sharing of ideas, creativity, and collaboration among businesses worldwide.
- **Strengthening the Francophone economic space:** Facilitate partnership exchanges between businesses by creating an informal event where economic actors can meet and create value through the shared use of the French language.
- **Facilitating business meetings:** Organize dedicated business-to-business (B2B) sessions, allowing companies to establish connections, explore collaboration opportunities and forge partnerships within this informal event.
- **Renewing the image of La Francophonie:** Showcasing its creativity and potential, particularly through tech industry players. This dynamic and innovative Francophone economic presence should be embodied by young, charismatic figures who convey messages of future-oriented progress.

# The event in details

## Why attending FrancoTech

- ▶ Key event alongside the XIX<sup>th</sup> Summit of La Francophonie, initiated by President Emmanuel Macron.
- ▶ Simultaneous access to the exhibition area, round tables, B2B meetings, innovation competition and long networking slots
- ▶ A professional forum gathering 1500 high-level Francophone economic actors from nearly 100 countries
- ▶ Dense and dynamic, FrancoTech is designed to stimulate and foster entrepreneurship, partnerships, and Francophone successes.

## Four main sequences

### ▶ Thematic panels:

Thematic sessions addressing economic challenges, investment opportunities, and innovations of the francophonie

### ▶ Exhibition space:

An area organized into thematic clusters dedicated to companies, allowing them to promote their products, solutions, and innovations

### ▶ Business meetings (BtoB):

Specific time slots and dedicated areas arranged for private meetings between companies and institutions' representatives

### ▶ Innovation competition:

Startup pitches to major corporations, investment funds, and venture capitals

# Companies & participants' profiles

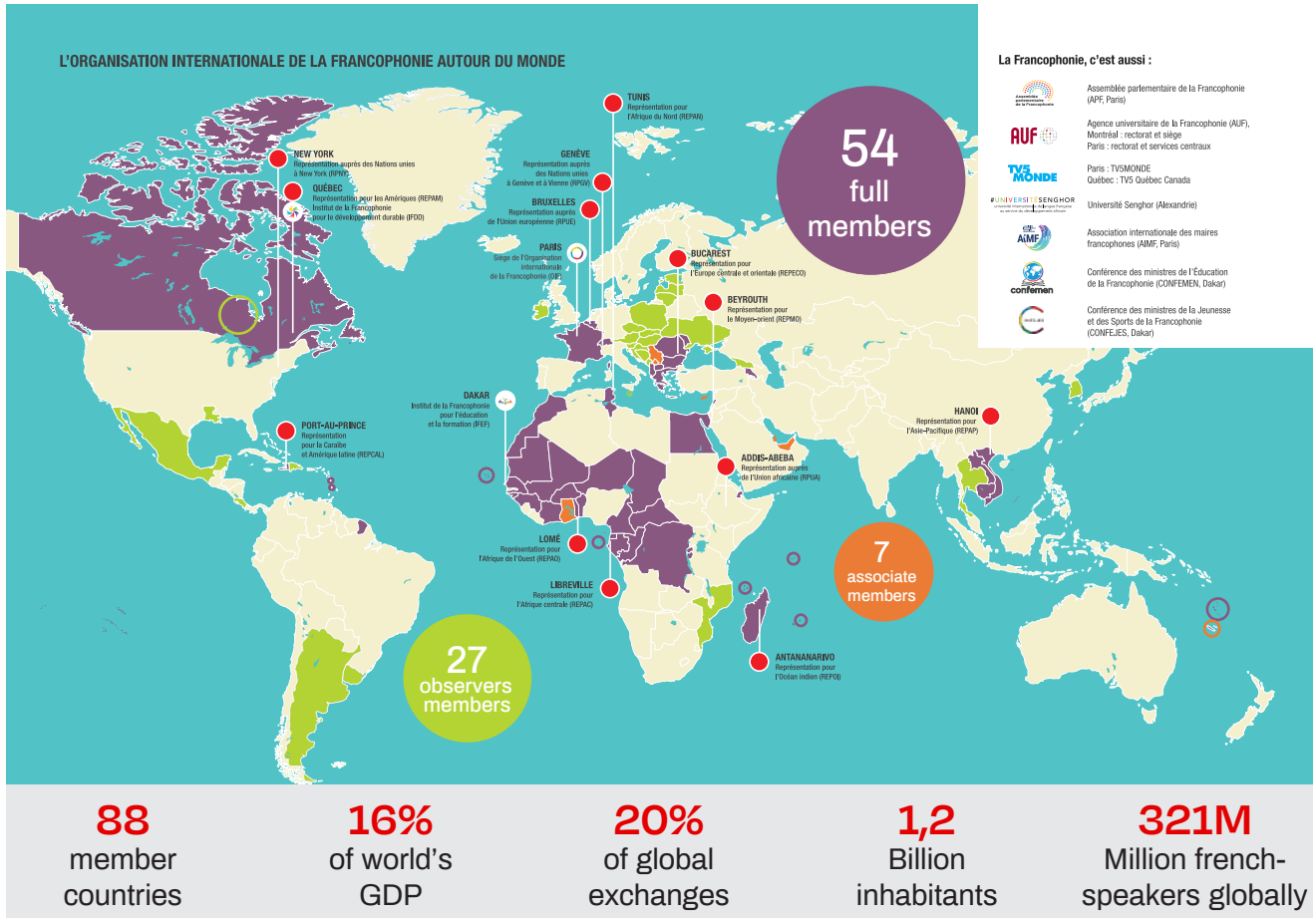
- Private or public companies (SMEs, MTNs), banks and funding agencies, investment funds, universities, institutions, local authorities, regions, states, countries **active in one of the five selected themes**
- Contributors to the economic Francophonie, or those planning to be, through **business development and prospection in the french-speaking world**
- High-level french and foreign actors: C-level executives, directors, innovation officers, experts linked to the Francophone world
- Young French-speaking entrepreneurs & **francophone startups carrying innovative projects** aimed at giving a fresh boost to the Francophone world



# The Economic francophonie

## Geographical area of the francophonie

Member States and Governments of the International Organization of the Francophonie (OIF)



- Albanie
- Andorre
- Argentine
- Arménie
- Autriche
- Belgique
- Bénin
- Bosnie-Herzégovine
- Bulgarie
- Burkina Faso
- Burundi
- Cabo Verde
- Cambodge
- Cameroun
- Canada
- Canada-Ontario
- Canada/Nouveau-Brunswick
- Canada/Québec
- Chypre
- Comores
- Congo
- Congo (RD)
- Corée du Sud
- Costa Rica
- Côte d'Ivoire
- Croatie
- Djibouti
- Dominicaine (République)
- Dominique
- Égypte
- Émirats arabes unis
- Estonie
- France
- Gabon
- Gambie
- Géorgie
- Ghana
- Grèce
- Guinée
- Guinée équatoriale
- Guinée-Bissau
- Haïti
- Hongrie
- Irlande
- Kosovo
- Laos
- Lettonie
- Liban
- Lituanie
- Louisiane
- Luxembourg
- Macédoine du Nord
- Madagascar
- Mali
- Malte
- Maroc
- Maurice
- Mauritanie
- Mexique
- Moldavie
- Monaco
- Monténégro
- Mozambique
- Niger
- Nouvelle-Calédonie (France)
- Pologne
- Qatar
- République centrafricaine
- Roumanie
- Rwanda
- Sainte-Lucie
- Sao Tomé-et-Principe
- Sénégal
- Serbie
- Seychelles
- Slovaquie
- Slovénie
- Suisse
- Tchad
- Tchèque (République)
- Thaïlande
- Togo
- Tunisie
- Ukraine
- Uruguay
- Vanuatu
- Vietnam
- Wallonie-Bruxelles (Fédération)

## 5 key themes



### Artificial intelligence

Exploring opportunities and challenges related to **digital transformation, data security, and the integration of AI into businesses and the medical field** within the Francophone space



### Energy transition

Encouraging discussions on solutions and initiatives aimed at **accelerating the energy transition**. Emphasis will be placed on the development of **green hydrogen and decarbonization goals** in Francophone countries



### Human capital

Highlighting **educational and training initiatives** aimed at developing Francophone talents in strategic sectors, with a **focus on youth and gender equality**



### Logistics, food security

Exploring the challenges and opportunities related to **food security, logistics, transportation, and infrastructure** in the Francophone economic environment



### Innovation financing

Showcasing dedicated **financing solutions for businesses and entrepreneurs** and **support initiatives for investors** in Francophone countries

# Provisional programme

**Thursday October 3<sup>rd</sup>, 2024**

14:00 – 14:45	Welcoming participants		
14:45 – 15:30	Opening session		
15:30 – 16:00	Press conference		
16:30 – 17:15	<b>Opening panel</b> "Innovate and create in the francophone world"	16:00 18:45	<b>Exhibition Hall</b> Visit by the heads of state and government alongside their business delegations
17:30 – 18:15	<b>Panel n°1</b> "Francophone Entrepreneur: Journeys, Successes and Challenges of Innovation"		
18:45 – 20:30	Dining Cocktail		

**Business meetings (BtoB)**



# Provisional programme

Friday October 4<sup>th</sup>, 2024

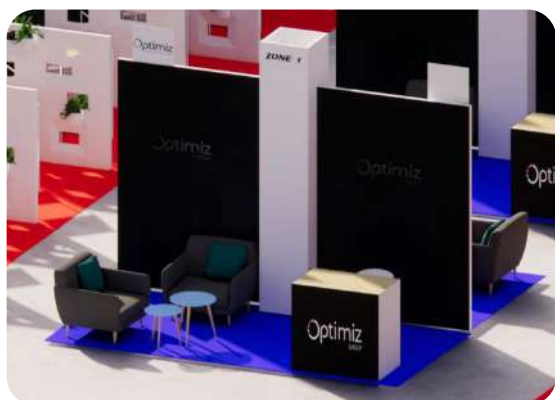
8:00 – 8:45	Welcoming participants			
8:45 – 9:30	Opening session Opening Statement by the of the Heads of Delegations			
9:30 – 10:00	Press Conference			
10:00 – 11:00	Visit of the exhibition space by the official delegations			
11:00 – 11:45	Panel n°2 "Artificial Intelligence: economic and cultural sovereignty"			
12h – 12:45	Panel n°3 "Food security in a globalized world: the challenges of economic diversification and strengthening agri-food value chains in French-speaking countries."	Innovation competition: Digital	11:00 13:00	Business meetings (BtoB)
13:00 - 14:00	Lunch cocktail			
14:00 - 14:45	Panel n°4 "Logistics corridors: catalysts for economic flows among French-speaking countries."	Innovation competition: Green Transition		
15:00 - 15:45	Panel n°5 "Human capital: cornerstone of economic development in the French-speaking world."	Innovation competition: Food Security	14:00 18:00	Business meetings (BtoB)
16:00 – 16:45	Panel n°6 "Energy transition: strategies and opportunities for Francophone businesses"			
18:30 – 18:45	Closing ceremony			
18:45 – 20:00	Dining Cocktail			



# Our Partners offers

## Privilege Offer

Early Bird: 30,000 € ; Regular: 40,000 €



### ► Exposition

- 12 sqm space
- 15 participants
- Round Table Panelist

### ► Visibility

- Logo on the official program, welcome board, FrancoTech website, B2B platform, social media & on the catalogue front cover
- 1-page advertisement in the catalogue
- 40 sec. video diffusion on the main event LED screen
- Press Focus
- VIP space for your meetings

*\*10 offers available*

## Diamond Offer

Early Bird: 18,750 € ; Regular: 25,000 €



### ► Exposition

- 8 sqm space
- 10 participants
- Round Table Panelist

### ► Visibility

- Logo on the official program, welcome board, FrancoTech website, B2B platform, social media & on the catalogue front cover
- 40 sec. video diffusion on the main event LED screen
- 1-page advertisement in the catalogue

*\*10 offers available*

## Platinum Offer

Early Bird: 9,375 € ; Regular: 12,500 €



### ► Exposition

- 4sqm space
- 6 participants
- Round Table Panelist

### ► Visibility

- Logo on the official program, welcome board, FrancoTech website, B2B platform & social media
- ½ page advertisement in the catalogue body

*\*15 offers available*

*Note: Furniture, electric connexion and display areas are included for all exhibition spaces, with optional material available according to demand*

# Our Partners offers

## Gold Offer

Early Bird: 5,250€ ; Regular: 7,000 €



### ► Exposition

- 4sqm space
- 6 participants

### ► Visibility

- Logo on the official program, welcome board, FrancoTech website, B2B platform & social media

*\*10 offers available*

## Silver Offer

Early Bird: 1,125 € ; Regular: 1,500 €

### ► Exposition

- 2 participants without an exhibition space

### ► Visibility

- Logo on the official program, welcome board and FrancoTech website, B2B platform & social media

*\*Unlimited*

## Regions, States & institutions

Early Bird: 5,250 € ; Regular: 7,000 €



### ► Exposition

- 4sqm space
- 6 participants

### ► Visibility

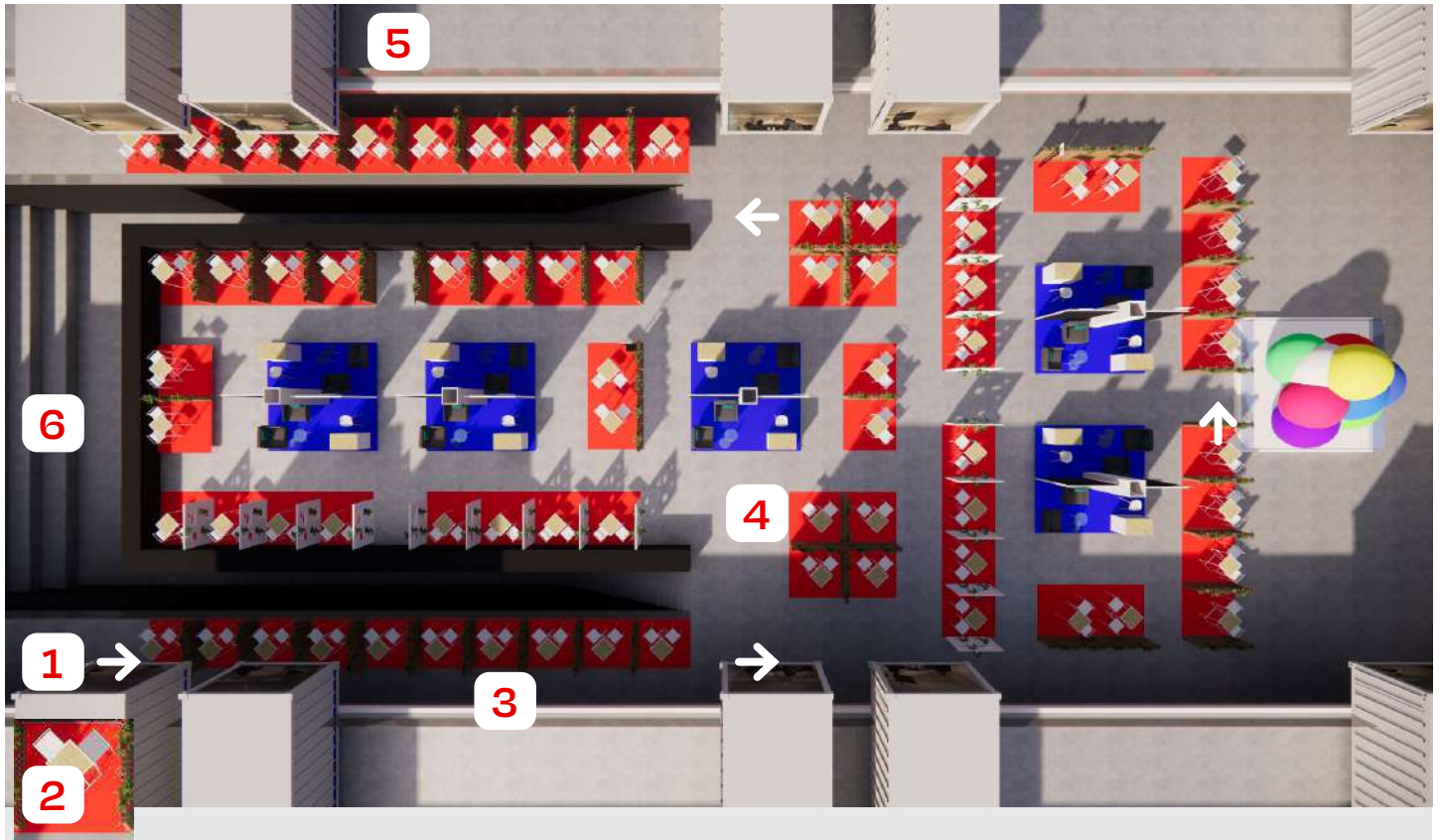
- Logo on the official program, welcome board, FrancoTech website, B2B platform & social media

*\*20 offers available*

*Note: Furniture, electric connexion and display areas are included for all exhibition spaces, with optional material available according to demand*

# STATION F

## Overall plan



**1.** Entrance / circulation direction

**2.** Maxi stand premium – 36 sqm

**3.** Institutional & local authorities area

**4.** Exhibition area

**5.** BtoB business meetings area

**6.** Access to the round tables area

## Location



**5,** Parvis Alan Turing - Paris 13<sup>eme</sup>

**14** Bibliothèque François Mitterrand

**6** Chevaleret



# Participate



**Join us on october 3<sup>rd</sup> & 4<sup>th</sup>, at STATION F**  
Connect, meet, create, inspire, surprise: Join FrancoTech and contribute to the revival of the economic Francophonie!



► **Early bird price:**

**25% off** the initial price for all registrations confirmed before July 15th, 2024

► **Registration deadline:**

**August 30<sup>th</sup>, 2024.** Subject to availability

► **Selection:**

A final selection is made to ensure a balanced geographical representation of the Francophonie at FrancoTech

## Contacts



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## Partners

