

SO FRENCH SO INNOVATIVE AWARD

Evaluating 2024's most innovative startup

On the occasion of InnoEx 2024 Hong Kong, Business France and its partners are organizing the So French So Innovative Award, which aims to recognize the most promising French innovations to address Asia-Pacific's thriving tech ecosystem.

1
Award

Join the
French Delegation



**Hong Kong
InnoEx Fair**
13-16 April 2024

Why this award?

So French So Innovative Award is organized by Business France, the French Embassy, CCE, La French Tech and partners to promote French Tech and support French Innovations in Asia-Pacific region. The final Awarding Ceremony will be held on French Pavilion during Hong Kong InnoEx Fair on 15 April 2024. This opportunity will allow French start-ups and entrepreneurs to showcase their innovative solutions and green technology.

Who can apply?

- French entrepreneurs or start-ups with innovative solutions, technologies or projects, with ambitions to develop their business on East Asian markets.
- French startups showcased on InnoEx French pavilion.

How to apply?

- Fill the application form with information about your company and its solution/technology/project.
- Send it to Business France team members (tian.wang@businessfrance.fr, paul.muthelet@businessfrance.fr).
- Application is entirely free of charge.

What are the next steps?



PRIZE REWARD

- **1 round-trip Air France flight ticket**
(From Paris to any location in Asia - can be used within year 2024)
- **Hotel in Hong Kong**
(1 room, 3 nights managed by Business France)
- **BtoB matchmaking during InnoEx**
(organized by Business France or CCE team)
- **InnoEx participation**
(Benefit from InnoEx access and special place in the Startup Zone within the French pavilion)
- **French Seminar**
(5 minutes pitch to promote your solution/technology)
- **Media coverage**
(Enhanced exposure via livestreaming and media channels during InnoEx)

Package value: 3,450€

18th
Feb

Deadline for submitting your application to Business France

8th
March

Shortlist of the three most outstanding candidates

15th
March

Final pitch in front of jury members for each candidate

18th
March

Disclosure of the winner and designation of 1 special Jury Mention

15th
April

Awards Ceremony during InnoEx Fair in Hong Kong

JURY MEMBERS



Bruno BOTELLA
CEO Asia-Pacific, Bouygues
Batiment International



Laurent TRICHEUR
Head of Marketing and Application
China, STMicroelectronics



Thierry WEULERSSE
CEO, Thales China and
Mongolia



Laurent PELLETIER
Managing Director,
Veolia Hong Kong



Aurélien SOSTAPONTI
Director of Industry & Techs,
Business France China



Marie-Hélène PRÉVOT
President, CCEF HK
Founder, Tribe22



Nil LAROM
President,
French Tech Beijing



Jean-Luc GUSTAVE
President
French Tech HK/SZ



Jean-Luc FAYE
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French Tech Shanghai



Stéphanie DODIN
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Camille BORTOLINI
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