

## Innovation Centers at the World Investment Conference

>> Information Kit for Clusters / Innovation Centers

### I. Overview

The World Investment Conference (WIC) is pleased to invite leading innovation clusters/centers from around the world for its upcoming eighth 2010 event in La Baule, France. This annual event gathers top-tier business leaders, investors, innovators, international press and public officials together, in an effort to stimulate global economic growth, forge partnerships, influence trends, share best practices, to spur innovation and trade.

WIC's unparalleled event offers access to global leaders and influencers to showcase regional innovative cluster's, technologies, companies, talent, and thought leadership; to foster partnerships, regional expansion, funding and awareness.

The WIC has won worldwide recognition as the only premier forum to fully leverage businesses, technologies, investments and policies as the key drivers towards economic growth amongst key influencers. Since 2003, more than 5,000 influential leaders have attended this exclusive conference.

This year, WIC will select 12 leading innovation clusters from around the world to present. Leading start-ups from the 12 clusters are invited to speak and offer thought leadership, with an opportunity to showcase their unique technology and business in front of global business leaders, policy makers, investors and international media representatives.

Don't miss this opportunity to be selected as potential innovation center for your region, please apply by February 26<sup>th</sup>, 2010 at [www.labaulewic.org/clusters](http://www.labaulewic.org/clusters).



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## II. Value Proposition

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Benefits for Innovation Centers:



The Innovation Symposium at the World Investment Conference will feature 12 of the best Clusters / Innovation Centers from around the world.

### **Speaking opportunity**

The Innovation Symposium features three 40-min Innovation Center panels. The moderator will discuss with the 4 Center's Presidents in each panel, best practices, trends, policies and best initiatives to spur innovation and competitiveness.

### **Exhibitor's Booth**

The Innovation Center will have a dedicated exhibition booth in the conference center.

### **Company Benefits**

Each Innovation Center can present up to five companies. Companies will receive the following benefits:

- **Presentation**

Each presenting company has 8 minutes to present itself to the conference attendees and discuss the market opportunity they are addressing.

- **Exhibition Space**

The exhibition space within the Innovation Center's booth gives the opportunity for attendees to easily locate presenting companies of interest. The set-up encourages dynamic high-level networking. Ideal location for journalists to interview with the presenting company CEOs and discover new technologies. The showroom is accessible to all World Investment Conference attendees.

### III. Preliminary Agenda Snapshot

For the most updated detailed agenda, please visit <http://www.labaulewic.org>

#### WEDNESDAY, JUNE 2, 2010

12:30 - 2:00pm	Buffet Lunch & Registration				
2.00 - 2.15pm	Opening Keynote Speaker – Jim Turley, Chairman and CEO, Ernst & Young				
2.15 - 3.40pm	Greg Ericksen, Ernst and Young introducing today’s 2010 global growth champions				
3.40 - 4.00pm	Networking break				
4.00 - 7.30pm	Kristina Messdaghi, Avise Partners introducing tomorrow’s growth champions - today				
	<table border="0"> <tr> <td>▶ Track 1</td> <td>▶ Track 2</td> <td>▶ Track 3</td> <td>▶ Track 4</td> </tr> </table>	▶ Track 1	▶ Track 2	▶ Track 3	▶ Track 4
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7.30 - 8.30pm	Opening Debate				
8.30 - 9.00pm	Cocktail				
9.00 - 11.00pm	Gala Dinner				

#### THURSDAY, JUNE 3, 2010

8.30 - 8.35am	Welcome			
8.35 - 9.00am	Opening Session “Attractiveness on the move” – Presentation of Ernst & Young’s Attractiveness Survey			
9.00 - 10.00am	Debate: The changing patterns of FDI; Competition among countries; Post-crisis opportunities; Focus on key growth sectors			
10.00 - 10.30am	Networking break			
10.30 - 12.15pm	<table border="0"> <tr> <td>▶ Symposium 1: Government as an entrepreneur</td> <td>▶ Symposium 2: Cleantechs: can early awareness turn into business</td> <td>▶ Symposium 3: Sustainable health: is Europe’s health model a global business model?</td> </tr> </table>	▶ Symposium 1: Government as an entrepreneur	▶ Symposium 2: Cleantechs: can early awareness turn into business	▶ Symposium 3: Sustainable health: is Europe’s health model a global business model?
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12.30 - 2.00pm	Informal lunch and networking			
2.00 - 4.00pm	<table border="0"> <tr> <td>▶ Symposium 4: European Innovation Ecosystem</td> <td>▶ Symposium 5: Predictable environment (IPR)</td> <td>▶ Symposium 6: Infrastructures for empowering economic growth</td> </tr> </table>	▶ Symposium 4: European Innovation Ecosystem	▶ Symposium 5: Predictable environment (IPR)	▶ Symposium 6: Infrastructures for empowering economic growth
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4.30 - 6.30pm	Plenary session and keynote speeches Proposals to politicians to improve European attractiveness The perception of Europe by high-growth economic powers (India, China)			
7.00 - 8.30pm	Beach cocktail			
8.30pm	Inter-cultural dinner			

#### FRIDAY, JUNE 4, 2010

8.00 - 8.20am	Opening Keynote Speaker
8.20 - 9.00am	Innovation clusters from around the World – Panel 1
9.00 - 9.40am	Innovation clusters from around the World – Panel 2
9.40 - 10.20am	Innovation clusters from around the World – Panel 3
10.20 - 10.50am	Networking Break
10.50 - 11.30am	Regional Ambassadors – Panel 1
11.30 - 12.10pm	Regional Ambassadors – Panel 2
12.10 - 12.30pm	Closing Keynote
12.30pm	Closing Lunch

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## IV. Participating Audience

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For over 7 years, WIC participants include the following:



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## V. Media Coverage

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More than 70 journalists join the event every year. The World Investment Conference is covered live by CNBC Europe. Please find below a subset of the press organizations covering the event:

AFP  
Associated Press  
BFM  
Bloomberg  
Bloomberg TV  
Capitalisme durable  
Cités Numériques  
CNBC Europe  
Dow Jones  
Euronews  
France Bleu Loire  
France Info

France Inter  
Financial Times  
FT Deutschland  
Inter régions  
I-Télé - Canal Plus  
Journal des entreprises  
La Croix  
La Tribune  
Le Figaro  
Le Journal du dimanche  
LCI  
L'économiste maghrébin

Les Echos  
M6  
Media.Link  
Ouest France Nantes  
Oxford Intelligence  
Public Broadcasting  
Service  
Reuters  
Time Magazine  
Times  
Usine nouvelle

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## VI. Participation Benefits and Fee

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The participation package for Innovation Centers are designed to provide exclusive visibility and maximize the interaction of the Center's presenting companies with the right delegates who can concretely help them expand or accelerate their business in Europe. This format has proven to be productive in generating tangible business deals, partnerships and investments for private companies.

<b>Innovation Centers Participation Package</b>
<ul style="list-style-type: none"><li>• Speaking opportunity on a panel for the President of the Innovation Center</li><li>• 2 conference passes for the President and an additional administrative member of the Innovation Center</li><li>• Exhibitor's booth (8 x 4 meters) in the Conference Center</li><li>• Presentation of 5 companies from the Innovation Center with for each:<ul style="list-style-type: none"><li>- 8-min presentation</li><li>- Exhibition Space in the Innovation Center's Booth</li><li>- 1 conference pass for the CEO of the company</li></ul></li></ul>
<b>20 000 EUR</b>

Additional conference passes can be obtained at the regular price of 2000 EUR.

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## VII. About the Organizer

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The World Investment Conference - La Baule is organized by the World Investment Conferences Company. It is an independent organization, bringing together global stakeholders in business, technology, investments and policies, to impact world economic growth in key regions. (Europe, Asia, Americas).

The World Investment Conferences Company benefits from the support of the Europe+ Foundation, think-tank providing recommendations on attractiveness and competitiveness policies to the European Commission.

The Europe+ Foundation was set up by Ernst & Young and the PGA Group and is jointly presided by Patrick Gounelle, CEO, Ernst & Young, France and Southern Europe, and Pierre Guénant, Chairman of PGA Group.

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## VIII. Testimonials

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*« Today our workforce has no distinct nationality all the way to the top. In other words, the top 20 managers in Schlumberger come from 14 different nationalities. But the only way under those circumstances that you can maintain a consistent standard across the world is by moving people around. And if you want to operate a totally international workforce, tolerance of differences is the first thing that you have to overcome »*

**Andrew Gould - CEO of Schlumberger**

*« I agree with the commissioner Potocnik when he talked about more money coming from the E.U. level and with Dominique de Villepin when he said to the Financial Times that Europe is becoming the testing ground for a new political, economic and social set of ideas and that we need to let Europe speak out »*

**Simon Hobbs - CNBC Europe**

*« Europe has been strategic to the growth of GE. I know it's unfashionable to say that you can be successful in Europe, but we can be successful in Europe. This is still one of the biggest markets in the world: 500-600 million consumers, with an ever evolving population base. We've invested 20 billion dollars in Europe over the 15 years. So we view this as being a key market for us »*

**Jeffrey Immelt - Chairman of the board and CEO of GE**

*« I'd like to talk about the offshoring of knowledge workers. When you visit places like Bangalore in India you have to be impressed by the low cost of the labour there as well as the extraordinary skills that exist. Carlson Wagonlit Travel is a company with 13,000 employees around the world. So does that mean that our future is to move these 13,000 jobs to India, China or Morocco? The answer is only marginally yes. So it's good news for Europe »*

**Hubert Joly - President & CEO Worldwide of Carlson Wagonlit**

*« Students must be encouraged and public authorities must ensure the highest quality education, particularly in engineering. In Germany, 30,000 engineers will retire in the coming years, while the country will only produce 20,000 »* Dr **Edward G. Krubasik - Executive Vice President of Siemens AG**

