

20 Leading Tech Companies to exhibit in the French Pavilion at GITEX 2017

First anniversary of the French Tech Hub Dubai UAE
(including Sigfox, Fetchr Zero.1.)

United Arab Emirates, October 2017: **Business France, the national agency supporting the international development of the French economy** will be helping 20 leading French technology companies to exhibit at GITEX, being held from October 8 to 12, 2017 in the Dubai World Trade Center. The innovative and pioneering companies will be introducing their expertise in areas including 5G networks, Smart Cities, the Internet of Things, Virtual Reality/Augmented Reality and Artificial Intelligence at the French Tech pavilion in Hall 4 (Stands C436 to D410).

Within the Internet of Things sector, breakthrough French technologies will be presenting the latest accessories in the field, such as the Wistiki Bluetooth tracker, live video solutions from a smartphone developed by Plussh, a personal multi-user cloud that can save data in a private partitioned space via Helixee by Novathings, and Kerlink's machine-to-machine communication solutions.

Among the exhibitors making the trip will also be 10 French startups presenting the latest technological advances to decision-makers and investors attending the show.

"We see GITEX as the best platform in the region to share knowledge and showcase the very best in French innovation throughout the tech world. By taking part in GITEX, exhibitors can forge strong ties with local leaders to underpin their development in the region," said Fayssal Majid, head of the French Tech pavilion at Business France.

Key figures from Syntec Numérique, the French digital trade association representing 1,800 companies in the digital sector, show that the sector is forecast to grow 3% in 2017, after a 2.9% increase in 2016 on the back of digital transformation in the French economy. The growth of the software market exceeded all expectations last year (+3.4%) and is set to expand even more quickly in 2018 (+4.2%). The SaaS model (use of remote cloud-based software) in particular is expected to be worth €2.1 billion in 2017, i.e. 18% of the market.

"Dubai is an attractive destination for French startups. One year ago was launched the French Tech Hub Dubai UAE, one of the 22 French Tech Hubs throughout the world and the first one in the Middle East. Today, it brings together more than 370 people, and around 50 companies, including a number of success stories, such as Sigfox, Fetchr and Zero.1. This October, the French Tech Hub Dubai UAE is celebrating its first anniversary."

French startup SIGFOX is this year's official partner of the French Tech Pavilion.



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ABOUT BUSINESS FRANCE:

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

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