

In partnership with Invest in Bavaria: Cécile Poulet, Managing Director of Inovatic, strengthens the French presence and explores the German market at the Seamless trade fair in Munich

By Benjamin Lajimi, 15/10/2024



Cécile Poulet, CEO of Inovatic (left) and Anissa Nasser, Manager Investor Services at Invest in Bavaria, at the Seamless trade fair in Munich, on 11 September 2024.

Cécile Poulet, Managing Director of Inovatic, made a striking entrance at the Seamless trade fair, one of the key events for innovation in the e-commerce and payments sectors, held

on 10th and 11th September in Munich. Taking advantage of the dynamism and economic attractiveness of Bavaria, Ms. Poulet seized the opportunity to meet the main players in the sector, as part of a cross-border collaboration.

Inovatic is a French fintech company founded in 2000 that aims to revolutionise the credit sector by providing lenders credit decision tools with the right data. Their SaaS Inovaclio uses patented technology to capture data that can be easily implemented in IT systems to make credit decisions fast, fair and secure. All data is structured and controlled by their team based in Versailles. In its strategic plan 2024-2027, Inovatic plans to extend its expertise to the German market.

Accompanied by Business France as part of the Impact Germany programme 2024, Cécile Poulet was able to establish strategic contacts with local and international companies present at the show. Emphasis was placed on the importance of Franco-German synergies in the development of financial innovations.

The Invest in Bavaria team, represented by Anissa Nasser, played a key role in supporting Ms. Poulet. By providing invaluable information on the Bavarian ecosystem, they enabled Inovatic to explore new opportunities for setting up in one of Europe's most dynamic regions.

The Seamless trade fair, which each year brings together the key players in the fintech, e-commerce and payments sectors, was an ideal platform for Inovatic to draw inspiration from emerging trends and discuss future challenges in the financial sector.

Cécile Poulet praised the Franco-German cooperation and the innovation-friendly environment in Bavaria, highlighting the strategic advantages the region offers to companies looking to expand internationally.

Invest in Bavaria is the Business Promotion Agency of the State of Bavaria. It offers a comprehensive range of services to help companies set up or expand in the region. From the planning phase to the search for the ideal site, right through to aftercare, Invest in Bavaria supports companies at every stage of their development.

The real strength of this organisation lies in its vast network of contacts in Bavaria. It knows the key players, the strategic locations, the institutions and the networks needed to guarantee the success of any company moving in.

Bavaria offers an environment conducive to innovation, with a rich ecosystem of start-ups and scale-ups, specialist cluster teams, universities, research institutions and businesses. Thanks to its solid industrial base and sectoral diversity, the region is a real hot spot for cross-industry innovation. Invest in Bavaria will guide you to enter the Bavarian market and identify funding options, find partners and talent, as well as the ideal location to develop your business, with confidential services provided entirely free of charge.

Cécile Poulet's participation in Impact Germany marks an important step for Inovatic in its international development strategy. Thanks to the support of Business France and Invest in Bavaria, the company was able to identify unique opportunities at the heart of an innovative and fast-growing ecosystem. Inovatic is well positioned to capitalize on these exchanges and strengthen its foothold in this strategic region.

