French Tech Los Angeles has been launched!

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After having already set up camp in New York, San Francisco, London, Tel Aviv, Tokyo and Hong Kong, the start-up network known as French Tech Hubs has finally reached the shores of sunny Silicon Beach. A reception was held on April 20, 2016 to announce the launch French Tech Los Angeles whose objective is to develop a local, business-friendly ecosystem to bolster the presence of French entrepreneurs and startups in the Southern Californian tech market.

French Tech Los Angeles was inaugurated at the Résidence de France by Mr. Gérard Auraud, French Ambassador to the United States, in the presence of Mr. Christophe Lemoine, Consul General of France in Los Angeles, in front of an audience of roughly 200 professionals that are involved in the LA tech industry.

The audience was presented a general outline of French Tech LA’s objective, which is twofold: It seeks to not only make the burgeoning Los Angeles tech market more accessible to French entrepreneurs by facilitating a tighter French entrepreneurial community and promoting the name recognition of this community within the Los Angeles tech industry, but also create more awareness about the promising opportunities that exist in the tech industry in France.

This was followed by a panel of seasoned French businesspeople who discussed their own individual experiences in establishing businesses in the United States. The panel was comprised of Ms. Sylvana Coche, CEO of Gravity Pro, Mr. Van Espahbodi, Co-Founder of the Starburst accelerator, and the creators of “French Tech Los Angeles”, Mr. Samuel Loy, Executive Director of the French-American Chamber of Commerce in Los Angeles and Mr. Laurent Ruben, CEO of “French Accelerator.” The panel was moderated by Mathieu Goudot, local Ambassador of Hello Tomorrow.

Encouraged by the French-American Chamber of Commerce in Los Angeles, French Accelerator and several other French-Angeleno tech giants, supported by the Consulate General of France in Los Angeles, and backed by Business France and the Economic Service of San Francisco, and in close communication with foreign commerce advisors back in France, la French Tech has two main objectives: On the one hand, it wants to provide the necessary tools to the local, French entrepreneurial community in order promote its robustness and visibility within the Los Angeles tech industry; on the other hand, it seeks to raise awareness among Angeleno market participants about both the hexagonal ecosystem and the bountiful business opportunities that exist not only in France but also in Europe as a whole.
Los Angeles: A burgeoning tech metropolis

Silicon Beach has in recent years been home to not only thousands of tech startups but also to offices of tech giants such as Google, Facebook, Yahoo and Hulu (earning it’s title as the third best startup ecosystem in 2015, according to Compas.) Indeed, the City of Angels is also a City of Unicorns, since it is the epicenter of earthshattering companies such as JustFabulous, SpaceX, NantLife, Tinder, Dollar Shave Club, Sonos, ou encore TrueCar as well as many other young, promising companies, many of which run by French entrepreneurs.

The emergence of a community that is as structured, active and visible as French Tech Los Angeles helps facilitate entry by French startups into the LA Tech ecosystem. The most effective measure to this end was implementing a simplified, pairwise communication system in which French newcomers to the LA tech scene are put in contact with an already established compatriot.

For more information:

- Facebook de FrenchTechLA
  [https://www.facebook.com/frenchtechla](https://www.facebook.com/frenchtechla)

- Twitter de FrenchTechLA
  [https://twitter.com/frenchtechla](https://twitter.com/frenchtechla)

- Hashtag
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- Site de la French Tech

*Original article written by the press office of the Consulate General of France in Los Angeles*