



November 1<sup>st</sup>, 6.30pm

Natixis Hong Kong Branch Premises

International Commerce Centre  
1 Austin Road West, Kowloon  
Hong Kong

Panel Discussion on “A Startup Nation in Europe”: is France back?  
organized jointly by the Association Alumni Sciences Po HK (ASPHK)  
and the Hong Kong Association for European Studies (HKAES)

Panelists:

- Professor Alastair COLE (Political Science Professor, Sciences Po Lyon, Cardiff University)
- Chief Economist Mrs. Alicia GARCIA-HERRERO (*Natixis*)
- Romain AUBERT (Representative of La French Tech in Shenzhen)
- Hugo GARCIA-COTTE (Senior manager of *Cypheme*, a Shenzhen-based startup producing AI-based solutions to fight counterfeit products with applications in luxury and FMCG industries)
- Moderators: Professor Kenneth CHAN (Chairman of HKASE), Xuan TRAN (President of ASPHK)

*Pre-registration is required. The organisers reserve the right of admission to the event.*

*Thanks to Natixis for Sponsoring the Venue*

**Theme:** Panel on France as a “Start-up Nation in Europe”, on French tech initiatives and on cooperation between French entrepreneurs and French Startups and Hong Kong and Shenzhen ecosystems

**Speakers:**



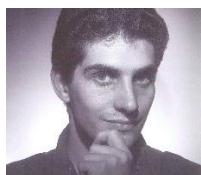
- **Professor Alistair Cole**, Professor of Political Science at the **University of Cardiff and Sciences Po Lyon** (he was the Vincent Wright Chair Professor in 2007 in Sciences Po Paris). He will publish a book on Emmanuel Macron leadership style in March 2019. Professor Cole is a graduate of LSE and Oxford University. He will talk about President Macron political leadership in a shorter version of the address he will make at the Hong Kong Foreign Correspondents Club on November 30<sup>th</sup> .



- **Mrs. Alicia Garcia-Herrero**, **Chief Economist Asia for Natixis**, Senior Research Fellow at BRUEGEL, Senior Research Fellow at El Cano Royal Institute for International Relations, adjunct professor at University of Science and Technology (HKUST) as well as HKUST Business School, Member of the Board of the Hong Kong Forum, member of the Council of Advisors of the Hong Kong Monetary Authority Institute for Monetary Research (HKMA). Alicia will talk about reforms in France and in the European Union.



- **Mr Romain Aubert**, **representative of La French Tech (Shenzhen)** will explain the latest French Tech policy measures announced in October 2018 (notably the policy linked to French Tech visas, the launch of French Tech communities and French Tech Capitals).



- **Mr Hugo Garcia-Cotte**, the French senior Manager of **Cypheme** (*Cypheme is a Shenzhen based company which created an artificial intelligence capable of detecting counterfeit products by analyzing the product's packaging with a neural network, using only a cellphone camera*). He will talk about his own journey as a French entrepreneur with a Shenzhen-based business. He went through "500 Startups" in the Silicon Valley, Microsoft Accelerator Paris, Lafayette Plug and Play and **Station F** in France.



**Background info:** ASPHK ([www.facebook.com/ASPHK](http://www.facebook.com/ASPHK)) organized an event on October 19<sup>th</sup> (8.30am- 10am), with Charles d'Haussy (Head of Fintech in INVEST HK, the Hong Kong government agency to attract international investment) as guest speaker, for a presentation on the Fintech ecosystem in Hong Kong. This event has attracted registration of 100+ people

**Target Audience:** by invitation (pre-registration required) and limited to 90 attendees, including:

- **Alumni Sciences Po** ([www.sciencespo.fr](http://www.sciencespo.fr), senior professionals in various sectors such as finance, luxury goods, law firms, public institutions etc...) and **Alumni ENSAE Paris Tech** ([www.ensae.org](http://www.ensae.org), France top data science school).
- Members of the **Hong Kong European Studies Association** (university professors with a link to European studies), as well as their **students (of the 5 partner universities of Sciences Po such as HKU, Baptist U, HKUST, City U, Chinese U)** and **Sciences Po students in exchange in HK**.
- **Business Professionals** from Hong Kong financial industry, Fintech community, Tech community, and French and European business communities (French Chamber of Commerce and Industry in Hong Kong).

**Rundown:**

6.00pm Check-in with HKID and Eventbrite ticket (Level 3 of the ICC)

6.30pm Introduction (ASPHK, HKASE)

6.40pm Panel presentations

7.30pm Discussion and Q&A

8.00pm End of the event

**Pre-Registration:** <https://www.eventbrite.hk/e/a-start-up-nation-in-europe-is-france-back-tickets-51351468625>