Beat: Business

CORPORATE VENTURE 2018 Conference In PARIS

November 29, 2018-Headquarters Les Echos

PARIS - NEW YORK - WASHINGTON, 07.12.2018, 15:17 Time

USPA NEWS - Was held on November 29, 2018, at the Headquarters of Les Echos Group (Paris - France), the Conference "Corporate Venture". The Corporate Venturing being the Practice where a Large Firm takes an Equity Stake in (or enters into a Joint Venture Arrangement with) a Small but Innovative or Specialist Firm, to which it may also provide Management and Marketing Expertise. The Objective is to gain a Specific Competitive Advantage.

Was held on November 29, 2018, at the Headquarters of Les Echos Group (Paris - France), the Conference "Corporate Venture". The Corporate Venturing being the Practice where a Large Firm takes an Equity Stake in (or enters into a Joint Venture Arrangement with) a Small but Innovative or Specialist Firm, to which it may also provide Management and Marketing Expertise. The Objective is to gain a Specific Competitive Advantage.

The Concept of Corporate Entrepreneurship is generally believed to refer to the Development of New Ideas and Opportunities within Large or Established Businesses, directly leading to the Improvement of Organizational Profitability and an Enhancement of Competitive Position or the Strategic Renewal of an Existing Business. Within that System, the Notion of Innovation is at the Very Core of Corporate Entrepreneurship. For in Addition to its Focus on Innovation, there also exists an Equal Drive toward Venturing. These Two work in Unison as the Company undertakes Innovations across the Entire Organizational Spectrum, from Product and Process to Technology and Administration. In Addition, Venturing is a Primary Component in the Process, pushing Larger Companies to enhance their Overall Competitiveness in the Marketplace by taking Bigger Risks.

The First Big Corporate Venturing Wave surged up as early as the 1970s in the US. Corporations such as Exxon made Disproportionately High Profits on Investments in Promising, Externally Generated Business Ideas. Since the End of the 1990s, when Euphoria over the New Economy was Close to reaching its Zenith, More Big Companies also started to be attracted by the Phenomenal Returns that can be realised in the Venture Business. Now that the Internet and Biotechnology Markets have hit the Hard Ground of Reality and the Hopes of making Fast Money have dissipated, Corporate Venturing is more and more driven by Strategic Motivations.

Ensuring the Future of Core Business by investing in Neighbouring Markets and Appropriate Technologies. The Objective of this Type of Corporate Venturing (CV) Fund is to add to the Existing Range of Products or to create New Demand Potential in Order to exploit Existing Markets or to create New Ones. Strengthening Innovative Power of the Parent Company by opening Windows on New Technologies being developed by dedicated Young Enterprises and by diminishing Structural Obstacles in the Corporate Innovation Process. In addition to Equity Financing, Corporate Venture Capital offers most Attractive Additional Services for Start-Ups. Openings for Cooperation with the Parent Corporations are of Particular Importance for Example, in the Field of R&D as well as the Use of their Marketing Expertise, Distribution Channels and Corporate Networks.

"CORPORATE VENTURE" Conference, held on November 29, 2018 Programme :

- Animated by Emmanuelle DUTEN - Editor in Chief Les Echos-Capital Finance

- Opening Keynote given by Eric BAISSUS - President KALRAY

- Debate : Fintech / Corporates Relationship, Strategic Alliances
* Olivier GOY, Founder & President LENDIX
* Srtéphane GUINET, Founder & CEO Kamet (AXA)
* Andreas LAMBROPOULOS, in charge of Strategic Initiatives BNP Paribas International Financial Services

- Debate : Multicorporate Funds : What Competitive Advantages ?
* Pierre DE FOUQUET, Manager Partner Iris Capital
* Thomas DUPONT-SENTILLES, Associate Lawyer Private Equity Group Goodwin

* Benoist GROSSMANN, Managing Partner Idinvest Partners

- Debate : Entrepreneurs : Why have they made the Choice of Corporate Venture ?
* Sébastien BEQUART, Founder & President GYMLIB
* Bertrand FLEUROSE, CEO & Founder Cityscoot
* Benjamin GARCON, Lawyer Private Equity Group Goodwin

- Debate : When Corporates are building Tomorrow's Future
* Firas ABOU MERHI, Partner in charge of Financial Advisory Services Mazars
* Nicolas AUTRET, Investment Director Samsung Catalyst Fund
* Hélène De COINTET, CEO Safran Corporate Ventures
* Matthieu REPELLIN, Investment Partner Airbus Ventures

- Debate : Those Startups becoming "Unicorns"
* Jean-Stéphane ARCIS, CEO Talentsoft

Source : "Corporate Venture" Conference on November 29, 2018 @ Les Echos Group Headquarters (Paris)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-14622/corporate-venture-2018-conference-in-paris.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619