



Presents

FRANCE SINGAPORE INNOVATION DAYS



2011

"INNOVATION FOR THE CITY OF TOMORROW"

SINGAPORE, November 2nd & 3rd 2011



ABOUT THE 2010 EVENT

In 2010, **Ubifrance** organized for the first time, the **France-Singapore Innovation Day**. The event attracted to Singapore more than 20 of the most innovative French companies.

During those 2 days, the participating companies had the opportunity to expose their products, services and technologies to a crowd of more than 100 high-level professionals, academics, researchers, and government bodies.

The mix and quality of speakers in combination with the content and structure of the event created an optimal business environment. This allowed a deep focus on specific issues related to policy, innovation and technology, creating enhanced interaction between delegates, speakers and sponsors.

Such a success convinced Ubifrance to create a second edition of this event that could soon become **a trusted business platform for the French and Singaporean innovation ecosystems**.

For more information about last year's event please visit: www.iipl.com.sg/fsid

2011 EDITION

This year, we will gather **a delegation of France's most brilliant startups with major players from Singapore's innovation and investment scene for 2 days of sharing, partnering and networking.**

Over the last decades, Singapore has emerged as a global city and the prime strategic hub for ASEAN. The dynamism of its society and its ability to attract international talents and ventures has made it a visible economic landmark worldwide.

Ubifrance's aim is to support French companies in their international development. Therefore, our team is constantly looking out for new opportunities in the countries we operate in and try our best to provide quality service in tailoring events that will create numerous business opportunities for French companies, as well as local partners and followers.

This year's edition topics have been selected with these objectives in mind and its **programme is also designed for maximum efficiency.**

Providing solutions to Singapore test-bed and future-oriented strategy

Over the last years in Singapore, we have seen quite a number of major infrastructure developments and transformations that all integrated a fair amount of technological innovations.

The forward-thinking and hard-working population of Singapore also distinguishes itself in the last global rankings as one of the most tech-savvy nation.

Most importantly, one should not ignore the numerous projects and investments from government bodies and international companies alike to make and **use Singapore as a test-bed for future living through an increased use of new technologies** from the usage of individuals to the mechanisms of complex organizations and structures.

This year's edition aims to reflect these strong trends, via the tailored workshops below:

"INNOVATION FOR THE CITY OF TOMORROW"

This subject will be divided into three themed workshops to enable specialists' discussions.

Workshop 1: Smart buildings

Systems for improved efficiency and sustainability of buildings and energy management.

Workshop 2: Interactive Digital Imaging & Media

3D & animation, holograms & augmented reality, new displays and devices.

Workshop 3: Mobile and Connected Solutions

Mobile & web-based products and services for the citizens and businesses of tomorrow.

France - Singapore Innovation Days 2011

« INNOVATION FOR THE CITY OF TOMORROW »

EVENT PROGRAM AS PER 05/09/11 (CONFIDENTIAL)

(Confirmed speakers are underlined)

DAY 1 – Wednesday, November 2nd – Venue: Novotel Clarke Quay

Morning (attending French companies only, session held in French language)

MC: Mr Thomas VIAL, Senior trade Advisor, New Technologies, Innovation and Services, UBIFRANCE

- **9.00 – 9.30 AM:** Registration and breakfast
- **9.30 – 9.45 : Welcome address and presentation of Singapore**
Mr Michel CYWINSKI, Country Director, UBIFRANCE
Mr Patrick MOLLE, Director, EM LYON Business School
- **9.45 – 10.00 : Business opportunities in Singapore**
Mr Joseph TAY, Senior Officer, Urban Solutions, ECONOMIC DEVELOPMENT BOARD
- **10.10 – 10.50: Insights on Singapore business culture**
Mrs Catherine CLAUDEPIERRE, Managing Director, CROSS CULTURE LINK
Mr Boon Chye LIM, Consultant, EXCELLE Consulting Pte Ltd
- **10.50 – 11.20: Legal and company incorporation advices for Singapore**
Mrs Priscille GREMEAUD, Lawyer, DS AVOCATS
- **11.20 – 11.40 : Testimonies of french « success stories » in Singapore**
Mr Eric VOISIN, Managing director, ALIOSCOPY (en cours)
Mr Sébastien GUILLAUD, Managing Director, SOFT VENTURE

12.00 – 13.30 : Lunch break

Afternoon (opened to invited professionals, registered guests only and sponsors)

MC: Mr Thibaut HUMBERT, Trade Advisor, New Technologies, Innovation and Services, UBIFRANCE

Opening ceremony

- **1.30 – 2.00 PM :** Registration
- **2.00 – 2.15: Opening ceremony of France Singapore innovation Days 2011**
His Excellency the Ambassador of France in Singapore Mr Olivier CARON
Mr Michel CYWINSKI, French Trade Commissioner, UBIFRANCE
Mr Kelvin Lai, Deputy Director for the Biomedical Sciences group and former regional director for Europe, ECONOMIC DEVELOPMENT BOARD
- **2.15 – 2.30: Examples of bilateral collaboration for research and innovation**
Mr Walid BENZARTI, Attaché for Science and Higher Education, Embassy of France in Singapore
Mr Alain DUPUIS, Research Team Leader, EADS IW
Mr Daniel RACOCEANU, Director and Associate professor, CNRS-IPAL
- **2.30 – 2:50 : Stimulating innovation in France and Singapore**
Mr Andrew KHAW, Senior Director Industry Development, Infocomm Development Authority, IDA
M. Jean-Bernard GRAMUNT, International Senior Manager and ICT cluster Expert, Ministry of Economy, Industry and Employment, France
Mr Eric TAINSH, Department of International Relations, OSEO
Success story: Mr Bruno BONNELL, Founder of INFOGRAMES

DAY 1 – Wednesday, November 2nd ; Workshop 3: Efficient buildings

The Government of Singapore has gone into high gear to encourage the local construction industry to adopt green features in their projects. The market potential for technologies, systems and equipment, used in the construction of environmentally sustainable buildings (green buildings), is becoming stronger.

- **3.00** : Welcome address (by UbiFrance and the sponsors)
- **3.30** : Clusters and building projects in France and Singapore

4.00 – 4.40

Keynote F1

Keynote S1

Keynote F2

Q&A

INNOVATION KEYNOTES – SESSION 1

French company 1

Singaporean company/project

French company 2

Attendance, Companies F1, S1 & F2

- **4.40 – 5.00** : Tea Break
- **5.00– 5.40** : Panel: The current state of a green building & the challenges and solutions (moderated by the sponsors).

4.50 – 5.30

Keynote F3

Keynote S2

Keynote F4

Keynote F5

Q&A

INNOVATION KEYNOTES – SESSION 2

French company 3

Singaporean company 2/project

French company 4

French company 5

Attendance, Companies F3, S2 & F4 & F5

- **5.40**: Closing comments
- **7.00** : **Networking cocktail**

Attendance

Authorities & Companies: Building Construction Authority (BCA), City Developments Limited, Economic Development Board (EDB), Energy Market Authority (EMA), Housing Development Board (HDB), International Enterprise Singapore (IE Singapore), Jurong Town Corporation, Keppel Land, Sembcorp, Singapore Green Building Council, UE Square, Urban Redevelopment Authority (URA)....

France - Singapore Innovation Days 2011

« INNOVATION FOR THE CITY OF TOMORROW »

DAY 2 – Thursday, November 3rd

Morning

- 9.00 – 12.00 : Visit of Clean Energy Expo with BtoB meeting with companies from the Singapore Pavilion

12.15 – 1.15: Lunch break (not included)

Afternoon

- 2.00 – 5.00 : B to B meetings

7.30 – 9.30 PM: Closing dinner

Venue: Restaurant IndoChine Waterfront (to be confirmed)

Institution & event partners & sponsors

Guests of Ubifrance from the French-Singaporean business community

Attending French companies

Ubifrance Team

PACKAGE	TOTAL VALUE	STATE SUBSIDY (to be deducted)	SPECIAL TRAVEL ALLOWANCE (to be deducted)	TOTAL AMOUNT
France Singapore Innovation Days				
	2740 €	740 €	800 €	1200 €
<i>This price includes: the above programme, group visits, group lunch and networking events as indicated in the programme for one person only. Extra participant will be charged to a rate at 250 €.</i>				
<i>But does not include: taxes, international airport transfer, lodging, visa fees and individual meals.</i>				

The France- Singapore Innovation Days is a multi-sector initiative of
Ubifrance, the French agency for international business development

Contact: estelle.david@ubifrance.fr



French Trade Commission – UBIFRANCE

Embassy of France in Singapore

101-103 Cluny Park Road, Singapore 259595

Tel: +65 6880 7868 - Fax: +65 6880 7863

More information about Ubifrance Singapore on our blog:

www.ubifrance.com/sg