



I. POSITION OF THE EVENT

The **2007 French Tech Showcase** will present the 30 most promising private IT companies from France. It is organized by the Conseillers du Commerce Extérieur de la France (www.cnccef.org), based in San Francisco, CA.

The French Tech Showcase has an impressive track record for getting deals done. After the first edition French Tech Showcase 2005, fourteen out of the thirty participating companies became active in the US. Eleven of those companies opened a permanent office; three raised financing from US Venture Capitalists and numerous partnerships are in progress.

The showcase will also feature keynotes and panel discussions by key players who have built successful U.S. - French alliances.

- Find new business opportunities with fast-growing French companies in the process of developing operations in the U.S.
- Acquire the tools to refine your company's U.S. partnership strategies
- Get an insider's look at the U.S. High Tech value chain
- Explore the challenges of scalability
- Interact with the market influencers driving U.S. innovation and commercial success

Discover why the U.S. is the No. 1 foreign direct investor in France and what the technology climate abroad has to offer French companies and investors. The Showcase will be held

October 23 and 24th, 2007 at the Four Seasons Hotel in the heart of Silicon Valley (Palo Alto, CA)

II. VALUE PROPOSITION

Why is French Tech Showcase different from other conferences?

The French Tech Showcase is designed to be a matchmaking conference, focused on bringing emerging French technology companies with US ambitions together with the right Silicon Valley investors and technology leaders.



The French Tech Showcase is a conduit for French IT companies expanding into the US market, and the conference is aimed at maximizing their probability of success. The conference organizers will schedule over 100 private meetings between French companies and potential American investors and strategic partners during the two day conference.

The keynotes, panels and roundtables are designed to attract the relevant delegates, and allow for lucrative deals to be negotiated.

The French Tech Showcase also encourages all the CEOs who attend the event to invite their senior executive team, with representatives in the areas of Business Development, R&D, and IT.

III. POSITION OF THE EVENT

These one-on-one meetings are the “raison d’etre” of the conference. Over 100 private meetings will be arranged between the French attendees and major Silicon Valley partners. Les Conseillers du Commerce Extérieur de la France (CCE) will act as matchmaker and ensure that every Silicon Valley Company has at least 5 meetings during the conference.

Les Conseillers du Commerce Extérieur de la France (CCE) will be drawing upon its extensive list of U.S. business contacts to ensure that every one-on-one meeting is as relevant business opportunity for the French companies and an exciting proposition for the U.S. partners.

IV. COMPANY PRESENTATIONS

Each French Company will have 20 minutes to present their company to the rest of the conference attendees and talk about the market opportunity that they are addressing. They will be grouped with other companies that are addressing similar but not overlapping markets.

More information on the company presentations will be available as the conference approaches.

V. MIXERS

There will be a full schedule of networking events including breakfasts, lunches, cocktails and a gala dinner. As always at the conference, all events are designed to maximize conversations and the potential for matchmaking.

VI. AGENDA

Rough Agenda is as follows:

DAY 1

8 am 9 am	Keynote	
	TRACK 1	TRACK 2
9 am 10 am	Roundtable	Roundtable
10 am 12 pm	Company Presentations	Company Presentations
12 pm 1:30 pm	Lunch	
1:30 pm 2:30 pm	Keynote	
2:30 pm 3:30 pm	Roundtable	Roundtable
3:30 pm 5:30 pm	Company Presentations	Company Presentations
7 pm 10 pm	Cocktail & Gala Dinner	

DAY 2

8 am 9 am	Keynote	
	TRACK 1	TRACK 2
9 am 10 am	Roundtable	Roundtable
10 am 12 pm	Company Presentations	Company Presentations
12 pm 1:30 pm	Lunch	
1:30 pm 2:30 pm	Lunch Keynote	

Throughout the conference, many private one-on-one meetings between the presenting French companies and potential U.S. partners will be scheduled in order to facilitate concrete sales, partnerships, and alliances.

VII. SELECTION CRITERIA

An experienced selection committee composed of high-profile tech investors, CEOs and top executive from both sides of the Atlantic will choose 30 most promising French companies.

CCE's methodology for assessing the potential of French technology companies in the American market include:

- **Situational criteria to assess market and context**

- North American market potential
- Competitive landscape
- American investors appetite
- Technology hype
- Timing
- Relevance to the conference

- **Organizational criteria to assess company's strengths and strategy**

- Development stage
- IP strength and vulnerability
- Ability to ramp up revenues in the U.S.
- Current financial resources
- Team
- Existing customers/partners
- Ability to execute
- Coherence of U.S. development roadmap
- Risk tolerance

We use the aggregated average scores to map each company relative to others based on this weighted list of criteria. The format of the conference allows for a maximum of 30 companies to present. In order to keep the event as focused as possible, many applicants will unfortunately not be chosen this year, so we encourage you to send your application as early as possible to maximize your chances.

VIII. SUMMARY OF VALUE PROPOSITION TO YOUR COMPANY

- One half-day training session at the Senate in Paris, France (Sept 24, 2007)
- 20 minutes presentation to U.S. targeted executives
- Demo table at the Event
- 5 pre-arranged one-on-one meetings with potential partners and clients
- Two lunches and one Gala diner

Pricing

- 4,500 euros per company (includes 2 representatives)

Contact Info

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To be considered, please return the attached PowerPoint presentation before August 10th, 2007