

# French Tech Days Israel

Israel – Tel Aviv

June 9<sup>th</sup> to 11<sup>th</sup> 2014

[www.frenchtech-israel.com](http://www.frenchtech-israel.com)

The First French Tech event to take place in Israel !



La  
FRENCH  
TECH

*En partenariat avec*



*Liberté • Égalité • Fraternité*

RÉPUBLIQUE FRANÇAISE

AMBASSADE DE  
FRANCE EN ISRAËL



AGENCE FRANÇAISE POUR LE DEVELOPPEMENT INTERNATIONAL DES ENTREPRISES

## What is la French Tech ? [www.lafrenchtech.com](http://www.lafrenchtech.com)



Today, France is shifting into high gear to take advantage of the digital revolution. The name of this movement is “La French Tech” – a name that speaks to its ambition and its collective excitement.

La French Tech encompasses a generation of forward-looking entrepreneurs who think globally but who are attached to their roots. It is a way of life, a way of doing business. La French Tech is about French savoir-faire.

Under the French Tech umbrella, they can achieve enough critical mass to be seen as a global force to be reckoned with. It will then be up to each player to convert strengths into market share.

La French Tech is a shared effort by French businesses and by the French government which supports them.

***“Our aim is to promote and grow the French digital ecosystem to position France as the “Startup Nation” of Europe!”***

**How ?** By leveraging French ecosystems through:

- A dedicated “French Tech Cities” label awarded to cities that have developed strong digital ecosystems, meeting the needs of French startups, investors and foreign talent. All over France, there are already ecosystems up and running;
- A 200M€ investment budget to support “startup development acceleration programs” based on services for French Tech startups, stimulating growth by offering all sorts of resources (mentoring, funding, recruitment, industrial resources, market access, etc.);
- 15M€ funding to support initiatives that embellish the profile of French Tech abroad;
- A dedicated team, “Mission French Tech”. The Digital Economy ministry will lead Mission French Tech in collaboration with relevant public and private sector operators including government departments (competitiveness, industry, treasury), Caisse des Dépôts (state-owned investment fund), Bpifrance (public investment bank which supports SMEs), Ubifrance (French trade commission), and promotional agency Invest in France.

With the support of Ubifrance, the first "French Tech" delegation to come to Israel will meet several Israeli companies, start-ups and organizations in order to look for partners and clients.

**UBIFRANCE, the French Agency for International Business Development,** comes under the aegis of France’s Ministry for the Economy, Finance & Industry. **UBIFRANCE promotes technologies, products, services and know-how from France,** and puts French-based professionals in contact with their international counterparts.



# The FRENCH TECHers



Founded in June 2012 by Frédéric Salles, former head of the M2M market for SFR, Matooma is a company based in Montpellier, France, specialized in the management of intelligent devices connected by SIM. Matooma manages, through its dedicated "M2MManager" platform, all the devices and SIM cards (SFR, Orange, Bouygues or Matocard multi operator) of more than 650 clients.



Plantronics offers a complete family of corded and wireless products for unified communications. Widely recognized for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working.

In Israel, the company has already many customers among the banks, telco's, high tech companies, etc. Plantronics is looking to extend its client portfolio on the Israeli market.



Setics is specialized in High Broadband architecture and particularly in FTTX deployment. The company's software, Sttar is used on a day-to-day basis by Operators, Engineering & Utilities firms and other Consultants to undergo planning studies on FTTX networks from Strategic planning studies to Detailed Design.

Today, SFR, Bouygues telecom are using it as well as companies like Ineo (GDF-Suez group) and Vinci.



Secure-IC has a uniquely broad range of IP Cores to guard against state-of-the-art attacks that fortify the security design of any embedded system. Serving government agencies in several countries and commercial entities worldwide, Secure-IC is establishing itself as a leading technology provider for preventing the hack of any secure element, reverse engineering of any embedded system, theft of intellectual property and the ideal partner for maximizing digital trust.



Wingit app helps you find cool stuff to do now in your current location, share it with friends and plan awesome last minute hangouts with them. Whether it's a secret gig, an art gallery opening, a street art live performance or free cocktails in the bar next to you, Wingit finds it for you. Already available in New-York / London / Tel-Aviv - More cities soon.



Sentinelo has developed a geomarketing solution to generate physical traffic into "retail" points of sales by promoting available "promotional offers and all products" nearby. The solution is a SaaS software to display local shopping content on geo localized mobile banners, partners applications and all kind of digital supports.

The logo for Surtélec, featuring the company name in a stylized font with a blue and white color scheme.

AUTOMATISME ET TELEGESTION  
DES INSTALLATIONS ELECTRIQUES NON SURVEILLEES

The company has for main activity the manufacturing of automatism and remote management of unattended electrical installations. Surtelec provides solutions for organizations who have to manage network of too far, hard going and/or unattended sites in order to: - improve the continuity of services ; - avoid human interventions ; - reduce operating losses ; - protect installations against lightning damages or network disturbances.

Surtelec is specialised in the production of Automatic reclosers for circuit breakers, Surge arresters and Lightning detectors.



SYSTRAN is the market leading machine translation solutions provider. The company's advanced language translation software helps enterprises and individuals communicate more effectively in multiple languages. SYSTRAN's software instantly translates text from and into 52 languages for individuals to understand and publish any type of information. Use of SYSTRAN products and solutions increases business productivity in enterprise collaboration, eCommerce, customer support, knowledge management, search, and other initiatives.

For more than 40 years, SYSTRAN products and solutions continue to be the choice of leading global corporations (Symantec, Cisco, EADS), Internet portals and public agencies like the US Intelligence Community.



TRACY is a French Company created by a Team of specialists in the Technologies lobby mainly in Europe, Africa and Latin America. TRACY 's Team has a large experience in consulting & representing large Telecommunication's firms International Carriers and has a strong experience in trading of commodities.

TRACY has set up agreements with several World largest wireless and wire line equipment, and integrator Groups.



Sagemcom operates on the broadband, telecom and energy markets, as well as management of documents. The group has leadership positions in Fax server IP, Broadband Access (routers, gateways), Digital IPTV and TNT set-top boxes, Thermal transfer fax, Significant market shares on Energy market, digital photo frames market, and optical fiber.

With 4600 employees, SagemCom revenues reach approximately 1,5 Billion Euros.



Acacia Dynamic is an innovative company specialized in web communication tools and solutions for businesses. Acacia Dynamic has developed an emailing solution that informs and alerts you as soon as the attachments in your emails are open by the recipient.

**Live Demo on June 15<sup>th</sup> to 18<sup>th</sup> – from 8 to 11 a.m. – in Tel Aviv, David Intercontinental hotel**

*Thanks to our Partners :*

**Marketing  
First.**



# FRENCH TECH DAYS ISRAEL

## 9 – 11 June 2014



### FRENCH TECH COCKTAIL AT i24news

**ON TUESDAY, JUNE 10<sup>TH</sup> 2014 AT 18:30 IN JAFFA PORT**

- **An opportunity to meet with French leading companies and start-ups from the Telecom Mobile & Media industry**
- **At the Jaffa Port in i24news premises, the international 24-hour news television channel broadcasting in English, French and Arabic. The channel's owner is Patrick Drahi, and its CEO is Frank Melloul.**
- ***Organized by Ubifrance, the French Agency for International Business Development and sponsored by Paris Region Agency***

*\*\*\* Limited number of places\*\*\**

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