

Beat: Technology

## EURO TECH WEEK at CES LAS VEGAS 2018

January 6 To January 12,2018 - Las Vegas

PARIS - LAS VEGAS, 28.11.2017, 07:25 Time

**USPA NEWS** - The Euro Tech Week allows CES International Visitors and Exhibitors to meet, exchange, and possibly start collaborating between themselves and with US counterparts before and during CES. The Euro Tech Business Lounge is the most important global "VIP like" Networking, co-working, and shared Suite ever put together for CES. The Euro Tech Week and its Post-CES Immersion Week are supported by European Commission Initiatives...

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CES, formerly The International Consumer Electronics Show (International CES), showcases more than 3,900 Exhibiting Companies, including Manufacturers, Developers and Suppliers of Consumer Technology Hardware, Content, Technology Delivery Systems and more ; a Conference Program with more than 300 Conference Sessions and more than 170K Attendees from 150 Countries. The first CES took place in New York City in June 1967. Since then, thousands of Products have been announced at the Yearly Show, including many that have transformed our Lives.

- CES Official Show Locations :

\* CES Tech East : Where innovations in audio, drones, gaming, augmented and virtual reality, vehicle technology, video, wireless devices, wireless services, digital imaging/photography or anything "i" come to market. It's also home to many international exhibitors.

\* CES Tech West : Features the innovative power behind the industry's emerging technology, including revolutions in fitness and health, the Internet of Things, wearables, smart home, sensors and other high-growth technologies changing the world. It's also home to Eureka Park, the startup community at CES.

\* CES Tech South : The CES epicenter for the advertising, content, marketing and entertainment communities, hosting a variety of C Space activities, including conference sessions, networking events, exhibits and hospitality suites.

- CES Product Categories and Marketplaces :

- \* Advertising, Entertainment & Content
- \* Automotive
- \* Health & Wellness
- \* Home & Family
- \* Internet Of Things (IoT)
- \* Product Design & Manufacturing
- \* Robotics & Machine Intelligence
- \* Sports
- \* Startups

- A Conference was held on November 27, 2017 at Village By CA in Paris. It was the occasion to introduce the Euro Tech Week (ETW) and its part during the CES Las Vegas Famous Global Event. The Conference was animated by Christophe AUBRIET from Euro Tech Week. The speakers were as follow :

\*Fabrice MARSELLA - Village By CA

\* Olivier GUILLET - Emotic

\* Matthieu DEBOEUF-ROUCHON - Digital Men

\* Fahima SADAOUI-RAMOS - CCI Paris IDF

\* Tyg na SAUSTIER & Marie VASSEUR - Kalima RP

\* Pierre GARNER - Elium Studio  
(...)

Euro Tech Week in Las Vegas is : 1,000+ Participants, 30 Countries, 150+ Buyers & Investors, 150 Startups & Scaleups, 1,000+ B2B Meetings.

- Euro Tech Week Program : Answer to Digital Transformation, Open Innovation, Product Scouting / Sourcing, and Corporate Development Needs with :

- \* Forums on Government Funding and Innovative Financing Programs
- \* Daily CES Briefings and Debriefings
- \* B2B meetings platform and program with global startups, scale-ups, and SME's
- \* Start-up Pitches
- \* Expert speeches and fireside chats about trends and latest industry news
- \* Networking opportunities and cocktail receptions
- \* Women in Tech Las Night (round table event and party)

- Custom Program for Global Startups & SMEs: Matchfest : Trade-show Acceleration Program (MatchFest). The Opportunity to meet OEMs, Retailers, Buyers, Distributors, and Representatives :

- \* B2B Matchmaking Program with Investors, Open Innovation Executives (from Large Corporations), Retail Buyers, Distributors, and Agents / Manufacturer's Representatives
- \* European American Pitch Awards : 5 min (2 min Q&A included) Pitch to Investors and Large Corporations (\$50,000 of Prizes in Goods and Services) Demo Table, for a day (Jan 8) with Space for a Banner or a Digital Screen
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- Visit & CES Floor Tours (by Euro Tech Week Organizers) : Guided by Experts in Open Innovation, Digital Transformation, and New CES Technologies. This includes a 2-day Visit on Specific CES Themes to :

- \* To meet select group of Exhibitors
- \* To attend impressive Demonstrations
- \* To network & meet with Exhibitors, Consultants, Special Guests, etc.

- Delegation Program at Euro Tech Week allowing to :

- \* Expand Product / Market Knowledge, Grow International Business Experience, and create New Contacts with International Network of Professionals specialized in Innovation, Entrepreneurship, Trade and Investment.
- \* Organize Business Meeting and Private Events in a warm Business Setting and hyper-collaborative Lounge Area (Euro Tech Business Lounge). Benefit from a private VIP Lounge Area, Business Center, and Concierge Services. Expose the Delegation to new Consumer Technologies, Applications and Media.

- Post-CES Immersion Week : January 15-19, 2018

- \* Pitching Sessions with active Silicon Valley Investors including Equity based Accelerators (working with European Entrepreneurs) and reputed Business Angel Networks.
- \* Visit of the Silicon Valley Ecosystem : A selection of Large Vendors / Manufacturers, GAFA's and Unicorns.
- \* Group Meetings with Local Government Agencies from any EU Country and from SF / CA / Federal Agencies.
- \* Educational Workshops and Pitch Training Sessions.

Source : CES Las Vegas (January 6, 2018 To January 12, 2018) - Euro Tech Week

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