



SPEAKER · MENTOR · ADVISOR

Axel Loupeda

Opening the doors of major organisations, and walking in with confidence.

65,000+

attendees at Bpifrance Inno Génération 2024, the flagship event of Bpifrance (French Public Investment Bank), where Axel spoke as a keynote speaker

1,000+

entrepreneurs mentored

30+

partnerships with brands, media and institutions

514

companies represented on the board of directors of MEDEF French Guiana, the regional employers' federation

Book Axel to speak

Form: axelloupeda.com/en/#contact

LinkedIn: linkedin.com/in/axelloupeda

Email: ledahconsulting@gmail.com

SHORT BIO (50 WORDS)

Axel Loupeda builds bridges between startups and corporates, the field and institutions, France's overseas territories and mainland Europe. As founder of Belpair, he built 30+ partnerships (the European Space Agency, Renault, Lacoste, Olympique de Marseille) from French Guiana. A keynote speaker at Bpifrance Inno Génération 2024, he has mentored 1,000+ entrepreneurs.

LONG BIO (150 WORDS)

Axel Loupeda helps founders and leaders open the doors of major organisations, and walk in with confidence. In French Guiana, he mentored 1,000+ entrepreneurs at BGE. He then founded Belpair, a creative studio and the first sneaker upcycling concept store in France's overseas territories, which built 30+ partnerships with brands and institutions including the European Space Agency, Renault, Lacoste and Olympique de Marseille, and earned 50+ media appearances. As the youngest elected board member of MEDEF French Guiana and chair of its COMEX 40 (2022 to 2026), he has represented 514 companies before public authorities and helped secure €5M in funding for small businesses. A national Talents des Cités winner with Bpifrance (French Public Investment Bank), an IHEDN auditor recognised by Institut Choiseul (Top 40 Overseas Leaders 2024 and 2025), he spoke as a keynote speaker at Bpifrance Inno Génération 2024. He speaks in English and French.

SIGNATURE TALK



Keynote speaker at Bpifrance Inno Génération 2024

Bpifrance Inno Génération (BIG) 2024, the flagship event of Bpifrance (French Public Investment Bank), Accor Arena Paris, 65,000+ attendees.

RECOGNITION

Institut Choiseul

Top 40 Overseas Leaders, 2024 and 2025

National winner, Talents des Cités

Bpifrance (French Public Investment Bank), 2021

French Tech Innovation & Sustainable Business Award

2021

MOCA Talents National Award for Creative Industries

2021

TOP 100 French Guiana

IHEDN auditor

Institut des hautes études de défense nationale (French Institute for Advanced Studies in National Defence), 2023

Winner of several pitch competitions

Broadcast on France Télévisions

Bpifrance (French Public Investment Bank), French Tech and Réseau Entreprendre awards with Belpair

Finalist, Innovation Outre-mer

2023

As seen on: France 2, France 3, Brut, TV5 Monde

5 TALKS

- 01** **From French Guiana to the Accor Arena: building a brand that opens doors**
 How a brand born in France's overseas territories went on to work with the European Space Agency, Renault, Lacoste and Olympique de Marseille.
 Entrepreneurship, brand activation
- 02** **Playing with the giants: how small companies win major accounts**
 What large corporations really expect from a partner, and how to give it to them.
 Business development, partnerships
- 03** **Visible, credible, profitable: personal branding that wins deals**
 Turn visibility into real opportunities, without pretending to be someone else.
 Personal branding
- 04** **Belong before you're invited: confidence in front of decision-makers**
 Walk into the rooms nobody expected you in, and get heard.
 Confidence, leadership, inclusion
- 05** **Talking to government: advocacy, institutions and public funding**
 The levers that get public authorities to listen, and funding to follow.
 Public affairs, ecosystems

FORMATS

Keynote + Q&A

Length: 20 to 45 min

Ideal for: Conventions, offsites, trade shows

Panel or moderation

Length: 45 to 90 min

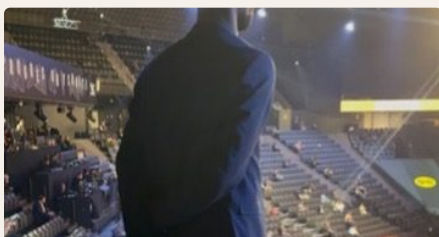
Ideal for: Events, conferences

Masterclass

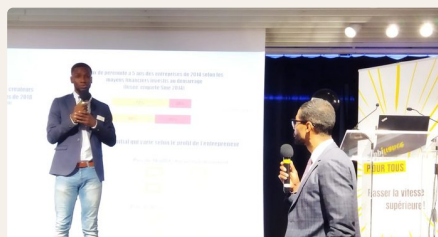
Length: Half day or full day

Ideal for: Teams, incubators, networks (pitch training available)

Every talk is tailored to your audience, your industry and your goals, after a short briefing call. Talks delivered in English or French.



Accor Arena, Bpifrance Inno Génération 2024



Conference talk with a moderator



Innovation Outre-mer

Book Axel to speak

Opening the doors of major organisations, and walking in with confidence.

Form: axelloupeda.com/en/#contact

LinkedIn: linkedin.com/in/axelloupeda

Email: ledahconsulting@gmail.com