Beat: Business

The French Touch in New York

French Touch Entrepreneurs meet American

Paris, New York, 24.06.2014, 19:16 Time

USPA NEWS - The French Touch meet the Americans at AXA Center, 787 7th Avenue, New York.
The upper cream of the most creative and innovative companies will offer two days (26/27 June) brainstorming Franco-American in New York at AXA's auditorium.

The rather sharp disciplines rotate around the axis so French well, namely lifestyle, design, tech and digital very forward looking. The some 300 participants, including CEO of start ups, the curious investors, and among other few journalists will meet in debates, workshops, readings and testimonials.
Among the speakers include the presence of Fleur Pellerin French Secretary of State for Foreign Trade, tourism promotion and French from abroad, who has already attended on June 20 with non-governmental organizations, associations, professional federations and unions to make a point of progress in negotiations on the transatlantic partnership. The Minister intends "Defending the France main points: non-tariff barriers, access to public markets and reciprocity, geographical indications, audiovisual services, preservation of collective preferences and European standards of safety, sensitive agricultural products."

Also note the strong presence of stars Criteo, created in 2005 by the 3 musketeers Engineers Jean Baptiste Rudelle Roman Miccoli and Franck Le Ouay. This technology company deals with large volumes of e-commerce sites worldwide with 4,000 customers and 6,000 publishers, in 37 countries. Criteo, French pride came on Nasdaq in October "The Royal Way" according to Jean Baptiste Rudelle. Another musketeer, In the light of the TED conference, which knows a worldwide success, The French Touch conference experimenting for the first time, this mode of in situ offensive communication among Americans, is based on the French proudly knowledge and relying on another musketeer, French D'Artagnan, Mr Arnaud Montebourg (Minster of Economy) who became an icon of the French Touch.

The conference adopts a very open space for debate and exchange at the French-American debate in French way. This new format seems to correspond to a less conventional environment in relation to a more casual but equally serious style. The average age (25-30) of the recent and creative entrepreneurs in the areas of digital in particular are both ambitious and globalized, without forgetting their commitment to their origins.
Following the launch of the French Tech mission, a jury will nominate half a dozen American start-ups that will participate in a French Tech Tour in December 2014. The French Touch Conference jury is made up of Jean-David Blanc (AlloCiné), Jean-David Chamboredon (Isai), Marie Ekeland (Elaia Partners), Fabrice Grinda (OLX Inc.), Simon Istolainen (MyMajorCompany) and Marc Simoncini (Meetic, Sensee). “”“”

A challenge worthy of the skills and desire to succeed for young and less younger French entrepreneurs who could only agree with their buddies from Uncle Sam, whose cooperation between the two nations has proven in the past.
Gael Duval at the origin of the French Touch conference explains that:" This idea germinated for 8 months, with the desire to have a very positive corporate image and with the high expectations taken by consciences of the entrepreneurs ". The French Touch Conference is an event powered by the French Tech, France and the Digital Innovation Touch Association is beginning to write the first page of a story of French-American entrepreneurship initiative. To be continued on the next episodes ...

Article online:
https://www.uspa24.com/bericht-2356/the-french-touch-in-new-york.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Rahma RACHDI

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com