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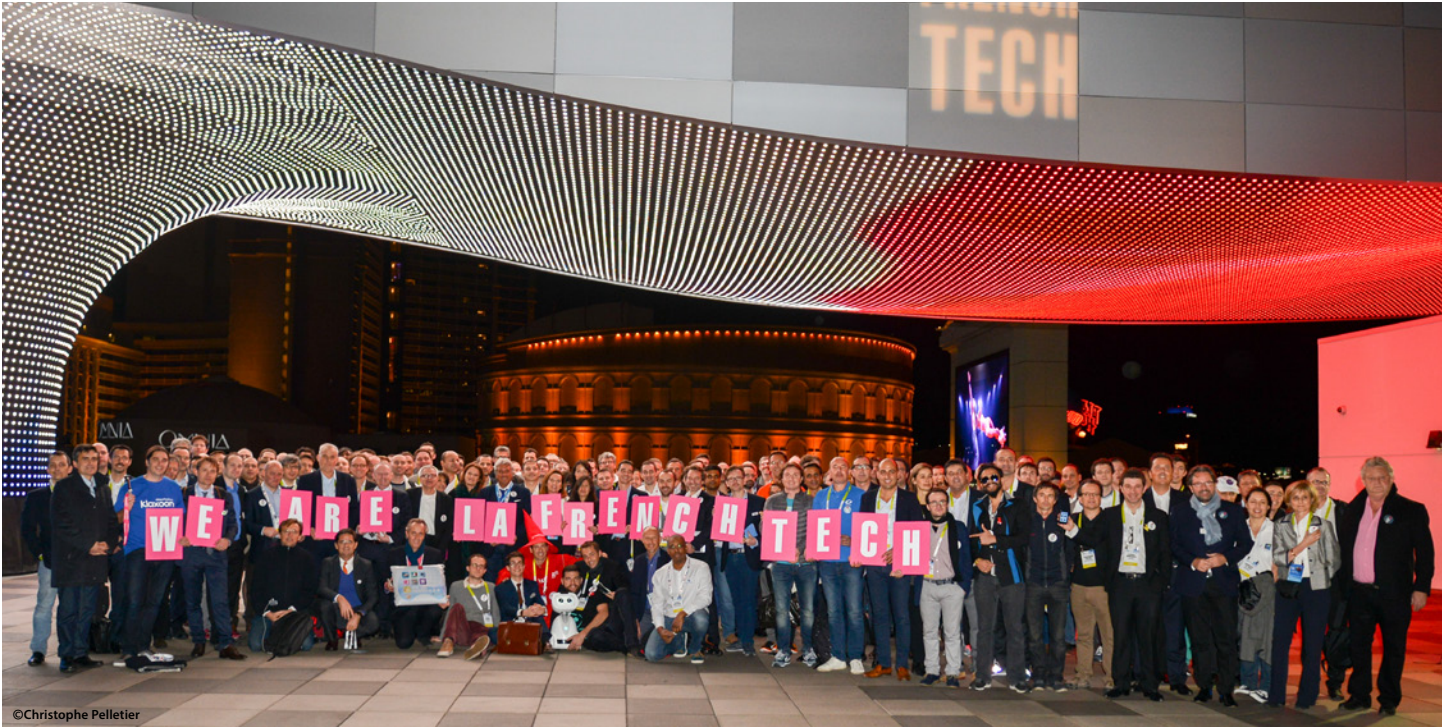
A free monthly review of French news & trends

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At CES 2016, French Tech stronger than ever



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The French Tech delegation celebrates a successful year at the Consumer Electronics Show in Las Vegas. A total of 190 French companies were present at CES 2016, making it the leading foreign delegation at the conference.

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A message from Ambassador Gérard Araud

Dear Friends,

Let me first wish you all a very happy new year. 2015 tested France and the United States in ways we hadn't imagined, but we emerged stronger as allies in the face of terrorism. When hundreds gathered in early January 2016 at the Place de la République in Paris to pay tribute to victims of terror one year after the Charlie Hebdo attacks, we remembered the solidarity that has been continuously offered by Americans and the international community during these difficult moments. I can only hope that 2016 will be filled with this sort of unity, and further fruitful French-American collaborations such as the ones we saw in 2015.

January showed that French-American partnerships in the technology industry are stronger than ever, as 190 French companies showcased their innovative products at the Consumer Electronics Show in Las Vegas. The transition to a "digital republic" is a top priority for the French government, and as such the country has become a

thriving environment for startup companies. With attendees flocking to the French Tech booth to speak with startups such as 10-Vins, which won the Best Startup award for its "smart" sommelier product, it was clear at CES that French entrepreneurs have made a name for themselves in the international market.

French officials seized the opportunity to travel to the West Coast at the same time as so many talented and young French companies. Minister of the Economy, Industry and the Digital Sector Emmanuel Macron supported the French Tech delegation at CES before heading to Silicon Valley, where he joined Minister of Ecology, Sustainable Development and Energy Ségolène Royal in meeting with top officials from major American technology companies such as Google and Apple. With the implementation of the 2015 COP21 agreement now officially underway, Minister Royal was particularly interested in the role technology can play in fostering a greener and more sustainable future for the planet.



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One year after Charlie Hebdo attacks, Paris pays tribute to victims



LESS THAN TWO MONTHS after the horrific acts of terrorism that killed 130 people in France's capital city, Parisians remembered another series of attacks that shocked the world one year ago — those on the offices of satirical magazine Charlie Hebdo, as well as a Hyper Cacher supermarket. While citizens reflected on the ways in which society has changed since these acts of violence took place, they paid tribute to those who were lost on January 7 and 9.

On January 5, President François Hollande joined Paris Mayor Anne Hidalgo and the families of the victims in unveiling three commemorative plaques that




Top left: The statue of Marianne in the Place de la République was covered with tributes to the victims of the 2015 attacks in Paris.

Top right: President François Hollande and Mayor Anne Hidalgo join French officials and victims' families in visiting the sites of the attacks.

honor those killed in the January attacks. In the 11th arrondissement, a plaque was placed outside the Charlie Hebdo offices, where 11 people were killed on January 7, 2015. President Hollande and Mayor Hidalgo also visited a memorial to Ahmed Merabet, a policeman who was killed when responding to the shootings in this neighborhood. A third plaque was placed outside of a Hyper Cacher supermarket in the 20th arrondissement, where four people were killed in a second attack on January 9. Among those present at the memorial to the Hyper Cacher victims was Lassina Bathily, a Mali-born store employee who hid hostages while waiting for police reinforcements to arrive.

A plaque was also unveiled in Montrouge on January 9 paying tribute to Clarissa Jean-Philippe. The young police officer was killed by one of the terrorists a day before the Hyper Cacher attacks while on duty in this southern suburb of Paris.

The week ended with a public gathering at the Place de la République in memory of the victims of both the January and November attacks. Over the past year, the Parisian square has been a central gathering place for the thousands of people that have sought to show their solidarity with the victims of the attacks, and a symbol of the enduring French values of *liberté*, *égalité*, and *fraternité*. On the Sunday morning of January 10, public officials were present at the statue of Marianne, where hundreds of flowers and signs had been placed. Later in the evening, visitors lit candles at the square to pay their respects. 


Minister of the Environment Ségolène Royal visits California



Minister Royal at the "Help Haiti Home" fundraiser in Los Angeles.

FOLLOWING THE PASSAGE of a landmark agreement at the COP21 Conference on Climate Change in Paris, Minister of Ecology, Sustainable Development and Energy Ségolène Royal visited the United States to focus on ways to implement the goals set forth by the international community in December.

In Silicon Valley, Minister Royal met with representatives from several technology companies and tested out new products that will help foster a greener economy. Alongside French Economy Minister Emmanuel Macron, she also met with Astro Teller, Director of Google X, as well as representatives from Apple before visiting a Tesla Factory to speak about energy storage and relations with Europe. Minister Royal also met with French entrepreneurs and investors at a French Tech event in San Francisco.

The minister's last stop in California was Los Angeles, where she spoke with Eric Garcetti, the city's mayor, and was invited to attend "Help Haiti Home," a charity event organized by the Sean Penn J/P Haitian Organization, as a Distinguished Honoree. 

Staff Sergeant Spencer Stone, hero of Thalys attacks

Since August 2015, Spencer Stone has rarely had a moment away from the public. As one of the three American friends that helped stop a terrorist attack on a train traveling from Amsterdam to Paris, he was celebrated internationally for preventing what could have been a potentially deadly incident. Since then, he has returned to his hometown of Sacramento and started work again as a staff sergeant in the Air Force. On December 21, he was honored at the Embassy of France in Washington, D.C. at the annual reception for French and U.S. police forces. He spoke with *News From France* about his experience since the attacks and the support he has received from people from around the world.

Can you tell us how you've been feeling since the attacks, physically, emotionally and psychologically?

Physically and emotionally, I'm okay. It's been a rough road the past couple of months with all the injuries I've had. I had my thumb almost cut off, I had a couple of cuts to my neck, I was in a recent attack in Sacramento. I had open-heart surgery, exploratory surgery on my stomach, I was stabbed four times. I've bounced back, and I know I still have some healing to do, but mentally and physically I'm here, I'm alive.

How did your training in the Air Force have an impact on your actions?

I would say that my military training helped me to save another passenger's life. I had a lot of medical training in the Air Force, but I never had any real combat training. This sort of training I've always done on my own. As a side hobby I do jujitsu, and everything just came together that day. Like I said, it was a combination of military training and self-preparation.

After you helped to save those on the train from the attackers, you received a lot of attention and were honored in both France and the United States. What was that experience like?

It was incredible! I received the Legion of Honor at the Elysée from President Hollande, and that was just a great feeling. I really felt love and gratitude from France, and I'm trying to return these expressions just as much. Coming back to the U.S. and being honored by my military and my country was a great honor. I received the Purple Heart and the Airman's Medal. I'm just fortunate to be alive and I'm just happy.

What was it like the first time you returned home to Sacramento? Do people recognize you on the street now?

I can't really leave the house without being recognized nowadays, but I don't consider that a bad thing. My city threw me a parade and showed their love enormously. It was somewhat bizarre going back home at



Airman First Class Spencer Stone with a police dog from K9s4COPS, a non-profit which plans to donate a dog in memory of Diesel, who lost his life during the November police raids in St. Denis.

first and coping with everything that had happened, but now it's a part of my everyday life, and I'm used to it.

Do you plan on going back to Europe, particularly France?

I plan to very soon, maybe in the springtime. I want to go back as soon as possible. I have some tickets that I can take for vacation. I can travel on the trains again, I'm not reluctant to do that. One thing I've realized from this experience is that you can't be afraid, and you can't live your life in a bubble — that's exactly what terrorists want.

What would you say to someone who has no military training? Is your advice to fight or to hide?

I would say fight. Always fight, because if you are able to make a difference, everyone else around you will be motivated to act. If no one does anything, chances are no one will make that first move, but if someone has the power, strength and mental fortitude to get up and do something, then everyone will be able to get up with you and everyone has a much better chance. 🇫🇷

En chiffres...

4,500

The number of people that participated in the drafting of France's **DIGITAL REPUBLIC BILL**, which allowed citizens to propose amendments to the text and offer their opinions online. The unprecedented initiative marked a new step in Internet governance.

€256M

Total earnings in one month of French startup **SHOWROOMPRIVE.COM**, a website that connects consumers with private sales. The successful company is just one in France that is considered a "unicorn," meaning it's valued at more than a billion dollars despite not yet having gone public.

9

Number of French entrepreneurs named to Forbes Magazine's **"30 under 30"** list, which identifies promising European leaders in sectors such as social entrepreneurship, technology, science and health, industry and finance.



French participation stronger than ever at CES 2016

EACH YEAR, the Consumer Electronics Association welcomes thousands of companies from around the world to showcase their newest technologies at the Consumer Electronics Show in Las Vegas. As the promotion and development of technology has become a major priority for the French government, French startups have seen much success, and their presence at this year's CES was stronger than ever. The conference, which took place from January 6-9, was a major part of Minister of the Economy, Industry and the Digital Sector Emmanuel Macron's trip to the United States, during which he also paid a two-day visit to San Francisco. The week highlighted major accomplishments achieved in France's digital sector since the government made the support of entrepreneurs a top priority through the French Tech initiative.

A strong French showing at CES

As part of the French government's mission to create a "digital republic," French Tech was launched in 2013 to support and unite innovative entrepreneurs so that France may become a "startup nation." Since its launch, more than a dozen regions and cities — including Grenoble, Lyon, Nantes and Rennes — have been named French Tech ecosystems for their robust technology industries and wide availability of resources to burgeoning companies. With members not only in France, but also in cities such as New York and San Francisco, the French Tech network works to connect startup companies both within the country and throughout the world.

In 2015, French Tech sent a delegation of 66 innovative technology companies to CES, which represented 25 percent of Eureka Park, a marketplace designed specifically for startups and entrepreneurs.

This year, representation was even stronger, with close to 130 French startups presenting their products at Eureka Park, representing a third of those in attendance. About 200 French companies in total attended CES 2016, which put the country in first place as the leading foreign delegation at the conference.

Standout products

The French Tech delegation was abundant with creativity this year, as the conference was

abuzz with talk of some of the newest French technological products on the market. One such product was FranceCraft, a car sold unassembled, with features according to the preferences of the buyer. In creating this unique form of transportation, founder Marc Chevreau told journalists that he was not thinking of factories or chains, but rather of independent mechanics, a group that he believes can lead the future of French automobile startups.

DietSensor, another French invention, was named a Best of Innovation Honoree in Las Vegas. Using spectrometry, the application can detect the nutritional value of any meal with a simple scan and photo from the user's phone.

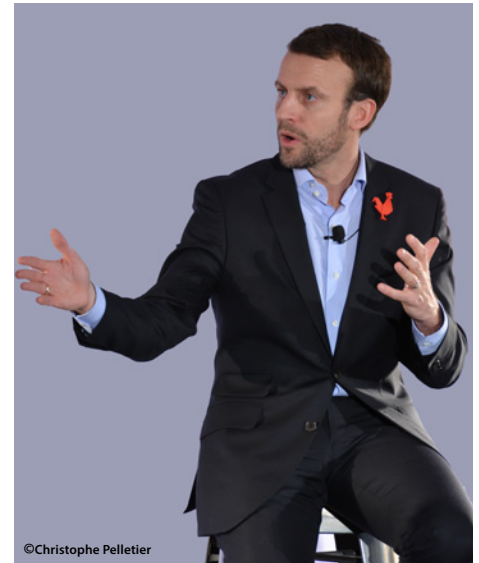
French company 10-Vins was awarded the Best Startup Award at the CES. Their latest product, D-Vine, is a "smart" sommelier that allows users to make single servings of wine using a machine similar to a coffeemaker.

France's digital revolution

After a successful CES 2015 for the French digital industry, Minister Macron returned to Las Vegas this year to witness the continuous development of France's "digital republic," demonstrated by the many dynamic companies present for the occasion. At the conference, he spoke about the importance of the tech industry for the ministry. France has committed over \$15 million for the international development of the French Tech initiative in order to promote the growth of French digital companies both within the country and abroad.

Following his visit to the CES, Minister Macron traveled to San Francisco to meet with some of the major players in the tech industry, from innovators to private investment firms. In speaking with leaders in the global digital market, including representatives of Apple and Google X, he wanted to hear how a "right to fail" was a positive catalyst for creativity in the American economy. The minister noted that his own country could benefit from this attitude, saying that "the French need to embrace failure and celebrate success." From investors, Minister Macron sought to learn more about the role of non-traditional financing in the digital economy.

In all his meetings, Minister Macron took pride in what he considers a "cultural revolution"



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in French entrepreneurial culture toward a more connected and innovative economy. He praised the pioneering spirit of France's digital ecosystem and insisted on the positive role the French government is playing in this transformation through recent reforms, such as the New Economic Opportunities Bill passed in 2015.

A bright future for French Tech

After the conclusion of CES, the strength of French startups was on the mind of many American investors. But the French Tech mission extends well outside the United States. Over the past year, French Tech officials have traveled not only to cities such as San Francisco and New York, but also Tel Aviv and Tokyo, which have both been recognized as promising

“*The French need to embrace failure and celebrate success*”
—Emmanuel Macron

environments for entrepreneurs looking to expand their businesses internationally. In the fall of 2015, 50 French embassies celebrated "Investment Month," encouraging economic leaders from around the world to take a look at the country's digital resources and talent.

These international efforts to promote France's attractiveness have proved incredibly fruitful for the country. In September, France was ranked 22nd out of 140 countries in the Davos Global Competitiveness Report. A month later, it was ranked 27th out of 189 in the World Bank's Doing Business Ranking, rising four places from its 2014 spot. And in November, France placed third in the Thompson Reuters Top 100 Global Innovators list. These



WHAT IS LA FRENCH TECH?

La French Tech facts & numbers

- 3 YEARS OLD** launched in 2013
- €200 MILLION** initiative to support French startups
- POWERFUL BRAND** places startups under a single brand, both in France and abroad.

This brand stands for **AMAZING TALENT, CREATIVITY AND TECHNOLOGY AND EMBODIES A NEW GENERATION OF ENTREPRENEURS**

FRANCE : IDEAL CONDITIONS to found a tech startup

- 88** WINNING SUBMISSIONS IN 2015
- 10** ORGANIZATIONS ON THE LIST
- LOWER BUSINESS COSTS** than Germany, Japan and the United States
- R&D TAX CREDIT PROGRAM** covering 30% of all R&D expenses
- SECOND LARGEST** venture capital ecosystem in Europe (US\$1.2 billion in 2013).
- CO-WORKING SPACES** of 100,000 square meters in Paris

A HUGE POOL of skilled "French Tech-ers"

- 12** FIELDS MEDALS out of 55 awarded to French mathematicians
- 70K** PHD STUDENTS every year
- 100.000** ENGINEER trained every year in France
- 38** ENGINEERING SCHOOLS in Paris only
- 1/2 COST** OF AN ENGINEER in France that of an engineer in California.

LA FRENCH TECH SPREADS ITS WINGS around the world

accomplishments all reflect efforts made by members of both the private and public sector in France to modernize the country's digital economy.

In 2016, the French network will expand even further with programs such as the French Tech Ticket, which encourages startups to bring their teams to Paris, and the opening of Halle

Freyssinet, the world's largest incubator, in the capital city. Throughout the world, French entrepreneurs are sharing their talent – and, as Minister Macron said in San Francisco, "many talented people want to become entrepreneurs." The fruits of their efforts might just turn up in an electronics store near you before too long.

Left: An infographic about the French Tech initiative, which provides talented young entrepreneurs with resources. With low business costs, the second-largest venture capital ecosystem in Europe and an R&D tax credit program, France is an ideal country in which to start a business, as well as to recruit from.

Top right: Minister Macron meets with members of the newly launched French Tech location in San Francisco.

Bottom right: FranceCraft, a car sold unassembled, with features according to the preferences of the buyer, attracted a lot of attention at the Consumer Electronics Show.



Mustang to represent France at the Academy Awards

Building on a long tradition of success at international film competitions, yet another French movie has been nominated in the best foreign-language film category both for the Golden Globes and the Oscars. *Mustang*, co-produced by France, Germany and Turkey, is a story about the friendship between five sisters fighting with their parents to avoid forced marriages with men in their Northern Turkish village. As their parents continue to place more restrictions on the household, their bond ultimately empowers them to rebel.

Directed by Deniz Gamze Ergüven, a dual citizen of France and Turkey, the movie was filmed entirely in Turkish. It is her first movie as a director. In making *Mustang*, Ergüven said that she “wanted to talk about what it’s like to be a girl and woman in modern-day Turkey, where the condition of women is more than ever a major public issue.” The title of the film, she said, is meant to symbolize the courage of the five heroines, and the fast pace and energy of the story.

After a very successful screening at the 2015 Cannes festival, *Mustang* received excellent reviews in Europe. In France, it sold more than 500,000 tickets. Now, American critics are raving about the film, and many will be watching the Academy Awards to see if it takes home an Oscar on February 22.

The fact that *Mustang* was filmed in Turkey and is acted entirely in Turkish makes the film a unique choice to represent France at the Academy Awards. Ergüven’s strong ties to France, and the fact that the financing and production crew were



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An image from *Mustang*, Deniz Gamze Ergüven’s much-praised film. The young actresses are Tugba Sunguroglu, Ilayda Akdogan, Doga Zeynep Doguslu, Elit Iscan, and Gunes Sensoy.

French, ultimately cemented the nomination. The director’s experience as a dual citizen gives her a unique perspective from which to tell this coming-of-age-tale.



“The Triumph of Bacchus,” a 16th-century tapestry inspired by a design from the Italian artist Raphael. Made of wool, silk and metal-wrapped thread, it was manufactured in the workshop of Frans Geubels, a Flemish tapestry house. Photo by ©Lawrence Perquis/Le Mobilier National.

If King Louis XIV is remembered for anything, it is his extravagant taste, characterized by opulence and elegance. The ruler of France for much of the 17th and early 18th centuries was also known as the “Sun King” for his efforts to exude power and influence wherever he went. *Le Roi Soleil* was a great patron of many artists.

The works that the King supported are at the center of “Woven Gold: Tapestries of Louis XIV,” an exhibition on display at the Getty Museum in Los Angeles through May.

Although the art of tapestry-weaving dates back thousands of years, France was one of the first countries to truly cultivate the trade.

King Louis XIV’s tapestries come to life at the Getty

During his reign, Louis XIV expanded the already-robust tapestry collection of the French Crown, purchasing works inspired by the designs of artists such as Raphael. Tapestries featured in the Getty’s exhibition include “The Triumph of Bacchus,” inspired by one of Raphael’s paintings, and “The Story of Alexander,” which was woven by the Gobelins, a factory that attained much success due to the King’s patronage.

While Louis XIV amassed an incredible 2,650 pieces during the time he held the throne, the Getty currently has 15 on display, most on loan from the Mobilier National, the French national agency that

preserves the former royal collections. The director of the Getty, Timothy Potts, said the tapestries on display provide not only a look at “visual arts at the height of *ancien régime* extravagance,” but also “the extraordinary impact the Sun King has had on taste up to the present day.”

Paris's Halle Freyssinet hopes to become world's biggest startup incubator

It's no secret that Paris has become one of the top destinations for budding entrepreneurs. With world-renowned engineering schools, government initiatives such as French Tech and a strong international market, the French capital is now known not only for its stunning architecture and delicious cuisine, but also as a center of innovation. Within a year, 1,000 startups will find a home at Halle Freyssinet, which is set to become the world's largest digital business incubator.

The building that will house this ambitious incubator project was designed by engineer Eugène Freyssinet in the late 1920s. Originally used to transfer shipments between trains and trucks, the building is located in Paris's 13th arrondissement, in the Rive Gauche neighborhood. When the remodeling of the concrete building is finished, it will be filled with state-of-the-art resources for digital entrepreneurs. Among the features that are included in the building's plans are a "Fab Lab" with 3D printers, a 370-seat auditorium and meeting rooms for clients. When Halle Freyssinet's renovations are complete, 2,600 workers will occupy the collaborative space.

A €200 million project, the startup incubator is being personally funded by Xavier Niel, innovator and founder of Free, a French internet service provider. Niel has said he was inspired to sponsor this ambitious project in order to attract attention to France as a center for innovation, and make people realize "that it's not just the American and British who can create things bigger and better."



Top: A view of the Halle Freyssinet building as it looked in 2013. **Bottom:** The expected design of the new building, which is set to open in 2016 as a digital incubator for entrepreneurs.

French company Michel et Augustin pursues the American dream



Charlotte and David from Michel et Augustin speak to the French community at a reception at the Embassy of France in Washington, D.C., on January 14.

When two childhood friends, Michel and Augustin, sat next to one another in their 8th grade classroom, they didn't think that one day they

might be sharing an office. As years passed, however, their childhood antics transformed into something bigger, as they launched a startup food business that quickly attracted attention in France.

The two friends began their collaboration by writing a guide to the best bakeries in Paris. Shortly afterward, they tested their own recipes in the kitchen before selling their cookies door to door. What started as a fun activity turned into a full-fledged business, as they developed more products, and eventually ended up on the shelves of thousands of French supermarkets. Today, Michel et Augustin is an international food brand, with stores across the world carrying their products, made from simple and delicious ingredients.

Michel et Augustin's most recent adventure is an American one. A year ago, they opened an office in Brooklyn, where a small team now operates. After a successful meeting with the Global CEO of Starbucks, their products now may be found in nearly 7,500 locations throughout the country. Ambassadors of the company are continuing to make their way across the U.S. to promote the "made in France" brand and their famous "kooky cookies."

When their team attended the 2016 New Year's ceremony at the Embassy of France in Washington, D.C., they expressed gratitude to all the Americans — and French, of course — who were so enthusiastic about their products.




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WHILE MAINLAND FRANCE — OTHERWISE KNOWN AS “THE HEXAGON” — is full of wonderful places to visit, the overseas regions are the best places to escape to in the dead of winter. Among them is Guadeloupe, an island situated in the French West Indies. The two main islands that make up Guadeloupe, Grande-Terre and Basse-Terre, are adored by tourists for their stunning beaches, lush greenery and tropical climate.

Visitors to the islands obviously spend much of their time outside. Grande-Terre offers a number of beaches that are perfect for surfing, snorkeling or just relaxing on a sunny afternoon. At the top of the Pointe des Châteaux, a peninsula jutting out on the eastern coast of Grande-Terre, there is a magnificent view of the island of La Désirade. The island of Basse-Terre features deep forests and waterfalls that provide the perfect atmosphere for a hike. *La Soufrière*, an active volcano, is the highest

peak in the lesser Antilles, and *Les Chutes du Carbet*, a series of waterfalls, are a refreshing escape from the heat.

After a long day of outdoor activities, tourists can enjoy Guadeloupe’s delicious cuisine. Some of the dishes that the island is famous for are conch stew, chicken colombo and of course ti’ punch, a drink made with rum, lemon and sugar. After dinner, music plays into the early hours of the morning on the island — perhaps the most famous genre is zouk, featuring fast-paced beats that are perfect for dancing.

Both French and Creole are spoken on the island, and the unique heritage of the island makes for an unforgettable experience. Americans on the East Coast can now travel to Guadeloupe faster than ever — nonstop flights from Baltimore, Boston and New York are being offered for a limited time by Norwegian Airlines. 

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