

London Tech Week and VivaTech promote European tech links

Two of Europe's leading tech conferences, London Tech Week and VivaTech, collaborated on a cross-channel initiative to connect UK and French startups and scaleups with investors during June 13-18, the week of both events.

The new partnership saw promising tech companies from London and Paris be given access to venture capital investors and high-profile corporates while they travelled on the Eurostar between the two cities and at the flagship conferences.

As part of the two-way trade mission, the UK and French companies had the opportunity to pitch their business ideas to investors and corporate innovation companies while on the two-hour Eurostar journey between London and Paris. They were joined on the train by senior innovation leaders from the likes of Google for Startups, BP and Openreach, as well as European investment firms such as Eurazeo, HVVC and L'Oreal's innovation arm, BOLD.

Led by London & Partners – one of the founding organisations behind London Tech Week – the first leg of the programme saw 12 French startups travel to London to explore expansion opportunities in the UK capital during London Tech Week. As well as gaining access to London Tech Week headline events and attending a reception with the Mayor of London, the companies had the opportunity to network with the 20,000+ entrepreneurs, policy makers and investors expected to attend the conference.

The French companies that travelled to London come from some of France's fastest growing tech sectors such as fintech, cybersecurity and e-commerce. The delegation included Blue Frog Robotics; home insureTech provider, Luko; and cloud telecoms firm, LabLabee.

Following London Tech Week, the French companies returned to Paris alongside a delegation of 14 UK-based startups heading to VivaTech on a trade mission to explore investment opportunities in the French market. The 14 UK-based startups were selected for the trade mission from London & Partners' Business Growth Programme supporting high-growth companies. They included London-based retail tech company, Slip; video shopping app, Confer With; and cleantech firm, Electric Miles.

Article by MADDYNESS UK