



# DISCOVER LA FRENCH FAB HANNOVER INDUSTRY FAIR

HANNOVER MESSE 2018, 23 – 27 April

Hall 8 - Booth F-07

Our Partners:



## On the Hannover Messe *La French Fab* is connected to the world

Over the past three years, **Hannover Messe** has **embraced the shift towards *The Industry of the Future*** by dedicating exhibition halls to production line digitization and environmental efficiency technologies. France took these changes in its stride and is now **a global leader in the field**. *La French Fab* unites the French industrial ecosystem from the smallest to the largest companies, bringing together the nation's high-performance industrial base and its innovative startup scene.

**Business France will showcase the best of these technologies at Hannover Messe - from April 23 to 27, 2018 - as it will host, alongside the “*Alliance Industrie du Futur*”, a French Pavilion located in Hall 8.** The Pavilion will showcase French manufacturers' innovation and industrial expertise, as well as display French firms' creativity to build the industry of the Future.

### Key events at the Business France Pavilion

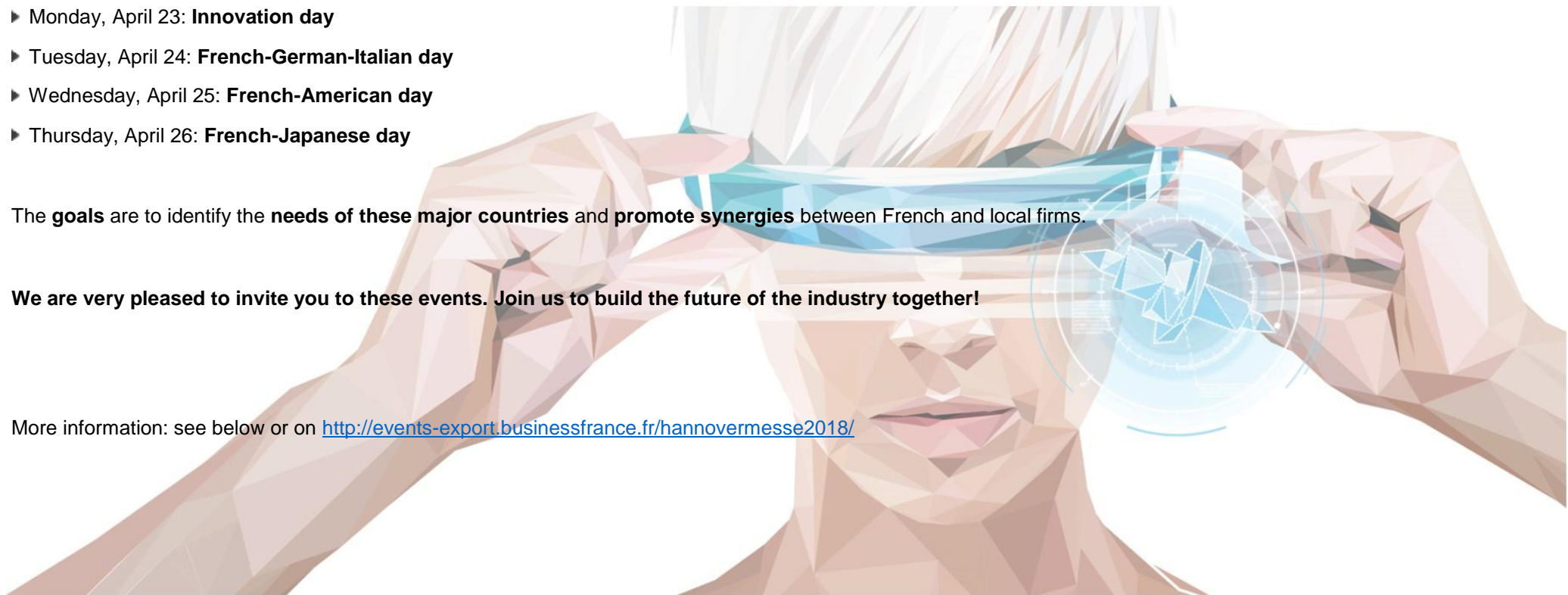
With the support of its international network, Business France is organizing **4 days of bilateral/trilateral meetings and events** with countries that have adopted a formal Industry of the Future strategy:

- ▶ Monday, April 23: **Innovation day**
- ▶ Tuesday, April 24: **French-German-Italian day**
- ▶ Wednesday, April 25: **French-American day**
- ▶ Thursday, April 26: **French-Japanese day**

The **goals** are to identify the **needs of these major countries** and **promote synergies** between French and local firms.

**We are very pleased to invite you to these events. Join us to build the future of the industry together!**

More information: see below or on <http://events-export.businessfrance.fr/hannovermesse2018/>



## ONE WEEK TO DISCOVER LA FRENCH FAB – PROGRAM

### Monday, April 23rd: Innovation Day on the French Pavilion

(Hall 8 – Booth F07)

#### 10:00 – 11:00: Guided Tour of the French Pavilion

#### 11:00 – 12:30

##### Conferences

##### *Business model innovation: inventing tomorrow's companies*

- *Innovation and French industry's digital transition*, Christina Monnoyeur, Digital Transformation Director, L'Oréal Operations
- *Listening to the new consumers for a successful digital transformation*, Florence Bailleul, VP and General Manager Aftermarket EMEA, Johnson Controls
- *Smart industrial solutions: connecting engineering, information integration and maintenance services*, Marc Eliayan, Chairman, ADF Group
- *Innovation, Services and digital for mobility*, Flora Bellina, Director, Free2Move-Berlin, startup belonging to PSA Peugeot Citroën
- *Reinvent your business model combining innovation, digital and strategy*, Jean-Rémi Gratadour, Executive Director of Digital Center, HEC Paris
- *The future of vocational training in a digital world*, Sylvaine Bruneau, French Trade Advisors' Committee Chair

Moderation: Cécile Delettré, Head of Partnership and Business Dev in Communication, Business France

#### 12:30 – 14:30

##### Networking cocktail and preview of the photography exhibit « Immersion in French industry: France in a different light »

### Tuesday, April 24th: Factory 4.0 – Trilateral colloquium

#### 9:15 – 10:15 - Hall 8 – Booth F07

##### Opening Speech

- Delphine Geny-Stephann, French State Secretary, Ministry for the Economy and Finance
- Christophe Lecourtier, CEO, Business France
- Francesco Leone, First Counsellor for Economic Affairs, Italian Embassy in Germany
- Jörn Busselmi, CEO, AHK Frankreich

##### Panel discussion: Factory 4.0 and the trilateral cooperation

- Markus Heß, German Federal Ministry for Economic Affairs and Energy (tbc)
- Julien Tognola, Head of the industry department, French Ministry for the Economy and Finance
- Matteo Pardo, Science Attaché, Italian Embassy in Germany

Moderation: Darko Sucic, Representative in Germany for the Alliance Industrie du Futur

#### 17:00 – 17:30 Registration of guests - Conference Area – Room Casablanca, Hall 19

#### 17:30 – 19:00

##### Opening remarks

- Marc Siemering, Senior VP, Industry, Energy & Logistics, Hannover Messe & CeMAT
- Prof. Dr. Emanuele Gatti, President, Italian Chamber of Commerce for Germany
- Christophe Lecourtier, CEO, Business France
- Andreas ZUEGE, General Manager, Hannover fairs international GmbH, Branch Office Italy

##### Panel discussion: Best practices of French, German & Italian companies

- Paolo Poma, CFO, Lamborghini Automobili Spa
- Giulio Pedrollo, Vice-President, Confindustria
- Thomas Rinn, Managing Director, Accenture Strategy
- Timo Bednarek, Business Unit Manager Work Station Solutions, ELABO GmbH
- Anja Moldehn, Senior Project-Manager Industrie 4.0, Phoenix Contact Electronics GmbH & Co.KG
- Florence Lang, Chairwoman, Fonderies de Sougland

Moderation: Susanne Klein, Partner, Beiten Burkhardt Rechtsanwaltsgesellschaft mbH

From 19:00 Aperitivo and networking - Conference Area – Room Casablanca, Hall 19  
**ONE WEEK TO DISCOVER LA FRENCH FAB – PROGRAM (Hall 8 – Booth F-07)**

**Wednesday, April 25<sup>th</sup>: French-American Day**

**9:15 – 10:20**

**Business breakfast – Opening conference**

- *Advanced Manufacturing in the United States*, Ian Steff, Deputy Assistant Secretary for Manufacturing, US Department of Commerce
- *The Industry of the Future*, Sawsen Ayaripouliquen, Program Management Director, Alliance Industrie du Futur
- *Industry of the Future: Evolutions and Revolutions, IIOT and AI*, Michel Huy, Director Information Software & Process Business, Rockwell Automation
- *Innovation and Industrial Dynamics: Air Liquide – Meetsys – 2B1st Consultings Use case*, Dr. Kamel Maziz, Director of Development & External Partnerships, Air Liquide with Jean-Charles Guilhem, CEO, 2B1st Consulting

**14:45 – 16:00**

**Guided Tours:** Get exposed to the technologies of the factory of the Future

- 14:45: Meeting point – French Pavilion, Hall 8 booth F07
- 15:00: Cisco/Rockwell Automation, Hall 6 booth G30
- 15:20: Dassault Systems, Hall 6 booth K30
- 15:40: Microsoft/Rockwell Automation, Hall 7 booth C40

**18:00 – 20:00: Networking cocktail**

Welcomes speech

- Presentation of the 2<sup>nd</sup> Edition of the Smart Factory Connection Tour by Business France

**Thursday, April 26<sup>th</sup>: French-Japanese Day**

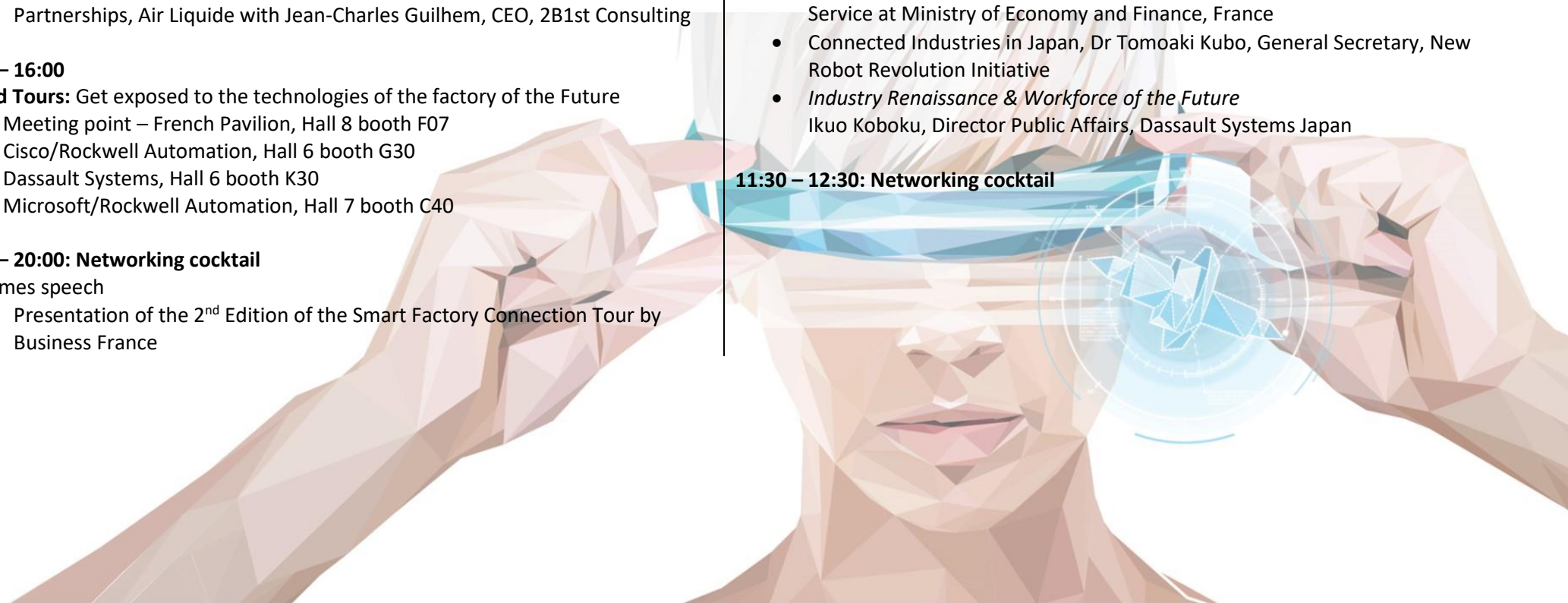
**9:30 Welcome Breakfast**

**10:00 – 11:30**

**Conference**

- *Welcome speech*, Sébastien Vicente, Head of Industry Department, Business France Tokyo
- *Connected Industries – Achievements and challenges in Japan's manufacturing IoT*, Yoji Ueda, Deputy Director-General, Manufacturing Industries Bureau, MIT
- Xavier Merlin, Head of the European and International Territorial Action Service at Ministry of Economy and Finance, France
- *Connected Industries in Japan*, Dr Tomoaki Kubo, General Secretary, New Robot Revolution Initiative
- *Industry Renaissance & Workforce of the Future*  
Ikuo Koboku, Director Public Affairs, Dassault Systems Japan

**11:30 – 12:30: Networking cocktail**



Participation form, please send it back to [eve.chapuis@businessfrance.fr](mailto:eve.chapuis@businessfrance.fr).

**Name:** \_\_\_\_\_ **First name:** \_\_\_\_\_  
**Company:** \_\_\_\_\_ **Function:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**I will come along with:**

**Name:** \_\_\_\_\_ **First name:** \_\_\_\_\_  
**Function:** \_\_\_\_\_

**I will participate in:**

|                                       |  |  |   |                          |
|---------------------------------------|--|--|---|--------------------------|
| <b>Monday, April 23th</b>             | Innovation Day: Guided Tour and Conference from 10 am to 12:30 pm                                      | <input type="checkbox"/>                             | Networking cocktail and preview of the photograph exhibit « Immersion in French industry: France in a different light » at 12:30 pm | <input type="checkbox"/> |
| <b>Tuesday, April 24<sup>th</sup></b> | Trilateral Quolloquium in the morning from 9:15 am to 10:15 am (on the French booth – Hall 8/F07)      | <input type="checkbox"/>                             | Trilateral Quolloquium in the afternoon from 5:30 pm to 7 pm with the “Aperitivo” at 7pm (Room Casablanca, Hall 19)                 | <input type="checkbox"/> |
| <b>Wednesday, April 25th</b>          | Business breakfast – Opening conference from 9:15am to 10:20 am<br>Networking cocktail from 6pm to 8pm | <input type="checkbox"/><br><input type="checkbox"/> | Guided Tour “Get exposed to the technologies of the factory of the Future” from 2:45 pm to 4 pm                                     | <input type="checkbox"/> |
| <b>Thursday, April 26th</b>           | Welcome breakfast and conference from 9:30 am to 11:30 am  | <input type="checkbox"/>                             | Networking cocktail from 11:30 to 12:30   | <input type="checkbox"/> |

**I would like to get an appointment with the following companies (please precise day and time):**

- **2B 1ST CONSULTING** – Engineering 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **ADDUP SOLUTIONS** – 3D-Printing, on \_\_\_\_\_ at \_\_\_\_\_
- **ALERT GASOIL** – Managing the fuel consumption, on \_\_\_\_\_ at \_\_\_\_\_
- **AMIRAL TECHNOLOGIES** – Predictive maintenance, on \_\_\_\_\_ at \_\_\_\_\_
- **ARENZI** – Communication solutions, on \_\_\_\_\_ at \_\_\_\_\_
- **AVN** – Logistic and process control, on \_\_\_\_\_ at \_\_\_\_\_
- **BUY MANAGER** – Industrial purchasing 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **CAILABS** – Light shaping components, on \_\_\_\_\_ at \_\_\_\_\_
- **EMC2** – Cluster, on \_\_\_\_\_ at \_\_\_\_\_

- **ESI GROUP** – Virtual Prototyping, on \_\_\_\_\_ at \_\_\_\_\_
- **FONDERIES DE SOUGLAND** – Foundry 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **GLOBAL SENSING** – Pattern recognition & embedded electronic system, on \_\_\_\_\_ at \_\_\_\_\_
- **GROUP ADF** – Engineering und maintenance 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **HYD&EAU** – Mechatronics solutions, on \_\_\_\_\_ at \_\_\_\_\_
- **INSITITUT JULES VERNE** – Research Institute, on \_\_\_\_\_ at \_\_\_\_\_
- **MONIXO** – Predictive maintenance, on \_\_\_\_\_ at \_\_\_\_\_
- **PARADE PROTECTION** – Smart safety shoes, on \_\_\_\_\_ at \_\_\_\_\_
- **PREDICT** – Predictive maintenance, on \_\_\_\_\_ at \_\_\_\_\_
- **PRODUCTYS** – MES softwares, on \_\_\_\_\_ at \_\_\_\_\_
- **PROSYST** – Engineering 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **RCUP** – Smart safety shoes, on \_\_\_\_\_ at \_\_\_\_\_
- **RH RACCORD** – Smart hydraulic connector, on \_\_\_\_\_ at \_\_\_\_\_
- **SCORTEX** – AI solutions for quality insurance, on \_\_\_\_\_ at \_\_\_\_\_
- **SODISTRA** – Air handling solutions, on \_\_\_\_\_ at \_\_\_\_\_
- **SOPHIA CONSEIL** – Engineering 4.0, on \_\_\_\_\_ at \_\_\_\_\_
- **UBIKEY** – Collaborative work, on \_\_\_\_\_ at \_\_\_\_\_
- **VISIATIV** - Creator of digital platforms, on \_\_\_\_\_ at \_\_\_\_\_
- **VISIO NERF** – Industrial vision systems, on \_\_\_\_\_ at \_\_\_\_\_

**I would like to make an appointment with a representative of Business France to get more information about the agency and its services**

**I would like to make an appointment with a representative of Business France because I have an investment project in France**

Thank you for your interest! We will get back to you as soon as possible to confirm your registration and appointments.

Eve Chapuis

Senior Trade Advisor Mechanical Engineering / Industry 4.0

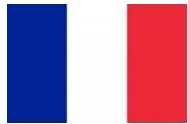
Business France in Germany

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.

Business France has 1,500 personnel, both in France and in 64 countries throughout the world, who work with a network of public- and private-sector partners.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr)

**For more information please contact:**



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