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EUROPE

26-28 MARCH
2024

LILLE GRAND PALAIS

INCYBER INVESTOR DAY



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The cybersecurity investment match between Europe and the USA: how to close the gap on the old continent?

In the cybersecurity investment race between Europe and the USA, Europe is showing encouraging signs, despite lagging behind. In 2022, European companies in the sector raised a record 2.4 billion euros, reflecting growing maturity. Although this performance is noteworthy, it nevertheless highlights the gap that remains with American and Israeli investments. How can we close this gap? How do cultural, regulatory and investment differences between Europe and the United States impact the growth of the European cybersecurity ecosystem? How can innovation policies, incubators and gas pedals be optimized to foster the emergence of cutting-edge cybersecurity technologies in Europe?

What are the prospects for the AI market in cybersecurity up to 2030?

The market for artificial intelligence (AI) in cybersecurity offers promising quantitative prospects, illustrated by significant growth in investment. According to forecasts, the global cybersecurity market fuelled by AI is set to reach several tens of billions of dollars over the next few years. In 2022, global spending on AI-powered cybersecurity has already exceeded \$15 billion, marking a substantial increase on previous years. While this market could exceed \$30 billion by 2025, what are the emerging segments and associated opportunities? How will the AI for cybersecurity market be distributed by 2030 in terms of products, services, customers and geographies?

From start-up to scale-up: how to get through the critical stages?

Technology nuggets are here to stay, but many of them are struggling to make the grade. Having found their market with an innovative financing plan, not all of them are able to meet the challenges that follow: internationalization, the implementation of a long-term marketing strategy, or even the structuring of their internal leadership. There is no shortage of support mechanisms for innovation: public mechanisms (e.g. supported by the French Ministry of the Armed Forces, Bpifrance, cyber strategy supported by ANSSI and Campus Cyber, European Innovation Council), private funding and support (VCs, incubators, gas pedals)... But what about support for growth (notably through public procurement), often considered insufficient? What is needed to consolidate the momentum? Is Europe in a position to compete with the United States and Israel in this area?



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