

NYC TECH & INNOVATION LEX

PROGRAM TIMES & SPEAKER DETAILS | DAY 1

8:00 am: PARIS REGION ENTREPRISES - Business Innovation Catalyst

- **Location:** Brooklyn
- **Description:** Paris Region Entreprises facilitates the development of international companies in the Paris Region, providing support and acceleration services. The host will discuss opportunities in European markets. [#BusinessInnovation](#) [#InternationalExpansion](#)

10:30 am: PRAMEX - Management Consulting

- **Location:** Rockefeller Center, Manhattan, NY
- **Description:** Pramex International assists French SMBs and startups in succeeding internationally, focusing on administrative and financial organization. [#InternationalConsulting](#) [#CrossBorderM&A](#)

12:00 pm: UTSAV - Local Restaurant

- **Description:** Enjoy lunch with local businesspeople to gain insight into local customs and etiquette. [#CulturalExchange](#) [#LearningExperience](#)

2:00 pm: IVALUA - Spend Management Software

- **Location:** FiDi (Financial District), Manhattan, NY
- **Description:** Ivalua provides spend management solutions, empowering procurement processes for over 300 companies globally. Hosts will discuss spend management strategies. [#SpendManagement](#) [#ProcureToPay](#)

5:00 pm: GOOGLE - Technology Company

- **Location:** Chelsea, Manhattan, NY
- **Description:** Learn about Google's evolution from a search engine to a multinational corporation. The host will discuss Google Play's global marketing. [#Search](#) [#Mobile](#) [#MachineLearning](#)

6:00 pm: TIE PITCH COMPETITION

- **Location:** Chelsea, Manhattan, NY
- **Description:** TiE New York hosts a pitch competition where finalists pitch to investors. Judges include venture capitalists and startup advisors. [#Pitch](#)