



## **CES Selects France Digitale to Host Kickoff Event - CES 2024 Tech Trends *Paris Event to Spotlight Innovation and Entrepreneurship***

**Arlington, VA and Paris, France, May 10, 2023** – The [Consumer Technology Association](#)® (CTA) and France Digitale, the leading startup association in Europe, today announced a partnership to co-host the CES 2024 Tech Trends - formerly CES Unveiled Paris - a global kickoff event for [CES 2024](#). The CES 2024 Tech Trends will be held on September 20, 2023 at the Musee des Arts Forains in Paris. It will take place during France Digitale's [FDDay 2023](#), a key startup and innovation event which convenes entrepreneurs and investors from across Europe to propel the tech industry forward. Owned and produced by CTA, CES 2024 returns to Las Vegas January 9-12, 2024.

“We are thrilled to launch the CES 2024 season with the first CES 2024 Tech Trends in Paris – highlighting incredible innovations from French startups that will help to solve many of our global challenges,” said Gary Shapiro, president and CEO, CTA. “Thanks to our longtime partner, Pascal Cagni, CES and France Digitale will partner on this exciting event to showcase the creativity, ingenuity and entrepreneurial spirit of French innovation.”

“France is a hotspot for innovative startups that are bringing solutions to areas such as climate change, access to clean water, sustainable energy and healthcare solutions,” said John T. Kelley, CTA Vice President and CES Show Director. “We are excited to bring the CES 2024 Tech Trends to FDDay to highlight topics critical to our industry – from new market research to technology’s impact on climate solutions – and how these trends will be a focus at CES 2024 in January.”

The CES 2024 Tech Trends will feature conference programming focused on the latest market research, global tech trends, entrepreneurship and its global impact, and what to expect at CES 2024 in Las Vegas.

FDDay is the best place for founders to be inspired, network with their peers and close deals with future partners. In 2023, the event will bring together more than 5,000 entrepreneurs, investors, innovation leaders and tech decision-makers for an unique “family reunion” to accelerate European technology solutions and advance innovation across the globe.

The theme for the 2023 event is ONE – building a new age for European innovators, playing as one team, to solve technological, environmental and societal challenges.

“We are convinced that French and European innovations, because of their commitment to have a positive impact on our societies, represent a major asset for the global tech ecosystem, for which CES is one of the greatest ambassadors,” said Maya Noël, Managing Director of France Digitale. “As our goal at France Digitale is to help build European tech champions, it made complete sense for us to host the CES 2024 Tech Trends. By joining forces with CTA, we want to provide an unique view on global tech trends, confirm France's place as an innovation leader and offer new opportunities for European startups to bring their impact internationally.”

“After having federated thousands of innovators and investors for a decade, France Digitale sets new ambitions for the next decade with this partnership: we want to support the international growth of our ecosystem and establish Europe as a leader in responsible innovation and impact solutions.” said Frédéric Mazzella, France Digitale’s copresident, Founder of BlaBlaCar and Captain Cause.

French innovation is a critical component to the advancement of the global technology industry. More than 200 French companies, including 160 startups, exhibited at CES 2023, one of the highest number of startups from a single country at the show.

Registration for the CES 2024 Tech Trends and FDDay 2023 will launch by summer. For more information, visit [www.francedigitale.org](http://www.francedigitale.org). For the latest information on CES 2024, visit [CES.tech](https://ces.tech).

\* \* \*

**About France Digitale:**

Founded in 2012, France Digitale is the largest startup association in Europe, bringing together over 2000 startups and investors (venture capitalists and business angels).

The association's goal is to help build Europe's future tech champions by uniting and raising the voice of those who innovate to change the face of the world. France Digitale is co-presided by Frédéric Mazzella, Chairman and founder of BlaBlaCar, and Benoist Grossmann, CEO of Eurazeo. Learn more on [www.francedigitale.org](http://www.francedigitale.org).

**About CES:**

CES® is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector. CES 2024 will take place Jan. 9-12, 2024 in Las Vegas. Learn more at [CES.tech](https://ces.tech) and follow CES on [social](#).

**About Consumer Technology Association:**

As North America's largest technology trade association, CTA® is the tech sector. Our members are the world's leading innovators – from startups to global brands – helping support more than 18 million American jobs. CTA owns and produces CES® – the most influential tech event in the world. Find us at [CTA.tech](https://cta.tech). Follow us [@CTAtech](#).

Upcoming Events: [CES 2024](https://ces.tech) Jan. 9-12, 2024 – Las Vegas, NV