



Press Release

## **b8ta & Business France to launch unique hardware startup brands from France in the flagship Dubai Mall store**

United Arab Emirates, 21 September - from October 1<sup>st</sup> to December 31<sup>st</sup>, 2021, the b8ta lifestyle and tech concept store, a Chalhoub group Joint-Venture, will host 8 French High-tech products in a dedicated corner in their Dubai Mall shop. This exclusive showcase will highlight disruptive French brands in the fields of **mobility, entertainment, artificial intelligence, health, and education**. It will be the opportunity for tech enthusiasts or newbies from all over the world to discover, test and buy the most innovative and cutting-edge products in the b8ta Dubai Mall store or through their online platform.

Held for the first time in the Middle East, The French Tech Corner at b8ta is the result of a partnership between Business France (the national agency supporting the international development of the French economy) and the b8ta store, a software powered retailer with stores in the Middle East, U.S. and Japan.

*“Business France is happy and proud to join forces with b8ta, a Retail pioneer, that has recently set up operations at Dubai Mall. b8ta brings up the most innovative products to local consumers, and it’s with a great pleasure that France will introduce highly diverse start-ups to showcase their latest Tech products. Selected French Tech companies will benefit from the “booster effect” of the Expo 2020 which will also open its doors on October 1<sup>st</sup>, with millions expected visits within 6 months.”* stated Frederic Szabo, Managing Director Business France Middle East.

b8ta’s General Manager for Middle East & Africa, Ramit Harisinghani commented *“b8ta is delighted to partner with Business France to launch 8 innovative brands to the region. b8ta’s analytics and feedback opportunities combined with Business France’s comprehensive ecosystem make it the ideal platform for French start-ups to launch a product in the Middle East. Brands can benefit from b8ta’s business model, called retail-as-a-service, that helps them market, manage and measure offline experiences”*.

The UAE is by far the most dynamic country in terms of tech ecosystem in the region and represents 35% of the 10,000 start-ups headquartered in the MENA region.

UAE citizens, residents, and travellers from all over the world are invited to visit the b8ta store in Dubai from October 1<sup>st</sup> to December 31<sup>st</sup>, 2021, to discover the French Tech corner and the most unexpected Tech products curated from France.

### **Meet French Tech brands at the b8ta store**

**EYELIGHTS**: offers a motorcycle helmet with integrated GPS, packed with electronics.

**AUDIOZEN**: helps you fall asleep thanks to its offline Morphee mobile box placed near your bed.

**PRET A POUSSER**: markets simple and autonomous indoor gardens with a wide range of seeds.

**Y-BRUSH**: offers an electric toothbrush that brushes teeth in 10 seconds using sonic vibrations.

**REENBOW**: blends augmented reality and teaching, offers a solution that lets you learn in an amusing and immersive way.

**EARSQUARED**: sells wireless headsets that allow you to listen to music, radio, connect a GPS and enable to answer phone calls while keeping the ear canals free.

**FAMILY SELF CARE**: has developed a connected device that makes daily beauty and wellness personalised, sustainable and enjoyable through herbal oils.

**LIVING THINGS**: is developing a 3D project on the Mona Lisa using AI.

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### **Press contact:**

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**About Business France:**

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

**About b8ta:**

Founded in 2015, with offices in San Francisco and New York, b8ta is a software-powered retailer designed to make physical retail accessible for product makers and exciting for consumers. b8ta operates branded flagship stores throughout the U.S. and the Middle East with the mission of helping customers discover, try, buy, and learn about new products in real life.

Additionally, b8ta works with hundreds of global brands and retailers to power their physical retail experience using the company's proprietary Retail as a Service (RaaS) platform.

To learn more about b8ta, visit [www.b8ta.ae](http://www.b8ta.ae)

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