

CONNECTED DEVICES IN FRANCE

KEY INFO IN

10

POINTS

1

▶ FRANCE'S INTERNATIONAL INFLUENCE

France was the leading European nation and fifth largest global contributor to the Consumer Electronics Show in January 2015, with 160 companies in attendance, including 66 startups.

2

▶ TEN FRENCH AWARD-WINNERS AT CES 2015

Ten French SMEs won awards at CES 2015, including Cityzen Sciences for its smart sports t shirt, Giroptic (360° camera), Guillemot (mixing console and Bluetooth speakers), Lima Technology (connected storage solution), Myfox (smart alarm system), Netatmo (HD infrared camera), Parrot (connected in-dash car entertainment system), STMicroelectronics (digital audio amplifier), Voxtok (high-quality audio capsule), and Withings (connected watch and wide-angle camera).

3

▶ GOLDEN "FRENCH TOUCH" FOR CONNECTED DEVICES

"French designs are ingenious and elegant", says Anne-Marie Boutin, President of the French Agency for the Promotion of Industrial Design (APCI).

"French companies dream up, design and manufacture products that are smart, aesthetically pleasing and extremely well made", says Stéphane Distinguin, CEO of the Fabernovel agency.

4 ► CONNECTED DEVICES SHOWCASE IN FRENCH CITY OF ANGERS

At the instigation of industrial electronics services firm Eolane and local manufacturers, the first “Cité de l’Objet Connecté” will open in Angers in June 2015. It will comprise a fab lab, a technological innovation center and production lines following an investment of €15 million that will involve 50 people.



5 ► FOCUS ON CONNECTED DEVICES DEVELOPED IN FRANCE

From specializing in connectivity accessories for TVs, PCs, tablets and smartphones, French firm **Awox** is now setting its sights on the lighting market with a light bulb with an integrated sound speaker. Meanwhile, **Terrailon** has designed four connected devices: Web Coach POP 2.0 weighing scales, a pedometer and two blood pressure monitors.



6 ► HUGE POTENTIAL MARKET FOR CONNECTED DEVICES

Two billion new connected devices are due to be sold in France over the coming five years, compared with only 640,000 in 2014, according to market researchers GFK.

7 ▶ FOREIGN INNOVATORS SETTING UP IN FRANCE

American firm Medicodose Systems invented smart packaging to monitor patient drug intake, and is now expanding in France.

After winning a Young Entrepreneur Initiative fellowship in 2006 and patenting its technology in the United States, American citizen Nadir Benouali set up business in the Provence-Alpes-Côte d'Azur region in 2013.

8 ▶ "LA FRENCH TECH", A SPRINGBOARD FOR STARTUPS

The French government's "La French Tech" initiative involves €200 million in funding to support private-sector startup accelerator programs and €15 million to raise the international profile of the initiative.

9 ▶ PRIORITIZING INDUSTRIAL POLICY

One of the 10 solutions of the "New Face of Industry in France" is "connected devices", which involves developing the sector in France and supporting existing projects.

10 ▶ SUPPORT FOR R&D PROJECTS

Support for innovation from the Digital Society funds of the "National Investment Program", focusing on embedded technologies and connected devices.



For further information, please visit:
www.businessfrance.fr





77, boulevard Saint-Jacques
75680 Paris Cedex 14 - France
Tel.: +33 1 40 73 30 00



10

**FRENCH AWARD-WINNERS
AT CES 2015**



**FOREIGN
INVESTMENT
DECISIONS
PER WEEK**

ACCESS TO A MARKET OF

65



MILLION CONSUMERS

AND GATEWAY TO THE EMEA



33%

**OF FRENCH EXPORTS
ARE GENERATED BY
FOREIGN COMPANIES**