



PRESS RELEASE

LA FRENCH TECH VISITS #OMR23 Festival

Berlin, Munich, Düsseldorf, May 3rd 2023

Meet us in Hamburg on May 9th and 10th, 2023.

For the first time the communities of La French Tech in Germany will be present at the OMR Festival in Hamburg on May 9th and 10th 2023 with a Learning Expedition Tour. The delegation of 23 persons will have participants from the French Tech offices Berlin, Munich, Düsseldorf, representatives from Business France, Bpifrance, French Media as well as FinTech startup Lemonway, GreenTech startup Ecotree, Venture Capital ARK Capital and the Agency Hopscotch.

The OMR Festival 2023 will have a distinct French touch, with renowned French companies such as Qonto, Sendinblue, Criteo, Contentsquare, Kameleoon, and Malt in attendance. These companies will feature keynote speakers and exhibit their products and services at the festival.

During this Learning Expedition Tour, we want to look behind the scenes of the OMR Festival, meet the people who are driving German digital business, and engage with the OMR community. The goal is to gain a comprehensive insight into how the OMR Festival has the potential to become a significant catalyst for French and German startups, similar to how the CES in Las Vegas serves as an accelerator for businesses in the United States or the MWC in Barcelona in Spain.

About the OMR Festival

The OMR Festival has become over the last years the meeting point for the Digital Universe. Founded by Philipp Westermeyer, the festival is an indispensable source of information, inspiration, and networking opportunity for everything to do with digital business in Germany and Europe. It has become one of the biggest European digital festivals counting 1,000 exhibitors and more than 70,000 participants during the two days.

The most innovative people and companies in the digital scene meet at the OMR Festival. Attendees can expect an eventful two days of keynotes by key industry actors and international stars on multiple stages, Masterclasses, Side Events, Guided Tours, Expo Halls and LIVE concerts at the festival grounds and across the Hanseatic City of Hamburg.



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BERLIN



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About La French Tech

La French Tech celebrates its 10th anniversary in 2023, now represents 21,000 start-ups and is supported by French President Emmanuel Macron. It is a unique movement bringing together digital entrepreneurs, investors, policymakers, and community builders. As of today, France counts 26 unicorns and have made France a great place in the world to launch and grow global companies that make sense for our future. The broader goal is to achieve 100 French unicorns by 2030, including 25 green unicorns. Therefore, La French Tech promotes a 40/120 program with 120 French startups representing around 47,000 employees and over €11 billion in sales <https://ecosystem.lafrenchtech.com/dashboard>.

The French-German axis is a major asset in the construction of European champions.

The mission of La French Tech Berlin, La French Tech Munich and La French Tech Düsseldorf is to help entrepreneurs, investors & corporates scale in Germany and France. We support any entrepreneurs to launch and internationalize in France as well as in Germany by offering mentoring, networking, knowledge sharing, workshops, introductions, as well as recruiting events and much more.

A special guided tour to go behind the scenes of the OMR Festival is planned. The delegation will assist the conferences, exhibition halls, masterclasses, side & music events. We are looking forward to exchange with OMR experts, festival partners, exhibitors, and visitors. We want to see how the festival is helping digital companies to create awareness, generate leads among business partners and how to engage with the OMR community.

Please do not hesitate to contact us.

We will be happy to meet & discuss French – German business opportunities at the OMR Festival.

French Tech Berlin https://www.frenchtechberlin.com/	French Tech Munich https://munich.lafrenchtech.com/unity/	French Tech Düsseldorf https://lafrenchtechduesseldorf.com/
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