

TAFTIE annual conference
25th May 2016



 **bpifrance**
inno
generation

May 25 & 26 • Paris

“Bpifrance Inno Generation” is a unique 24-hour event (from noon on the 25th of May to noon on the 26th of May) dedicated to Innovation. It will bring together more than **15,000 companies mainly SMEs** who will attend plenary lectures, thematic seminars, entrepreneurs pitching sessions and innovation show-rooms.

The participants will have the opportunity to be connected to the French Innovation Ecosystem – especially Technology Transfer Organization (SATT), Technical clusters, Incubators, Accelerators, Venture Capital. It will be also possible to see demonstrations such as Robots, Medical devices, Augmented and virtual reality, Electric Cars, Internet of things, 3D printing, Food and Wine – insects, baobab juice, fruit wine, wine taster...

Please note that a smart phone application will be available to contact people who are in “Bpifrance Inno Generation” and you might be interested to network with.

This year, **TAFTIE annual conference** will take place within “Bpifrance Inno Generation” and will gather about **200 participants** coming from various horizons : **innovation agencies, policymakers, entrepreneurs, investors**. Sustainable Innovation will be discussed through different angles, for instance : types of project’s needs, funding solutions and support services to new forms of innovation (process, organizational and marketing innovation related to the sustainable economy).

TAFTIE Annual Conference Agenda
Supporting all forms of innovation: towards sustainable innovation
Paris, 25 May 2016

- 1:30 pm - 1:45** Opening speech
Daniel Kaplan, Fondation Internet Nouvelle Génération (FING)
- 1:45 - 2:45** **Panel 1: Innovation New Generation for Green Growth.**
- In order to reach the ambition and targets set by governments in particular through COP21 policies (including energy transition, sustainable development, eco technologies), it has become crucial to benefit from innovation in all its forms. Moreover it is mandatory to understand how to identify, evaluate, select and support the most promising projects that could bring a breakthrough for green growth. To address these questions, two pairs - an entrepreneur along his/her supporting agency - will tell us about their experience.
- 2:45 - 3:45** **Panel 2: Going Green through Digital Transition**
- Digital transition can be seen as a catalyst that allows the transformation of eco-friendly gestures (individual level) into green industry with a systemic impact. Moreover, it enables new green businesses to increase their efficiency and growth. What do companies need for this transition? What kind of financial and non-financial support can be provided in Europe and outside Europe? The second panel will enlighten this topic and answer these questions, thanks to testimonies from Entrepreneurs, financial support providers and non-financial support services providers who will present in pairs like in the first panel.
- 3:45 - 4:00** Conclusion and policy developments at EU level
Representative of the European Commission

Besides coming to Taftie Annual Conference, you can also register to the following conferences we thought could be interesting for you and meet some entrepreneurs and institutional actors involved in Innovation. Please note that the conferences will be in **French**. Please see below for further information.

26th May	10h45 - 12h	Asia: why to go there and how to establish there?	Alain Renck, Pedro Novo
	9h - 10h30	New generation factory	Agnès Laurent Moreau,
	14h - 15h30	The silver economy markets	Marielle Mailhes, Jérémy Berthuin
	9h - 10h30	Meet Africa's entrepreneurs	Isabelle Bebear, Pedro Novo
	9h10 - 10h45	The digital transformation within SMEs	Fanny Letier, Cécile Brosset
	11h - 12h15	Cybersecurity, a promising sector for the French offer	Sébastien Montusclat
	11h - 12h15	Smart city: The energy self-sufficient building	Thomas Sennelier
	11h25-12h10	Prepare yourself to go international	Bpifrance le Lab



Asia: why to go ther and how to establish there?

This workshop will give the floor to five or six entrepreneurs and one expert. Their testimonies will aim at addressing the failures and successes of international development in Asia, as well as the techniques and means to be employed (joint-venture, creation subsidiaries, export, technological partnerships...)



New generation factory

Our industry needs to be reinvented and its digitalisation to be accelerated. It's the only way it can be inspiring. To implement such a revolution, it implies to rethink the companies' internal organisation, business model and cooperation dynamics. Four entrepreneurs from different universities will share their vision of the new generation plant and their practical experience: Why? How? What are the impacts and benefits?



The silver economy markets

The retired population is now growing rapidly. This phenomenon creates a major market opportunity and impacts as well the workforce. This workshop will first give the floor to companies who have integrated this question into their human resource strategy, and finally to those who succeeded in conquering this market. They will share their experience, success factors, advice for better targeting this market.



Meet Afrca's entrepreneurs

This workshop is aimed at discovering the French and African entrepreneurs who succeed in Africa and operate in very diverse sectors such as education, culture, environment, agrobusiness, digital market, etc. It is a new generation of brilliant entrepreneurs who set an example in Africa. They will share their experience, and this workshop is an invitation to follow their path.



The digital transformation within SMEs

Digital changes everything: our manners to consume, work, to interact within an ecosystem. Throughout testimonies, we will review the opportunities for SMEs to drive prospects, approach customers or partners digitally.



Cybersecurity, a promising sector for the French offer

Cybersecurity became a major stake for our companies as the latest attacks definitely proved. With the use of all recent digital developments, both proactive attitudes can be pursued: the development of the competitiveness of cybersecurity actors on our territory, and the awareness of all economic actors



Smart city : The energy self-sufficient building

In order to favour comfort, security and face the energetical efficiency challenge, the building sector is increasingly integrating active and passive innovations. It also becomes part of the smart grid and the smart city, as renewable energies and rationalisation of energy consumption are increasingly taken into consideration. The workshop will be conducted by entrepreneurs who have developed innovative solutions in the production, stocking and control of energy for individual and professional buildings.

25 May 2016, Paris Recommendations for Hotels

We recommend to make your reservation directly on the hotels' website rather than using booking.com or other booking portals.

All hotels are near the Metro and RER station "Paris Gare de Lyon" (direct line to Maisons Alfort) and close to Paris Bercy – the two locations of the HLM.

Hôtel Elysée Gare de Lyon ***

234 Rue de Bercy

75012 Paris

Email: contact@elyseegaredelyon.com

Hôtel Alexandrie (Best Western) ***

19 Rue d'Austerlitz

75012 Paris

Email: contact@hotel-alexandrie.com

Grand Hôtel Malher ***

5 Rue Malher

75004 Paris

Email: contact@grandhotelmalher.com

Novotel Paris Gare de Lyon ****

2 Rue Hector Malot

75012 Paris

Email: h1735@accor.com

Holiday Inn Paris - Gare de Lyon Bastille ****

11 Rue de Lyon

75012 Paris

Email: re@holidayinnparisbastille.com

Novotel Paris Bercy**** (preferential fees for BIG participants)(to be confirmed)

85 Rue de Bercy

75012 PARIS

Email: H0935@accor.com

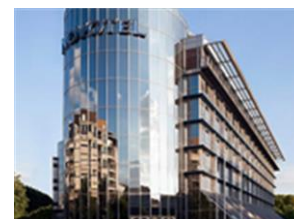
Ibis Styles Paris Bercy**** (preferential fees for BIG participants)

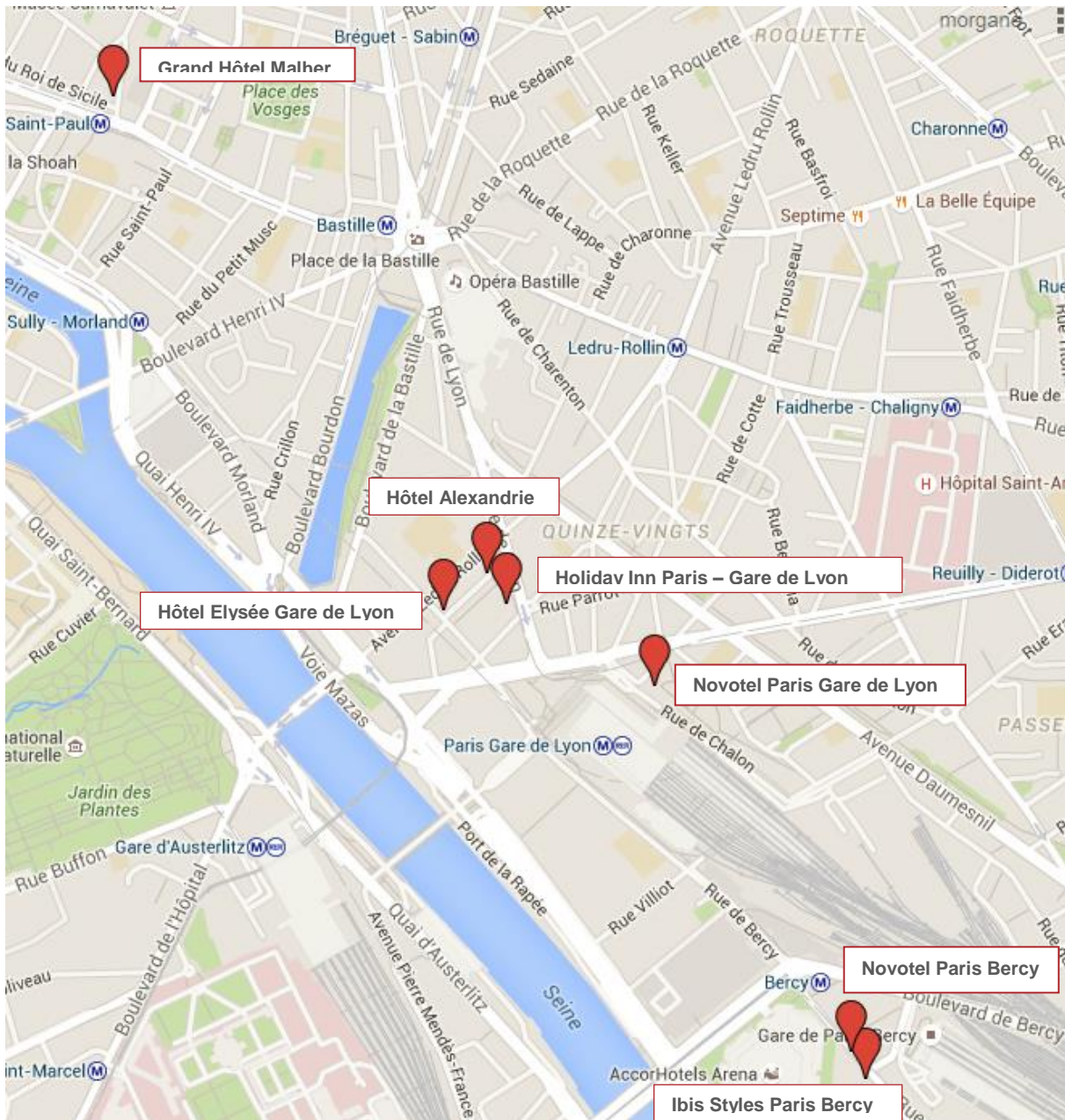
(to be confirmed)

77 Rue de Bercy

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<https://www.google.com/maps/d/edit?mid=zKjGLdh0ERu4.kmIA3kkQDrf8&usp=sharing>

Travel information

For all the participants

Click [here](#) to get reduced prices while traveling with Air France.

For companies who will pitch at the annual conference :

The company can find the air ticket & the hotel themselves and send us their information so we can buy the ticket and book the hotel for them within the limit of **800 euros per company**. The required information are: **Firstname, Name, Date of birth, Passeport number, Flight number, email address**. Please consider **Air France** preferentially.