



**PRESS RELEASE**  
**International Pitching Day for  
innovative start-ups**  
**An initiative powered by BGL BNP Paribas**

On June 28<sup>th</sup>, 2013 - 16 start-ups from France, Luxembourg, Sweden and China joined in the presence of Etienne Schneider, Minister of the Economy, for a whole day of pitching for investors at the lux future lab, an initiative powered by BGL BNP Paribas.

The lux future lab was particularly proud to be part of the European Pitching tour of the Start-up companies of Le Camping, an incubator for start-ups based in Paris.

After London, Paris and Berlin, they came to Luxembourg to present their innovative business concepts. They were joined by start-ups from the lux future lab and the LBAN organization of the Chamber of Commerce.

During the day, each start-up gave an 8-minute presentation on its business model to investors attending from Luxembourg and the Greater Region. The start-ups tried to convince investors to commit in areas as vast as e-currency, management of unsold stocks in mass retail, the travel industry to the development of apps designed to facilitate integration of people with cognitive impairment.

After an introduction by Carlo Thill, Chairman of the BGL BNP Paribas Executive Committee, while having the opportunity to meet with potential investors, the start-ups were also able to find out about the benefits offered by the Grand Duchy of Luxembourg thanks to the presence of the Chamber of Commerce, PWC, Technoport and Luxinnovation, which all attended the event.

This event is in keeping with the innovative approach of the lux future lab, whose objective is to have a positive impact on the social and economic dynamic of the country via two platforms - one entrepreneurial and the other educational ([www.luxfuturelab.lu](http://www.luxfuturelab.lu)).

**About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg. It offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance. In 2012 the international magazine *The Banker* named BGL BNP Paribas "Bank of the Year" in Luxembourg for the second year in a row.



**About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) has a presence in nearly 80 countries with 190,000 employees, including 145,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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