



# Program

On **November 9<sup>th</sup> and 10<sup>th</sup>**, Pépité Île-de-France will host an **event on entrepreneurship** that aims to answer students and young entrepreneurs' questions about the **internationalization** of their entrepreneurial projects. This hybrid event will take place on Sorbonne University International Conference Centre (CICSU), 4 place Jussieu, 75005 Paris, France, and [online](#).

This summit proposes different formats to the participants, namely:

### Masterclasses

An expert will address the subject and answer the questions you might have. This format allows interaction with the speaker.  
Upon registration – limited to available places.

### Roundtables

Different experts will discuss the subject giving the participants different points of view according to their experience.  
Open to all participants.

### Pitch session

Students and young entrepreneurs will have 3 min to pitch their project.

### Innovation Challenge

Participants will be grouped in teams, be given a problem to work together as a team and present their solution to their peers.

There are different sessions at the same time, thus each participant must choose the session they want to participate.

## Tuesday, 9<sup>th</sup> November 2021

**08:00am-09:00 am: Welcome / Check-in**

**09:00am-10:30am:**

### Masterclass 1 How to set up your project/business in the Paris Region | Room 107 |

*Discover all the means, the support programs and the entrepreneurial ecosystem provided by Paris Region to help you build your business and expand your activity.*

- Soufiane Carcaillet, Région Île-de-France
- Nina Desmeulles, Choose Paris Region
- Pierre Basséras, Choose Paris Region

### Masterclass 2 What do you need to deploy and expand your business overseas? | Room 109 |

*Know how to enter the international market in order to expand your activity overseas, what are the key issues and the good practices that need to be thought of.*

- Evelyne Resnick, ISG

**10:30am-11:00am: Coffee break**

**11:00am-12:15 pm:**

**Roundtable Opening Ceremony** | Auditorium |

- Philippe Lebaron, Pépité Sorbonne Université
- Pascal Corbel, Pépité PEIPS
- Région Île-de-France
- Bpifrance

**12:15pm-1:30pm: Lunch and networking**

**1:30pm-2:30pm:** | Auditorium |

**Pitch session** 8 students and young entrepreneurs from the 8 Pépité in Paris Region will present their project in front of a jury and an audience of peers and experts, together with 4 international students and young entrepreneurs.

**2:30pm-6:00pm:** | Rooms 105, 107 and 109 & Auditorium |

**Innovation Challenge** Students and young entrepreneurs will explore, challenge and build innovative solutions to answer a specific problem.

**6:00pm-7:30pm: Networking Cocktail** | Auditorium |

**Wednesday, 10<sup>th</sup> November 2021**

**08:00am-09:00 am: Welcome / Check-in**

**9:00am-10:00am:**

**Masterclass 3** **Joining an international incubator to expand your activities** | Room 107 |

*When and how to join an international incubator to help you expand your business? What are the benefits? Testimony and sharing of experiences*

- Amandine Sanfratello, VentureLab

**Masterclass 4** **How to create a local network to deploy your business overseas?** | Room 109 |

*Create and develop your network with close/nearby relations in order to expand your business overseas: have commercial partnerships, find your locations, recruit your first collaborators.*

- Vamo Soko, Sackson Consulting

**10:00am-11:00am:**

**Masterclass 5** **Secure fundings for your business expansion** | Room 107 |

*Learn how to finance your business expansion overseas. Discover all the means to export your project globally, according to your needs*

- Marianne Wlassewitch, Bpifrance

**Masterclass 6** **Programs for students or young entrepreneurs in Africa** | Room 109 |

*Discover the means and programs held by Europe to support your entrepreneurial project and to take a leap towards foreign markets.*

- Ninon Duval, Bond'innov
- Rémi Jullien, Alumni de Bondinnov
- Meet Africa

**11:00am-11:30am: Coffee break**

11:30am-12:30pm:

**Masterclass 7** How to adjust your offer to the needs of a foreign market? | Room 107 |

*How to exploit commercial and international opportunities, to adjust your offer in order to answer the needs of a specific foreign market.*

- Juliana Teixeira, Market Access

12:30pm-02:00pm: *Lunch and networking*

02:00pm-03:00pm:

**Roundtable** How digital solutions help to develop and/or expand your startup abroad?

| Auditorium |

*Learn about digital solutions and their impacts on the international growth of your services: what are the issues and the views for a young company creator?*

- Marc-Lionel Gatto, Village Francophone & My Global Village
- Vincent Viollain, VivaTechnology

03:00pm-03:15pm: *Pause*

03:15pm-04:15pm:

**Masterclass 8** How to manage and protect your intellectual property? | Room 107 |

*How to protect your ideas and your product on an international scale; how to apply for a patent and to register a trademark in a foreign country? How does it work in another country? What are the means there? What are the challenges and the risks?*

- Alexandra Basso, INPI
- Anne Catherine Milleron, INPI

**Masterclass 9** Adjust your speech to sell your product/service overseas | Room 109 |

*Adjust your pitch, your sales arguments and your offer to the cultural differences and the norms of a foreign market*

- Hakim Hattou, Kwarizmi Experience sharing

04:15pm-04:30pm: *Pause*

**4:30pm-5:30pm:**

**Roundtable Closing Ceremony** | Auditorium |

- Pascal Corbel, Pépité PEIPS, with the testimony of event participants.

**5:30pm-6:00pm: Networking**

## How to take part in the summit?

If you are interested in **attending the event in person**, please contact your Pépité.

If you are interested in taking part in this event **online**, you can **register on the website**: <https://www.pepité-idf.fr/> and sign up for the masterclasses you wish to attend.

Organisation:

**Pépité Île-de-France**

2 Avenue Hoche, 75008 Paris

[pepité.iledefrance@gmail.com](mailto:pepité.iledefrance@gmail.com)