

# CES 2025: 110 French startups set to conquer Las Vegas

*LIVE FROM LAS VEGAS - Once again, French Tech takes centre stage at Eureka Park for CES. Among the hundred French startups selected to travel to Nevada, 80% will be experiencing the landmark American trade show for the very first time.*

Temps de lecture : minute

---

6 January 2025

Las Vegas, with its casinos, neon lights, extravagance, and legendary nightlife, may not seem like a place where work happens. But, it is in this vibrant setting that around a hundred French startups are preparing to bring business and innovation to "Sin City." For most of them, the games will not be on the blackjack tables and slot machines but at Eureka Park, often dubbed the "Disneyland for startups."

Within this vast exhibition space 1,500 projects will be presented by entrepreneurs from across the globe. In such a competitive environment, standing out requires creativity and resourcefulness. Investors, distributors, corporate representatives, and other key industry players will be present, all of whom could provide valuable opportunities for these startups. However, capturing their attention is crucial to forging successful business connections.

In the United States, business is everything, but someone who values you today may disregard you tomorrow if they find a seemingly better prospect. This means careful preparation is essential, and French startups must adopt the codes and rituals of American business culture to succeed.

# A first-time experience for 80% of the French delegation

A total of 100 French startups will be exhibiting at Eureka Park, with another 10 featured in the automotive pavilion at the Las Vegas Convention Center. For 80% of them, it will be their first encounter with the immense scale of CES. Three key sectors will be in the spotlight: healthcare, green technology, and mobility, all viewed through the lens of artificial intelligence, which has permeated nearly every industry worldwide. Notably, healthcare alone accounts for a quarter of the startups present at the French Pavilion.

This sectoral approach, rather than a regional one, makes sense for better visibility in the technological jungle of Las Vegas. "This year, we're innovating by reorganising our French Pavilion with a sector-focused layout for better identification of companies. We're also focusing on high-potential sectors where France excels and is well-recognised, such as greentech and healthtech," says Didier Boulogne, Deputy Managing Director in charge of exports at Business France.

## Collective meetings with major industry players

Once again, the government agency tasked with supporting the international growth of French businesses is playing a key role in coordinating the 12 regions bringing startups to Nevada. To maximise opportunities at CES, Business France has developed a preparatory programme designed to help startups make the most of their time in Las Vegas.

Participants have benefited from coaching sessions on fundraising, pitching, understanding the American market, post-CES industrialisation,

and workshops on media, public relations, transport, and logistics. At CES, having the best product isn't enough; startups must also present it in a compelling way by developing a well-crafted story around their innovation. After all, who doesn't love a story that sparks dreams?

During the event, Business France will also facilitate networking with global stakeholders. Collective meetings with major players such as BMW Group, Mitsubishi Electric, Sony Innovation Fund, and General Motors are scheduled. "For Business France, CES represents a unique opportunity to fulfil our primary mission: promoting the excellence of our tech ecosystem and opening the doors to international markets," says Didier Boulogne. On average, startups generate 120 useful contacts during the trade show, of which 40 to 50 prove truly decisive. Among these, some may lead to significant business deals and orders.

## A new South Korean wave expected in Las Vegas

As always, the French delegation will act as a collective force at Eureka Park. However, the French contingent faces stiff competition from a significant South Korean presence, which is expected to make waves once again in Las Vegas. Indeed, 1,031 South Korean companies, including giants like Samsung and LG, will attend, up from 772 last year. Among them, 641 startups will be representing South Korea.

The French startups will need to be especially inventive and creative to capture attention. With 110 startups, the French delegation is slightly smaller than in 2024 (135), but it remains one of the largest non-US delegations at CES. Naturally, Maddyness will be on hand to meet with them at Eureka Park.

The days of sending over 300 French startups to CES, as was done in 2018 and 2019 before the COVID-19 pandemic, now feel like a distant

memory. Likewise, the memorable evening hosted by Emmanuel Macron in January 2016 and the close relationship between the President and French entrepreneurs seems far removed from the current landscape.

Amid a cautious French tech scene, struggling with fundraising challenges and a growing number of bankruptcies, the selected startups must display a bold and determined image to win over potential clients and investors who could transform their future.



## MADDYNEWS UK

The newsletter you need for all the latest from the startup ecosystem

[SIGN UP](#)

---

Article by Maxence Fabrion