



NETVA Conference 2017 : A Quick-Start Training to Understand North-American Tech Markets

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Organized by the Offices for Science and Technology of the Embassies of France in the United States and Canada, the NETVA conference is a free one-day conference designed to provide you with the keys to develop your company across the Atlantic and the tools needed to settle in the North American markets. Entrepreneurs and business development specialists from the United States and Canada will be present to share their firsthand experiences.

- **When:** Tuesday, June 20, 2017
- **Where:** Bpifrance, Paris
- **Conditions :** Free event open to the public
- **Registration**

North America is one of the top innovative place in the world. Entrepreneurs benefit from extremely dynamic ecosystems to create and develop their businesses. The size of American markets attracts French entrepreneurs. However, going the American way requires a good understanding of the factors of success!

Join us on **June 20, 2017** at Bpifrance in Paris, to understand how to integrate the North American market into your business development strategy or to share your experience!

Program

- 08:30 : Opening
- 09:00 : **Welcoming Remarks** - Bpifrance, Ministry for Europe and Foreign Affairs, Embassies of France in the United States and in Canada
- 09:30 : **Doing business in America** - Mike Gill (Secretary of Commerce, State of Maryland)
- 10:00 : **Universities, innovation & startups** - David Shaw (VP for Research and Economic Development, Mississippi State University)
- 10:30 : Break
- 10:45 : **French organizations for internationalization** - Bpifrance, Business France
- 11:15 : **Why the US, why Canada ? Do's & Don'ts** - Roundtable #1 with Grégory Ogorek (Serial entrepreneur in Toronto), Aymeril Hoang (Head of innovation Société Générale), and Xavier Wartelle (CEO French Tech Hub)
- 11:50 : **Presentation of the NETVA program, its partners and the 2017 laureates** - NETVA team, Ministry of Higher Education and Research, Inria, Startups Pitches
- 12:30 : Lunch
- 1:30 : **Keynote** - Oussama Ammar (Cofounder of The Family)
- 2:15 : **Business-informed legal advice** (legal aspects for an establishment in the US, accounting, HR, IP...) - Richard Zolezzi (American law firm Polsinelli)

- 2:50 : **How to raise money? Understanding VC** - *Olivier Younès, CEO @EXPEN, Professor @HEC Paris & @UC Berkeley, Mentor @Singularity University*
- 3:20 : Break
- 3:35 : **Scale-up / Fast growth of high tech startups** - *Roundtable #2 with Gabriel Hubert (Stripe), Clément Boussard (CEO Stanley Robotics), and a 3rd entrepreneur from Silicon Valley*
- 4:10 : **They did it... Feedbacks from French entrepreneurs** - *Roundtable #3 : with NETVA alumni about their immersion in the US and in Canada, with Pascal Descargues (Genoskin), Nathalie Bui (Instent), François Chaudoreille (Avenisense), and Hugo Lercher (Algama)*
- 4:45 : Networking



About NETVA

The NETVA (New Technology Venture Accelerator) program offers a personalized support program, opportunity analysis and development of technological partnerships in the United States and Canada to young innovative startups from France. NETVA is managed by the Offices for Science and Technology of the Embassies of France in the United States (Boston, San Francisco and Washington, DC) and Canada (Toronto). Its objective is to meet the need for internationalization of young startups developing innovative products with high added value.

Partners

