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WEBINAR FINANCIAL SERVICES & INNOVATION
**HOW TO EXPAND IN FRANCE AND UNLOCK THE
EU MARKET?**

Agenda & Speakers

Online event
Friday 1st October, 11:30am – 1:30pm BST

With the support of



HOW TO EXPAND IN FRANCE AND UNLOCK THE EU MARKET?

Find out why France is one of the fastest growing fintech hubs at our webinar for entrepreneurs.

Agenda

11:30am BST

A WORD FROM THE FRENCH MINISTER OF STATE FOR THE DIGITAL TRANSITION

Cédric O – Minister of State for the Digital Transition and Electronic Communications

11:35am BST

INTRODUCTORY REMARKS BY THE AMBASSADOR

H.E Catherine Colonna – French Ambassador to the United Kingdom of Great Britain and Northern Ireland, *French Embassy in the United Kingdom*

11:45am BST

ATTRACTIVENESS, REFORMS, REGULATIONS AND SUPPORT FOR INNOVATION IN FRANCE

Domitille Dessertine – Head of fintech innovation competitiveness at the French securities markets regulator, *AMF (Autorité des Marchés Financiers)*
Thomas Ernoul – Deputy Head of the Economic Department, *French Embassy in the United Kingdom*

Moderation by Huy Nguyen – Co-founder, CFTE

12:20pm BST

HOW TO PLAN, SET UP AND GROW IN FRANCE

Jean-Marc Nourel – France Country Manager, *Checkout.com*
Geraldine Gibson – CEO, *AQMetrics*
William O’Rorke – Lawyer, *ORWL Avocats*
Artus Galiay – Hauts-de-France representative to the UK, *Nord France Invest*

Moderation by Tram Anh Nguyen – Co-founder, CFTE

1:15pm BST

CONCLUSION BY BUSINESS FRANCE

Marie-Cécile Tardieu – Chief Operating Officer, Business France Invest



Cédric O

Minister of State for the Digital Transition and Electronic Communications

Cédric O was born on December 18th, 1982 in l'Arbresle and graduated from HEC Paris in 2006. He is a founding member of En Marche! political movement and has sit at its Executive Board since its creation. In May 2017, he joins both the Office of the President and the Office of the Prime Minister, as an advisor for State's holdings and the digital economy.

On March 31st, 2019, he is appointed Minister of State for Digital Affairs. His three priorities are the support and development of the digital economy in France, regulatory policies and the promotion of digital inclusion.

On July 26th, 2020, within Prime Minister Jean Castex's Government, he is appointed Minister of State for the Digital Transition and Electronic Communications, in addition to his former responsibilities. He is now in charge of the digital economy, regulatory policies and all types of telecommunications, from infrastructures to daily uses for the French people.



H.E Catherine Colonna

French Ambassador to the United Kingdom of Great Britain and Northern Ireland, *French Embassy in the United Kingdom*

H.E Catherine Colonna was elevated to the dignity of Ambassador of France in November 2020. Before taking up her duties as Ambassador to the United Kingdom in September 2019, H.E Catherine Colonna was Permanent Representative of France to the OECD (2017-2019). She had previously been Ambassador of France to Italy as well as to the Republic of San Marino (2014-2017), Managing Partner of the Paris office of the Brunswick group (2010-2014) and Ambassador, Permanent Delegate of France to UNESCO (2008-2010).

A career diplomat, Ms. Colonna was Minister Delegate for European Affairs from 2005 to 2007 after having been Spokesperson for the President of the French Republic from 1995 to 2004.

A graduate of the Institut d'Etudes Politiques de Paris (1980), she holds a Master's degree in public law (1977), a Diploma in Advanced Studies in public law (1978) and is a former student of the National School of Administration (promotion "Solidarité", 1981-1983).

Entering a diplomatic career in 1983, she was first posted to the French Embassy in Washington (1983-1986) then in charge of European issues and economic law at the Legal Affairs Department of the French Ministry of Foreign Affairs (1986-1988).

Subsequently, Ms. Colonna was advisor in the office of the Minister of State, Minister of Equipment and Housing (1988-1989), in charge of European issues at the Centre d'Analyse et de Prévision of the Ministry of Foreign Affairs (1989-1990), Deputy Director of the Press at the Press, Information and Communication Directorate of the same ministry (1990-1993), and deputy spokesperson for the Ministry of Foreign Affairs (1993- 1995) before joining the Elysée.

From 2004 to 2005 she was General Director of the Centre National de la Cinématographie and Vice-President of the Cannes Film Festival.

She is an Officer of the "Légion d'Honneur" and Officer of the Order of Merit, Commander of the Order of Arts and Letters.



Huy Nguyen Trieu

Co-Founder, *CFTE - Centre for Finance, Technology and Entrepreneurship*

Huy Nguyen Trieu is Co-founder of the Centre for Finance, Technology and Entrepreneurship, one of the largest education platforms in digital finance. He is also Venture Partner of Mundi Ventures and CEO of The Disruptive Group.

After graduating from MIT, he co-founded and led Ukibi, a precursor to LinkedIn in 1999. He then joined a number of international banks where he built high growth businesses for more than a decade, with his last position as a Managing Director at Citi. He has been very involved in the development of Fintech in Europe and Asia and is recognised as one of the thought leaders in that space. He is a Founding Partner of SuperCharger, the largest Fintech accelerator in Asia, writes the blog Disruptive Finance and was the first Fintech Resident Expert at Oxford Said Business School.

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CFTE aims to help take France's digital finance workforce to greater heights by establishing themselves in the country

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Thomas Ernoult

Deputy Head of the Economic Department, *French Embassy in the United Kingdom*

Thomas Ernoult is the Deputy Head of the Economic Department for the Embassy of France in the United Kingdom. An alumnus of the French National School of Government (École Nationale d'Administration) and Sciences Po Paris, Thomas Ernoult was appointed as Financial Counsellor, Deputy Head of the Economic Department at the French Embassy to the UK in September 2019.

He was previously Deputy Head of the Banking Affairs Unit (2017-19) and Deputy Head of European Strategy and Coordination Unit (2015-17) at the Treasury in Paris. Before joining the Ministry of Finance, he worked for the French authority (Autorité de Contrôle Prudentiel et de Résolution, ACPR) responsible for the supervision of the banking and insurance sectors.

Thomas was a lecturer in European Politics at École Nationale d'Administration (2015-18) and in European Law at Sciences Po Paris (2015-2017).

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The sustained efforts of the french authorities are bearing fruits

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Domitille Dessertine

Head of fintech innovation competitiveness at the French securities markets regulator, *AMF - Autorité des Marchés Financiers*

Domitille Dessertine is the head of the fintech, innovation, competitiveness division at the AMF. Domitille started her career in the field of financial market regulation at the International Organization of Securities Commissions which she joined in 2010.

She was involved in the negotiations on asset management related issues and in particular on the Money Market Funds Reform. In 2013, she joined the asset management regulation division at the French Autorité des Marchés Financiers (AMF) where she was actively involved in negotiations on asset management topics both at the European and international levels.

In 2016, she joined the fintech innovation and competitiveness team, responsible for supporting innovative companies and reflecting on the need to change the regulatory framework. As such, she is particularly involved in the discussions around the regulation of crypto-assets environment. She is graduated from Sciences Po Paris and holds a PhD in finance from the Sorbonne University.

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My tip is to get started [...] don't hesitate to contact us well upstream!

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Tram Anh Nguyen

Co-Founder, *CFTE - Centre for Finance, Technology and Entrepreneurship*

Tram Anh Nguyen is the co-founder of CFTE, Centre for Finance, Technology and Entrepreneurship, one of the fastest growing knowledge platforms in Fintech and Digital Finance. She is also an Entrepreneurship Expert with the Entrepreneurship Centre at Saïd Business School, University of Oxford.

Highly respected in the industry, Tram Anh is also an Ambassador for the Singapore Fintech Festival in 2020, Senior Leader Women in Fintech and London's top Women in Fintech 2019 by Business Insider as well as Top100 Asians in UK Tech 2019. Board Member, Senior Advisor, Mentor, Judge for the industry.

Tram Anh strongly believes that in a world dominated by technology, people must remain at the center of society and organisations. This motivation drove her to launch CFTE, an online learning platform that helps professionals in Finance learn anything from Fintech to Artificial Intelligence, Open Banking to Entrepreneurship through a platform which today has a community of 100,000+ alumni in the world.

Tram Anh's passion to make continuous learning a reality in every professionals' daily life, is what keeps her always innovating and is now leading to her launching a new product within CFTE: THINK, a platform offering limitless learning opportunities for all. This learning platform will encompass hundreds of experts, CEOs and Entrepreneurs who will help people learn the latest trends in digital finance.

Tram Anh also works tirelessly with governments, policy makers, industry experts to push initiatives in financial education for Finance 2.0 and bring about a skills revolution in finance to not only transform the industry and also more importantly making finance more inclusive and diverse.

Tram Anh has a diverse background in finance with many years of experience having worked in trading, institutional sales and private banking for major financial institutions such as Standard Chartered in New York, Dresdner Kleinwort and UBS.

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**France has a great talent pool to foster and develop new skills for Fintech,
This makes France the perfect place for CFTE to establish their operations**

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Jean-Marc Nourel

France Country Manager, *Checkout.com*

Jean-Marc Nourel is Country Manager in France for Checkout.com since early 2019. He has over 7 years' experience in the payments industry and previously held position at Mangopay as Country Manager and managed his own company, a crowdfunding platform for students where he started integrating payment solutions.

Also acting as General Manager for Checkout.com's french entity, he is responsible for the company activity in France and Italy, managing operations, relationships with the local regulator as well as supporting the headcount growth and the commercial development. With expertise in marketplaces and fintechs, Jean-Marc is also providing time to startups through different mentoring programs.

Jean-Marc holds a Master's degree in Business and Marketing from the ISTE Business School in Paris. He also holds an Executive Training in Marketing Management from HEC Business School.

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Preparation is key and having the right people
on the ground helps

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Geraldine Gibson
CEO, *AQMetrics*

Geraldine Gibson founded AQMetrics in 2012. Before creating AQMetrics, she worked at BAE Systems, the Susquehanna International Group, the Oracle Corporation, and ICL Fujitsu.

It was during her time with Susquehanna International Group that Geraldine first worked on the trading floor – an experience that exposed her to the workings of capital markets, from both a business and technology perspective. As a result of this role, she became curious about how to combine risk management and regulatory compliance in an integrated software platform for both the buy and sell side: the result of this curiosity was AQMetrics.

Geraldine graduated with a degree in History from Trinity College Dublin and the Sorbonne University Paris. Post-graduation, she studied computer science and technology management, before receiving an MBA from University College Dublin.

She serves on the Board of Directors of Fast Track to IT, a not-for-profit organisation that aims to get long-term unemployed people back to work through re-education in STEM subjects.

She was the found and President of the EPWN Dublin Chapter in 2012, is an executive member of the IRTA and previously sat on the industry advisory council to the Irish Government for the IFS2020 initiative.

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There are a number of spectacular businesses in France and francophone countries, that made France and Paris quite interesting for AQMetrics, as a central location in Europe

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The barrier to entry for non-french speaking company or people is gone

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William O'Rorke
Lawyer, *ORWL Avocats*

William O'Rorke has founded ORWL, a french law firm that advises innovative projects in regulated area. He is in charge of the compliance & corporate practice of ORWL Avocats. He is the author of the first legal textbook on digital assets (with LexisNexis), a member of several working groups and associations to improve regulations (ADAN, Medef, France Stratégie, Finance Innovation,..) and lecturer at La Sorbonne, Assas, HEC and Polytechnique.

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Creating a company in France is really quick and online, done in two or three weeks without any problems”

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France is a good door to the single market. A serious one for regulated business to expand and becoming big in Europe

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Artus Galiay

Hauts-de-France representative to the United Kingdom, *Nord France Invest*

Artus GALIAY is the Hauts-de-France region's representative to the United Kingdom, and Director for UK/Ireland at Nord France Invest, the region's investment promotion agency.

After completing a double Masters in European Political Economy between Sciences Po Paris and the London School of Economics in 2011, he started working in financial regulation at the Financial Services Authority. In 2013, he joined the Bank of England, where he worked on financial stability, risk analysis and stress testing, and performed a 6-month secondment to the European Central Bank.

In early 2018, he joined the cabinet of Xavier Bertrand, President of the Hauts-de-France region, as his special advisor on Brexit and international issues. For 3 years, he worked with local and national authorities to help re-establish border controls between the UK and France, with preserving the fluidity of trade as a key priority.

At the end of 2020, Xavier Bertrand appointed him as new Hauts-de-France representative to the UK, with the aim to preserve and develop economic and business links between the UK and Hauts-de-France.

“
When there is a will there is a way and today there is
definitively a will in France [..] to completely
embrace the innovation revolution
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Marie-Cécile Tardieu

Chief Operating Officer, *Business France*

Marie-Cécile Tardieu, A former student of the Ecole Nationale d'Administration, has been committed since 1999, at French Treasury, in support to the internationalisation of French companies, from France or in emerging countries (Brazil, Hungary, Vietnam, Morocco). She is Chief Operating Officer Invest at Business France.



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