FRENCH CHAMBER OF GREAT BRITAIN
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LONDON

The Franco-British Digital Conference 2015

Date: Thursday 12 November, 08.30-17.00
Format: One-day conference
Venue: One Great George Street
Partners: French Embassy in the UK, Franco-British Council, FrenchConnect London
Key speakers: HE Ms Sylvie Bermann, French Ambassador to the UK
Axelle Lemaire, French Secretary of State for Digital Affairs
Ed Vaizey, British Minister of State for Culture and the Digital Economy

"The Franco-British Digital Challenge"
Small meets Big

A CONNECTED CONFERENCE

The Franco-British Digital Conference 2015 aims to be different from other digital conferences, the Franco-British dimension making it distinctive. What are the eco systems on both sides of the Channel?
A concrete and pragmatic approach with panels and case studies.

PURPOSE

Network, share knowledge and expertise.
Bring together major French and British digital players, large companies which are leading the way in terms of digital transformation as well as innovative start-ups.
Opportunities for all to develop their business.

TARGET AUDIENCE

Large corporates, start-ups and SMEs, officials, investors, clusters, academics, press, various actors from the digital industry.

Main sponsors: Atos, HSBC Global Banking and Markets, pwc

Supporting sponsors: LONDON & PARTNERS, TRAMONEX Transfers You Can Trust

PROGRAMME

MORNING

Moderated by Alan Rutter, Co-Founder, Clever Boxer from 08.50 to 13.00

8.50 – 9.00: Introduction by **HE Ms Sylvie Bermann**, French Ambassador to the UK and **Stephen Burgin**, Vice President of the French Chamber

9.00 – 9.30: **Axelle Lemaire**, French Secretary of State for Digital Affairs (10 min)
Ed Vaizey, British Minister of State for Culture and the Digital Economy (10 min)
On the ecosystems on both sides of the Channel
Q&A session (10 min)

9.30– 10.30: **Gerard Grech**, CEO of Tech City (10 min)
Karine Bidart, Deputy Managing Director of Paris&Co (10 min)

CASE STUDIES:
French in the UK: **Made.com**, **Julien Callede**, Co-Founder and COO (10 min)
British in France: **onefinestay**, **Greg Marsh**, Co-Founder and CEO (10 min)

Q&A session (20 min)

10.30 – 11.00: Coffee break

11.00 – 13.00: **FIRST PANEL: DIGITAL TRANSFORMATION**
Experts will be discussing Digital Transformation and its implications.

CASE STUDIES involving a large company and a start-up, followed by a Q&A session:
How to use the behaviour of the small to transform the big?
How large corporations can benefit from small businesses and start-ups?

First case study:
Jonathan Chippindale, Chief Executive of **Holition**
Tom Meggle, Managing Director UK, Ireland & South Africa, **Louis Vuitton**

Second case study:
Lionel Benbassat, Head of marketing and brand of **Eurostar**
Ekimetrics: TBC

FIRST PANEL – Speakers confirmed so far
Christophe Chazot, Head of Innovation, HSBC
Andrew Humphries, Co-Founder of The Bakery & UKTI Global Entrepreneur, Dealmaker
Pierre Peladeau, Vice President & Partner at Strategy& Digital, PwC
Tom Swanson, CDO, ATOS

13.00 – 14.00: **BUFFET LUNCH BREAK**

AFTERNOON

Moderated by Alexandre Sagakian, Co-founder & President, FrenchConnect London from 14.00 to 16.30

14.00 – 14.45: **Keynote speaker**:
Pascal Cagni, Founder of Partner C4 Ventures and former General Manager and Vice President of Apple EMEIA (15 to 25 min)
Followed by a Q&A session (15 to 20 min)

14.45 – 16.00: **SCALING UP – BECOME BIG OR JOIN BIG?**

How do investors choose the companies in which they want to invest? What are the criteria?
How do start-ups raise funds?
Why start-ups decide to scale independently (by raising more money) or be acquired (often early) to scale faster?

SECOND PANEL – Speakers confirmed so far:
Daniel Benamran, UK Country Manager, **Blablacar**
Nicolas Debock, Investor, **Balderton Capital**
Marie Ekeland, President, **France Digitale**
Frederic Rombaut, Head of Corporate Development – international, at Cisco

CASE STUDY: TBC

16.00 – 16.30: **Keynote speaker**:
Pierre Chappaz, Founder and Executive Chairman at Teads, Co-Founder of Kelkoo, Former President of Yahoo! Europe (10 to 15 min)
Followed by a Q&A session (10 to 15 min)

16.30 – 16.45: Conclusion by Alan Rutter

NETWORKING