

Beat: Technology

## **PDT MACRON INVITES MAJOR FRENCH START UPS AT ELYSEE & PLEDGES THEM €5 Bn**

### **FRANCE DIGITALE DAY MEMBERS**

Paris, Washington DC, 18.09.2019, 14:27 Time

**USPA NEWS** - France digitale, is the largest association of start-ups and investors in Europe, and unveils the 7th edition of France digital day (#FFDAY), the annual tech meeting of the season bringing together 3,000 participants - entrepreneurs, investors, thinkers - high level of the global tech scene. And given on this occasion his "Talent awards ». « France is a land of entrepreneurs, inventors, creators. There are many who commit themselves to the service of the commons, a technology that is concerned with progress, emancipation, cooperation, social justice. » acknowledges French President Macron. On the occasion of the launch of the seventh edition of France Digitale Day (#FFDAY), the Emmanuel Macron French President, who is very keen on French Tech and has promoted French Tech, a few years ago, when he was the Economy Minister (2016-2017) wished to bring together those who work for the success of our start-ups. The Head of Stats invites the major start uppers, amongst FFDAY, event at Elysee Palace, for an informal exchange (Q&A session) and followed by a party cocktail for the guests, while the President went on a negotiation, with few investors, after announcing the pledge of €5Bn.

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### **PRESIDENT MACRON ANNOUNCES € 5 BILLION INVESTED IN THE DIGITAL OVER THE 3 YEARS TO COME**

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### **THE €5Bn INVESTED IN FRENCH TECH WILL CREATE 7,000 DIRECT JOBS WITHIN A YEAR-----**

The ambition for technology brought by President of Macron is quite simple « to be of those who really matter ». The indicators show that it is doable as showed the figures : »The amounts raised by French start-ups each year beat new records: €2.8 billion euros in 2017, €3.6 billion in 2018, more than €5 billion probably this year 2019. This is an unprecedented acceleration. In the next three years, President Macron announces that "5 €Billion, will be invested in French funds specializes on technology." Although these figures may seem abstract, yet behind them, there is the shadow of creating jobs all over the country. In France, the 40 most promising start-ups (those of Next40) will create nearly 7,000 direct jobs within a year. To bring French genius and empower entrepreneurs to succeed, French institutional investors, especially insurers, were mobilized. The stakes are high.

### **INVESTORS ARE READY TO HELP START UPS-----**

Investors shall not miss this rendezvous, as to help start-ups, the state acts, so called in France « The PACTE law », promulgated in the spring, was co-constructed for several months with entrepreneurs. Regulatory and administrative obstacles to the development of start-ups should be removed. This is a part of the process of « breaking the barriers and blockage » as President Macron said. To respond to specific issues, the French government is setting up a network of French Tech correspondents in all ministries and public

services. Because the battle is also that of human resources and that France must become the preferred destination of talent: the target of companies that can use the French Tech Visa is expanded and obtaining simplified. There are many talents still too far from the ecosystem. This is the case of women or people from priority neighborhoods in the city and rural areas. The French Tech Tremplin, open to all, overcomes socio-economic obstacles. In addition to these concrete actions, President Emmanuel Macron has set a goal: « Creating twenty French Licornes by 2025 »

**Article online:**

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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](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)