

## **PRESS RELEASE**

Paris, November 4th 2024

### **WEB SUMMIT 2024: BUSINESS FRANCE SUPPORTS 38 FRENCH COMPANIES AS THEY EXPAND INTERNATIONALLY**

**The 2024 edition of WEB SUMMIT, the leading trade fair for the software sector, will be held from November 12th to 14th in Lisbon. For the occasion, Business France will be supporting 38 French companies under the French banner, among the hundred or so French companies present.**

#### **A must-attend event for companies in the sector**

The Web Summit is a major event for the tech industry, attracting some 70,000 attendees and 1,500 investors every year. It offers an ideal setting for exchanging ideas and discovering the latest trends, with conferences, exhibitions and networking sessions.

For French companies, the show represents a unique opportunity to strengthen their presence on the European and North American markets.

#### **38 French companies supported by Business France for this 2024 edition**

This year, Business France, with the help of its partners the Chambers of Commerce of Bourgogne Franche-Comté and Nouvelle Aquitaine, is offering tailor-made support to 38 selected

companies. They will benefit from upstream coaching sessions (preparation for pitches, press relations, fund-raising, etc.) and will take part in key events on site, such as a networking evening with the local French Tech community. The aim is to use the show as a springboard to export success for these promising companies.

Eric Morand, Director of B2B Events at Business France, said:

*"In the software and cloud sector, we are fortunate to have a very dynamic pool of start-ups, and Business France has identified some excellent projects in a number of sectors, including the Futur of Work, Data analytics, GreenTech and AI. It's a real source of pride and responsibility to be accompanying these start-ups in a new stage of their international development at WEB SUMMIT, a real lever for export.*

The link to all the companies supported is [available here](#).

### **Focus on diversity: 20 Women in Tech honoured for this 2024 event**

Business France is once again joining forces with the Paris Ile-de-France Chamber of Commerce and Industry and Numeum to support a delegation of 20 female tech entrepreneurs. They will be sharing their experiences as exporters, demonstrating the diversity and solidarity within the French technology ecosystem.

### **About Business France**

**Business France** is the national agency for the internationalisation of the French economy. It is responsible for the international development of companies and their exports, as well as prospecting for and welcoming international investment in France.

It promotes the attractiveness and economic image of France, its companies and its regions. It manages and develops the V.I.E (Volontariat International en Entreprise) scheme.

**Business France has 1,500 employees located in France and in 55 countries.**

It relies on a network of partners.

For more information: [www.businessfrance.fr](http://www.businessfrance.fr) @businessfrance

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