

THE LARGEST INTERNATIONAL GATHERING OF FRENCH CEOS

2nd Worldwide CCE Symposium



Miami, May 7 & 8, 2015

" VISION 2025: "

Implications for our global community

The stakes and challenges of international business

Under the High Patronage of and in the presence of

Mr. Laurent Fabius

Minister of Foreign Affairs

And International Development



Presentation



Liberté • Égalité • Fraternité

RÉPUBLIQUE FRANÇAISE

ORGANIZED BY



THE FOREIGN TRADE ADVISORS OF FRANCE

WITH THE SUPPORT OF



bpifrance



PROMINENT PARTICIPANTS



WITH THE PARTICIPATION OF:

Several hundreds CEOs from **50 different countries** as well as **numerous world political and business leaders** already confirmed, such as:

- **Laurent FABIUS**, French Minister of Foreign Affairs and International Development
- **Pascal LAMY**, former Director General of the WTC
- **General PETRAEUS**, former head of the CIA, chairman of the KKR Global Institute
- **Charles RIVKIN**, US Assistant Secretary of State
- **German Vargas LLEGAS**, Vice-president of Colombia (being confirmed)
- **Paulo PORTAS**, Vice Prime Minister of Portugal
- The main **French ambassadors in the Americas** (North & South)
among whom, H.E. **Gérard ARAUD**, Ambassador of France in the United States

- **Fred SMITH**, founder & Chairman of **Fedex**
- **Adam GOLDSTEIN**, President & COO of **Royal Caribbean cruises**
- **Hubert JOLY**, CEO of **Best Buy**
- **Frédéric GAGEY**, Chairman & CEO of **Air France**
- **Clara GAYMARD**, President **G.E France**, and VP **G.E International**
- **Claude IMAUVEN**, Président of **St Gobain Construction**
- **Serge DUMONT**, Vice Chairman of **OMNICOM GROUP**
- **Andrew ZIMMERMAN**, President & CEO of **Frog Design**

- **Alain BENTÉJAC**, , President of the National Committee of the Foreign Trade Advisors of France
- **Muriel PÉNICAUD**, Ambassador at large for International Investments in France, Director General of Business France
- **François GENDRON**, Président of the International Chambers of Commerce and Industry
- **Alain RENCK**, International Direction of BPI France
-and many others.

THE FOREIGN TRADE ADVISORS OF FRANCE



- For 115 years, the CCE have been volunteering their experience to support the French economic presence in the world by advising France's government agencies, transmitting their expertise to businesses, particularly Small & Medium size Enterprises (SMEs) which they sponsor in their international development, and meeting young graduates to guide them toward international careers.
- The CCE organization boasts over 4,000 members in 145 countries (2/3 abroad, 1/3 in France).
- All appointed by a Decree of France's Prime Minister, these business men and women are chosen for their expertise and international experience. The previous edition of the CCE Global Symposium gained an unprecedented success by gathering more than 600 French managers of small, medium and big companies from 50 different countries, making it the largest assembly of French business leaders to ever take place outside France.



THE SYMPOSIUM IN SHORT



Main Theme

VISION 2025:

Implications for our global community
The stakes and challenges of international business

- Future economic demographic, social and political trends as well as consumer behaviors and new distribution channels
- The connected world , the sharing economy, the future of the planet , robotics and big data.
- The world main economic areas and markets for 2025

Participants

Several hundreds participants are expected: Business owners and senior executives of French companies abroad, France-based SMEs seeking to expand internationally, international political and economic stakeholders, speakers and high level opinion leaders from around the world.

Background

Since 2010 the Symposium has grown to become a major worldwide event. It will gather several hundreds participants in 2015 from at least 50 different countries.

Location



Miami, Florida

One of the largest American cities, Miami is unequivocally a major economic hub. Over the past 10 years, Miami has chosen to develop a multi-industry growing strategy. International Trade, Finance, Construction and Real Estate, Technologies, Healthcare, Aerospace, Hospitality are among the top industries. Over 1200 global firms have chosen to establish their Headquarters close to the 2nd largest international passenger airport of the country and the 1st US International Freight airport.

Venue

Hotel Eden Roc Resort

4525 Collins Avenue, Miami Beach, FL 33140, USA

Recently fully renovated with a mix of Art Deco flavor and upscale design, this legendary landmark hotel belongs to Miami Beach history. The Eden Roc is ideally located on the prestigious “Millionaire’s Row”, with breathtaking views and direct access to the beach, close to South Beach restaurants and shopping strip, 15minutes from MIA and 40 minutes from Fort Lauderdale international.



**A GLOBAL BUSINESS FORUM ON FUTURE TRENDS AND ISSUES,
BEST PRACTICES, GLOBALIZATION,
BUT ALSO AND MOSTLY AN EXCEPTIONNAL NETWORKING EVENT**

***"THE"* EVENT TO STRENGTHEN YOUR GLOBAL REACH
AND BE READY FOR THE FUTURE !**

A UNIQUE INTERNATIONAL NETWORKING PLATFORM: An exceptional forum for business men and women leaders who operate globally, want to learn from others' experiences, as well as share their own, their "best practices" and develop their network of partners, suppliers and customers. A unique opportunity to meet with the powerful CCE global community.

A UNIQUE ECONOMIC DIPLOMACY OPPORTUNITY:

A MEETING WITH THE FRENCH AMBASSADORS OF THE MAIN COUNTRIES IN THE AMERICAS:

a perfect platform to interact with them and establish bridges.

A GLOBAL BUSINESS FORUM highlighting and analyzing future trends and issues, their impacts on the international development of businesses, and offering exceptional networking opportunities with a unique collection of French, American and international leaders.

A FORUM IN WHICH 100 SMEs WILL ALSO BE PARTICIPATING, with the ambition to expand internationally. A perfect opportunity for them to meet CCEs from all over the world and benefit from their coaching and mentoring.

**A GLOBAL BUSINESS FORUM ON FUTURE TRENDS AND ISSUES,
BEST PRACTICES, GLOBALIZATION,
BUT ALSO AND MOSTLY AN EXCEPTIONNAL NETWORKING EVENT**

SPEED NETWORKING:

An innovative method to optimize your networking options

At the time of registration, you will have the opportunity to indicate whether you wish to participate in this new form of “fast” networking concept by meeting participants based on the criteria of your choice during several 5 minutes sessions.

**A NEW GENERATION APP
FOR NETWORKING AT THE SYMPOSIUM**

In an effort to bring to the Symposium’s participants new useful tools, we have selected a new App developed by a dynamic French start up.
A spectacular networking tool, for both IOS or Android, this App will allow you to “elegantly” and simply interact with the other participants.

It is entirely dedicated to the Symposium, and will also allow you to access numerous information such as the program, the speakers’ biographies, and other presentation documents.

Preview of the 2015 World Symposium

Video produced from a french TV report,
with some of the images of
the 1st World Symposium in 2012

<http://youtu.be/iPflo5GGCWA>



A rich program



Plenary Sessions and Breakout Panels :

- 1 - **Future Tech trends**, global demographic changes, new consumer behaviors (Generation Z), evolution of distribution
- 2 - **Innovation; Internet of Things, the sharing economy**, smart city, robotics, Impact of technology and the new connected world, on business.
- 3 - **Big Data**: its influence on world commerce, use of and privacy issues, business of tracking individuals
- 4 - **People, Planet, Profit, The triple bottom line**: Social Consciousness and its impact and challenges on Business .
- 5 - **Asia**: Still a land of opportunity? Success and challenges
- 6 - **Latin America** :A strong potential with its own set of challenges
- 7 - **Attractiveness of France**: how to better sell it
- 8 - **Economic Diplomacy** : How to use it as a great tool to help us grow
- 9 - **4 SME panels** on how to penetrate the US market

SME Workshops:

Several workshops specifically tailored for the 100 Small and Medium size Enterprises selected to be a part of the Symposium, with the objective to coach them and mentor them in their international expansion, mainly in the North and South American markets, but globally as well.

Speed Networking:

Three 30 min. speed networking sessions (meeting with 5 people in each session)..

Online pre-registration available.



AGENDA OVERVIEW

Wednesday



Check in

One on One
Meetings

Welcome
Cocktail
Reception

Thursday

Breakfast

Opening

Plenary
Sessions

Breakout
panels

SME
workshops

Luncheon

Plenary
Sessions

One on One
Meetings

Breakout
panels

GALA
Dinner

Friday

Breakfast

Plenary
Sessions

Breakout
Panels

SME
Workshops

One on One
Meetings

Luncheon

Plenary
Sessions

SME
Workshops

Recap and
Conclusion

Closing
Cocktail
Reception

REGISTRATION



Registering to the Symposium and booking your hotel room can now be done online on the Symposium website:

<http://symposium2015.cnccef.org>

CAUTION: The Symposium registration is entirely separate from the booking of your hotel room, which must be made directly with the hotel (but can be done online through a link found on our website).

You must also make your own travel arrangements but you can benefit from special Symposium discounts on the 20 SkyTeam airlines (see section "Information about your trip" hereunder)

For further information, please contact the organizers of the Symposium
symposium2015@cnccef.org

Included in your registration:

- Participation in all of the Symposium's conferences during two days
- The opening cocktail (Wednesday evening)
- Two breakfasts
- Two lunches
- All coffee breaks
- Gala dinner (Thursday evening)
- The closing cocktail party (Friday night).

It does not include your hotel or your transportation.

Registration fees

REGISTRATION AS :

**FOREIGN TRADE ADVISORS OF FRANCE,
REPRESENTATIVES OF THE FRENCH ADMINISTRATION,
BUSINESS FRANCE, BPI, FACC, THE INTERNATIONAL CHAMBER OF
COMMERCE, AND OTHER PARTICIPANTS REFERRED /SPONSORED
BY A MEMBER OF ANY OF THE AFORE MENTIONED ORGANIZATIONS**

*Prices may vary slightly at time of registration due to
exchange rate fluctuation.*

600\$/550€

OTHER PARTICIPANTS NOT REFERRED/SPONSORED SPOUSES

Symposium participants are welcome to invite their spouse / partner at the gala dinner and opening and closing cocktails for a fee of \$ 350 / € 315 (covering all three events).

Breakfasts, lunches and conferences are not open to spouses or partners unless they are registered separately at the Symposium as participants.

If other members of your organization wish to attend the Symposium, they must each complete a separate registration form.

850\$/770€

ACCOMODATIONS

The 2015 Symposium will be held at the conference center of the Eden Roc Hotel in Miami Beach. You are offered a choice of two hotels for your accommodation: **The Eden Roc**

Eden Roc Miami Beach



Overlooking the city of Miami Beach, on prestigious Millionaire's Row, this treasure of local art deco architecture has experienced a renaissance with its recent \$ 220 million renovation. The iconic style of the hotel has been kept while incorporating a modern and elegant architecture. With the creation of the tower overlooking the ocean, you can see a beautiful view of Miami Beach in spacious rooms, suites and luxury bungalows. It is also ideally located just 15 minutes from Miami International Airport and 40 minutes from Fort Lauderdale.

4525 Collins Avenue, Miami Beach, Florida 33140 USA -Telephone: +1 305-531-0000



Remember that booking your room is not included in your registration to the Symposium.

Therefore, you must reserve your room separately. We recommend that you book your room as soon as possible because the number of rooms at the negotiated rates is limited, and the month of May is a popular season in Miami.

Book a standard room at The Eden Roc Hotel on the Symposium website after you have completed your registration

Special CCE rate:

\$269 + taxes

Be sure to mention the special "CCE" code when booking, to qualify for this rate which also includes the \$21 "resort fee" which the hotel charges as a supplement over its rates.

Suites also have a special CCE rate based on a "first come, first served."

Executive Junior Suite

\$371 + taxes

Ocean Front Suite – Legendary Tower

\$421 + taxes

Ocean Front Suite – Legendary Tower

\$471 + taxes

ACCOMODATIONS

EXTEND YOUR STAY

Extend your stay

Depending on availability, the special CCE rates may be granted if you wish to extend your stay in the hotel for the weekend or enjoy the city up to 3 days before the symposium and 3 days after.

Parking

Parking rates are about \$ 35 a night. You also have the option of using the open public parking lot located between the two hotels, with timestamps payment by card, cash or phone payments.



INFORMATION ABOUT YOUR TRIP



SPECIAL AIRLINES DISCOUNT FOR THE SYMPOSIUM WITH the 20 SKYTEAM AIRLINES, the Event's Official Airlines Network (Air France / Delta / KLM / Alitalia / China Airlines /AeroMexico ...):

Enjoy discounts of up to 15% on available fares with **SKYTEAM AIRLINES**, by booking directly with SKYTEAM on the following link:

<http://res.skyteam.com/Search/promoDefault.aspx?vendor=sky&promocode=2807S>

or with your IATA approved travel agency, by using the following code : **2807S**

Visas

Please check visa requirements or exemptions on the website of the US Embassy in your country. Do not forget to also fill the electronic travel authorization that is also accessible online.

ESTA is mandatory, even if you do not need a visa.

Airports

Miami Beach is accessible from two international airports:

- ❖ **Miami (MIA)** is located 15 minutes from the hotel.
Taxi: approximately \$45. Shared shuttle: \$22
- ❖ **Fort Lauderdale (FFL)** is located 40 minutes from the hotel. Taxi: approximately \$80.
PMV: about \$90. Shared shuttle: about \$21

Both airports offer a wide choice of daily flights from Europe and Latin America, as well as connecting flights in the United States from Africa and Asia.



Local transportation

Transportation to the gala dinner and cocktail reception will be provided by the Symposium Organization.

Shuttles connecting Miami Beach to major shopping centers are available.

We invite you to contact the hotel for more information.

Eden Roc Renaissance Hotel Concierge

Phone: 305-674-5554

Email: edenroc.concierge@renaissancehotels.com

ADDITIONAL INFORMATION



LANGUAGES USED DURING THE SYMPOSIUM:

French is the official language of the Symposium but a very large number (if not the majority) of speeches and panels, will be in English.

DRESS CODE

The Symposium is a convivial event perfectly in line with the relaxed atmosphere of Miami Beach. The dress code during the Symposium is "Business casual". Therefore, jacket or suit are OK, but ties are not "authorized".

Gala Dinner: Business attire required. Cocktail dresses and tuxedos are more than welcome, but not required.



BADGES

Badges and invitations to the gala dinner will be provided onsite during registration.



YOUR CONTACTS

2^{ème} Symposium
Mondial CCE



Miami, 7 & 8 Mai 2015



Paul Bensabat
President, North American Committee
& President North East US chapter
+1 917 544-3444
pbensabat@saveurfood.com

Alain Lellouche
Vice President, North American Committee
& President Canadian chapter
+1 514 844-2874
alain@jalinar.ca

Jean-Michel Caffin
Vice president, North American Committee
& President Florida & Caribbean chapter
+1 786 427-6057
jmcaffin@gmail.com



Marie-Jeanne Derouin
General Manager CNCCEF
+33 (0)1 53 83 92 94
mjderouin@cnccef.org

Stéphane Boulet
Africa, CIS, Middle East, North America
Senior Project Manager
+33 (0) 1 53 83 92 68
sboulet@cnccef.org



EVENT MANAGEMENT

Rod Kukurudz
FRENCH TOUCH EVENTS
+1 305 613 1250
Rod@CitizenEvents.com



SPONSORS



Platinum



French Business Network
Supporting Your Global Business



AIRFRANCE 



WellAway®

SPONSORS



Gold



redefining / standards®



Silver



ALTOUR

