



## Press release – Monday 23 October 2017

### Increased collaboration between Paris and London on innovation

Paris&Co and London&Partners have announced a new cooperation aimed at boosting the circulation of entrepreneurs between Paris and London. The program was launched during a business event in Paris bringing together a delegation of London-based high growth technology companies with curated French corporate accounts.

Co-developed by Paris&Co, the economic development and innovation agency of Paris, and London&Partners, the official promotional agency for London, the cooperation program named “Paris-London Business Welcome” gives up to 50 Paris and London-based entrepreneurs the opportunity to benefit from a dedicated support program in each city. Paris&Co and London&Partners will provide selected entrepreneurs with an individualized soft-landing in their respective city, offering connections to experts, mentors, corporates and potential investors. Furthermore, selected companies will be granted a free desk in a co-working space during 1 month, but also discounts on set-up and travel expenses as well as on cultural activities.

In order to kick-start the collaboration, a delegation of 13 London-based high growth tech companies came to Paris on Monday 23 October to meet French corporates and key actors of the Parisian startup scene.

The program builds on both cities’ business strengths and follows a statement last year from both Mayors that Paris and London work more closely together to make the London-Paris’ ‘win-win partnership’ even stronger. In fact, London receives more inward investment from Paris than any other global city, attracting £2.6bn and generating almost 10,000 jobs over the last ten years. Paris, in comparison, is the largest European destination for foreign direct investment from London.

In this context, the new “Paris-London Business Welcome” will further accelerate the international growth of startups on both markets and trigger cross-border business opportunities.

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

Paris&Co is the economic development and innovation agency of Paris. It covers five areas: Incubation, International attractiveness, Experimentation, Open Innovation, Event organization.

As such, Paris&Co prospects and welcomes foreign startups while contributing to the economic promotion of the city abroad. It fosters the dynamism of the Paris innovation ecosystem through the incubation of innovative young companies, experimenting with innovative solutions, organizing major innovation events and linking startups with key accounts.

#### **About London&Partners**

London & Partners is the Mayor of London’s official promotional agency. Its purpose is to support the Mayor’s priorities by promoting London internationally, as the best city in the world in which to invest, work, study and visit. We do this by

devising creative ways to promote London and to amplify the Mayor's messages, priorities and campaigns to international audiences. Its mission is to tell London's story brilliantly to an international audience.

London & Partners is a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners. For more information, visit

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

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