

PRESS RELEASE – February 2, 2018

**Hacking de l’Hôtel de Ville 2018 :**  
**1,110 startups from all around the world for an entire day of meetings and professional exchange focused on innovation.**

On the 16th of March, the Mayor of Paris will give the keys to the City Hall to 1,100 startups, experts, investors and corporates from France and abroad for the 4th annual Hacking.

This large gathering of innovation professionals offers startups collaboration and business development opportunities, and helps investors and corporates keep up with the latest innovations in all business sectors.

The call for applications to participate in this day of meetings and business exchanges opened yesterday.

"Once a year in Paris, French and international innovators now have access to a major event offering them the opportunity to share, and to sustainably transform city life" said Loïc Dosseur, co-CEO of Paris & Co.

**More than 1,100 startups for 3,300 business meetings**

More than 1,100 start-ups will be selected to take part in the world’s largest StartUp MeetUp. 3,300 business meetings will be organized between startups, corporates, investors, experts – french and foreign.

**Sizeable support**

For its 4th edition, the Hacking de l’Hôtel de Ville event is co-organized by the Paris City Hall and Paris&Co, in partnership with 50 Partners and MBA Digital Marketing & Business of the EFAP, and supported by large international groups such as Air France, CITEO, Elior Group, GRT Gaz, MIPIM PropTech, Orange, Société Générale, but also by the Ministry for Europe and Foreign Affairs, the Caisse des Dépôts et Consignations, the Franco-German Chamber of Commerce, the Sycotom and the start-up BAP.

The Hacking 2018 will benefit from both French and international media coverage.

**8 events will punctuate the day**

The program of this day will include :

- A large **StartUp MeetUp**, a large-scale speed-dating that will give participants the opportunity to interact with each other for a few minutes in order to initiate a dialogue, which they can pursue at their leisure afterwards ;
- **2 pitch sessions** during which each start-up can, in three minutes, in the Paris Chamber Hall, appear before a panel of international and corporate investors ;
- Conversely, a **Reverse Business Pitch** will be organised so that large companies present their innovation programme to a start-up audience in order to convince them ;

- A **DemoSpace** and **Xperiment Show**, where startups and large groups will be able to exhibit their spectacular innovations in the music and creative industries, as well as in mobility and sustainable development ;
- **7 workshops** will also punctuate the day to inform startups about business development and the next-generation needs of the City of Paris: mobility, public bids, short-term markets for the 2024 Olympic Games, international development, sustainable financing and green funds.

And also :

- A **coworking and networking space** et de **networking** meet new contacts, brainstorm, get into conversation and discover the workplace of the future in the coworking space designed by BAP!
- A **Newsroom** dedicated to 100 students earning their Master's degree in Digital Marketing & Business who will ensuring continuous coverage on social networks and relaying live footage of the event and startup project pitches.

Sign up now : [hacking@parisandco.com](mailto:hacking@parisandco.com)

- Media partner requests : <http://www.hackinghoteldeville.paris/espace-presse/>
- For all information on the event : [hacking@parisandco.com](mailto:hacking@parisandco.com)

**#HackingParis**

#### **About Paris&Co**

Paris & Co is Paris' agency for economic development and innovation. It specialises in all aspects of attractiveness and innovation with the aim of creating jobs and business value for Paris: it conducts prospecting and hosts international investors, contributes to promoting business from mainland France to far abroad, and builds the renown of the Greater Paris Region's innovation ecosystem, by incubating young innovative companies, testing out innovative solutions, holding start-up events, and connecting start-ups with some one hundred key accounts. Nearly 200 companies benefit each year from the work of Paris&Co's teams: from company diagnostic reviews to strategic coaching, liaising with major corporations, methodological individual support, and networking with Ile-de-France's innovation ecosystem. In addition, Paris&Co offers an entrepreneurship support programme, which includes conferences, training, mentorship and contest organisation. Its international team lends its support yearly to nearly 400 companies looking to start operations, and the agency runs more than 300 business and innovation events each year.

[www.parisandco.com](http://www.parisandco.com)

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