



PRESS RELEASE

IDINVEST PARTNERS SUPPORTS FRENCH TECH TOUR CHINA AND ITS FRENCH STARTUPS ACCELERATE THEIR BUSINESS POTENTIAL IN CHINA

Paris, September 8th, 2017

On September 7th, Business France and BPI France, the French sovereign fund, unveiled the name of 12 French innovative startups selected for the 5th edition of French Tech Tour China. From December 4th to December 15th 2017, this selective program will give laureates the opportunity to immerse themselves in the Chinese market, discovering and validating their business potential in China.

The French Tech Tour China has been sponsored by Idinvest Partners for several years in a row. As an immersion program, it aims to provide over a two-week program the full package of knowledge French startups need to know to successfully roll out their Chinese developments over the next 12 months: to discover Chinese business culture and understand local practices and customs, to successfully adapt their business project to the Chinese market, and to network and meet with Chinese key partners, investors, distributors, integrators and potential clients. As a preparation session, the boot camp unlocked the codes for doing business in China, in particular in terms of IP, intercultural management, communication tools and pitching guidelines. In December, the tour will take place in four Chinese Tech ecosystems: Shenzhen, Hong Kong, Shanghai and Beijing.

The 12 startups were selected by a jury of 16 French-Chinese experts, including representatives from Microsoft, Huawei, Alcatel Lucent, Orange, and Idinvest Partners, as represented by Partner Matthieu Baret. Selection criteria included degree of innovation, relevance between offering and target market, robustness of the team and project. The laureates are:

- 88Jobs, an HR platform specialized in Chinese bilingual jobs
- Antescofo and its app Metronaut, enabling users to play their own music as if supported by a virtual orchestra, for an immerse experience
- ForCity, a 4D platform for strategic planning and operational optimization, particularly dedicated to collectivities
- Geo4Cast, tracking geolocalised data in real time to optimize traffic and transportation
- Kerlink, specialized in IoT network solutions via the LoRa technology
- Cavacave, a platform bringing together wine lovers and wine collectors through auction and investment solutions

- Partnering Robotics, enhancing air quality measurement in companies, hotels, public places
- Platform.sh, a cloud platform for web applications (e-commerce, media...) and already available on Huawei, Azure and AWS
- Quable, a SaaS PIM (Product Information Manager) platform to organize marketing data in a unique referential
- SkillCorner, collecting live data in collective sports, geocalizing players, balls and referees to provide 2D retransmissions and stats
- SoWhen, digital creation studio producing innovative entertainment programs
- Tempow, a Bluetooth technology to connect baffles and headphones, for all brands

This sponsorship is part of Idinvest's ongoing commitment to developing cross-fertilization between European entrepreneurs and China, and to creating opportunities to build stronger bridges connecting both sides.

ABOUT IDINVEST PARTNERS

With over €8 billion under management, Idinvest Partners is a leading pan-European private equity firm focused on the mid-market segment. Idinvest Partners has developed several complementary areas of expertise including: investments in innovative European start-ups; mid-market direct lending (unitranche, senior loans and junior financing); primary and secondary investments in unlisted European companies, and private equity consulting. Founded under the name AGF Private Equity in 1997, Idinvest Partners was formerly part of Allianz until 2010 when it became an independent firm.

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