



2nd Worldwide CCE Symposium



Miami, May 7 & 8, 2015

PROGRAM

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of

Mr. Laurent FABIUS
*Minister of Foreign Affairs
& International Development*



Organized by



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Wednesday, May 6, 2015 - PM

5.00 | **Participants registration**
8.00 (Ocean Tower)

8.00 | Welcome Cocktail (Ocean Garden, Eden Roc Hotel)
10.00

Thursday, May 7, 2015

7.00 | **Participants registration**

7.00 | Welcome Breakfast (Ocean Garden)
8.00

8.15 | **OPENING OF THE SYMPOSIUM** (*Ocean Tower II – level 2*)

9.00 Welcome address & presentation of the Symposium
Paul Bensabat | President of the **North American Committee of the Foreign Trade Advisors of France**

Opening by **Alain Bentéjac** | President of the **CCE National Committee**

9.00 | **Vision 2025: World trade is no longer what it was** (*In French*)

9.30 **Pascal Lamy** | Former Director General of the
World Trade Organization (WTO)
& Chairman Emeritus of the Institut Jacques Delors.

Interview by : **Charlotte Raab** | **Agence France Presse (AFP)**

9.30 | **Economic, demographic and social trends**
10.00 **in the next 25 years** (*In English*)

Richard Dobbs | Director , McKinsey Global Institute

10.00 |
10.45

PANEL 1 : Internet Revolution : 2nd Generation
The Internet of Things (IoT) *(In English)*

➤ **Speakers :**

[William Ruh](#) | Vice President of General Electric Software
[Chris O'Connor](#) | Vice President, Internet of Things Offerings, IBM

➤ **Moderator :**

[Adam Gross](#) | Chief Marketing Officer : JEGI

10.45 |
11.15

Pause/Networking

11.15 |
12.15

PANEL 2 : Smart Cities , "Augmented life style" *(In French)*

➤ **Speakers :**

[Philippe Letellier](#) | Vice Chairman Eureka - ITEA program

[Ziad Abou](#) | Vice President 3D Systems
& General Manager Quickparts Solutions Global

[Alexandre Pebereau](#) | CEO, Orange Network Carriers

[Isabelle Estebe](#) | Director Global Affairs, Dassault Systemes

➤ **Moderator :**

[Gilbert Reveillon](#) | President of the T.I.C Commission
and Digital Economy at CNCCEF

12.15 |
12.30

Miscellaneous presentations

12.30 |
13.00

Tourism: a key vector of global prosperity in 2025 *(In English)*

[Adam Goldstein](#) | President & COO, Royal Caribbean Cruises

1.00 | Lunch (*Ocean Garden*)
2.00

2.00 | **After the “Millennials”: The Generation Z** (*In English*)
2.30

Immersion in the radically different world of Generation Z. What allows brands to connect more effectively with this new group of consumers.

Dan Gould | Senior cultural strategist, Spark & Honey

2.30 | **SMEs "Elevator Pitch"** (*In English*)
2.50
One minute presentation of 10 SMEs of the “SME Springboard Program”

2.50 | **The "Triple Bottom Line: People, Planet, Profit"** (*In French*)
3.15

How Corporate Social Responsibility and Environmental Protection will support companies' profits in 2025

Laurent Claquin | Head of Kering Americas

Interview by: [Alan Katz](#) | Bloomberg News

3.15 |

PANEL 3: Asia of tomorrow *(In English)*

4.15

*** *In parallel to the SME 1 Workshop hereunder* ***

➤ **Speakers :**

Adam Goldstein | President & COO, Royal Caribbean

Serge Dumont | Vice-chairman Omnicom Group
& Chairman Omnicom Asia Pacific

Philippe Verneuil | Chairman & CEO, Michelin China

Philippe Le Corre | Brookings Institution Fellow, author

➤ **Moderator :**

Alan Katz | Bloomberg News

3.15 |

SMEs WORKSHOP 1: Springboard for SMEs *(In French)*

4.15

*** *In parallel with panel 3 above* ***

Masterclass “ Doing business in North America”

**Introductory remarks by Alain Taieb,
President of the CNCCEF SMEs Committee**

- Choice of a legal structure
- Tax system
- Grants and aids to French, European, American implantation
- Choice of location
- Creation? Partnership? Acquisition?

➤ **Speakers :**

Alain Renck | International Director, BPIfrance

Herve Linder | Attorney, Ernst & Linder, LLC

Olivier Sureau | CEO, Jade and Associates

Pascal Nadobny | CEO Micel, Vice President CNCCEF

➤ **Moderator :**

Pascal Le Coz | Managing Director, BANQUE CIC-TRANSATLANTIQUE

4.15 | *Break/Networking*

4.45

The distribution of the future *(In English)*

4.45 |

5.15 **Hubert Joly** | CEO, Best Buy

Interview by: Elsa Berry,
President of the Franco-American Chamber of Commerce
Managing Director, Vendome Global Partners

5.15 |

**The United States in 2025 :
First economic and political power in the world?** *(In English)*

5.45

Charles H. Rivkin | Assistant Secretary of States of the United States
Bureau of Economic and Business Affairs

5.45 |

Address of Laurent Fabius | Minister of Foreign Affairs
and International Development

6.15

6.15 |

**INDIVIDUAL Meetings between CCEs and SMEs
(SME Springboard Program)**

7.00

&

SPEED NETWORKING

(For those who have previously registered)

7.15 | Buses depart from the Eden Roc for the gala reception

7.45 |

Cocktail & Gala Dinner

11.30

Opa Locka Executive Airport
Hangar 51, landmark Aviation

In an "unexpected" place in Miami, a delightful evening
has been prepared for you as well as a few surprises !!

7.00 | Welcome Breakfast (*Ocean Garden*)
8.30

7.00 | ***In parallel to the breakfast***
8.30 **INDIVIDUAL MEETINGS CCE – SME** (*SME Springboard Program*) &
SPEED NETWORKING (*For those who have previously registered*)

8.30 | Reopening, of the Symposium
8.45 **Paul Bensabat** | President of the **North American Committee of the Foreign Trade Advisors of France**

8.45 | **Political and economical global stability in 2025** (*In English*)
9.15 **General David Petraeus** | **Former Director of the CIA, Chairman of the KKR Global Institute**

Interview by : **Charlotte Raab** | Agence France Presse (AFP)

9.15 | **PANEL 4 : Strategies of Global Corporate Groups in 2025**
10.15 (*In French*)

The "Top 10" worldwide concerns for major leaders in the future

➤ **Speakers :**

Frederic Gagey | Chairman & CEO, Air France

Claude Imauven | President & CEO, Saint-Gobain Construction and Vice Director General of ST-Gobain Group

Clara Gaymard | President, General Electric France

➤ **Moderator :**

Jean-Hugues Monier | Senior Partner, McKinsey

10.15 | **A unique initiative on the development of FRANCE's image abroad:**
10.30

BEST OF FRANCE

10.30 | **Tech Innovations and Trends** *(In English)*
11.00

Andrew Zimmerman | President, Frog Design

11.00 | Break/Networking
11.30

11.30 | **The Future of Trade, Logistics & Energy :**
12.00 **Fred Smith** | Chairman, President & CEO, FedEx *(In English)*

Interview by: **Doug Barry** | Senior Trade Specialist
US Department of Commerce

12.00 | **The « corporation » Portugal:** The pro-business measures of a
12.30 remarkable recovery .. The future of Portugal in Europe in 2025.
(In English)

Paulo Portas | Vice Prime Minister of Portugal

Interview by : **Charlotte RAAB** | Agence France Presse (AFP)

12.30 | **The Future of the world's healthcare systems in 2025** *(In French)*
12.45

Griselle Chernys | Président & CEO PayFusion, & Wellaway
Member of President Bill Clinton's healthcare
reform task force & of President Barack
Obama's healthcare reform support task force

12.45 | **SMEs "Elevator Pitch"** *(In English)*
1.00 One Minute presentations of 10 SMEs of the Springboard Program

1.00 | Lunch
2.00

2.00 | **Alain Renck** | International Director
2.05 Introducing BPIfrance *(In French)*

2.05 |
3.00

PANEL 5 : Global Trade and Big Data *(In English)*

**** In parallel with the SME Workshop 2 hereunder ****

Ninety percent of the world's data has been created in the past two years. The "Big Data" explosion will impact every aspect of our lives. How to define it, use it; issues of privacy and copyright.

➤ **Speakers :**

Neil Isford | Vice President, Smarter Solutions, IBM

Roy Kaufman | Managing Director New Ventures,
Copyright Clearance Center

Jennifer Barrett-Glasgow | Chief Privacy Officer, Acxiom

➤ **Moderator :**

Dr Charles Stryker | Founder & CEO Venture Development Center

2.05 |
3.00

SMEs WORKSHOP 2: SME Springboard Program *(In French)*

****In parallel with PANEL 5 above****

Masterclass "Marketing and Commercial"

- Business development, identifying distributors / importers
- Marketing in North America, Cultural differences
- Negotiate, present your company and its products

➤ **Speakers :**

Pascal Gicquel | President, Newmat USA

Elisabeth Gazay | Managing Director Barnes Miami

Patricia Glasel | Director for Europe2, Berlitz Global leadership training

Sandrine Bernard | President, Soltiss USA

➤ **Moderator:**

Stanislas Vilgrain | Founder and CEO, Cuisine Solutions

3.00 |
4.00

PANEL 6 : The attractiveness of France and its companies

(In French)

*** In parallel to the SMEs Workshop 3 hereunder ***

➤ **Speakers :**

Muriel Penicaud | Ambassador for international investments
Director General, Business France

Alain Chaille | Vice President Southern Europe Operations, FedEx

Jimmy Benaudis | Partner & French Business Network Global Head, EY

Alain Bentejac | Co-President, Groupe Artelia,
President of the National Committee of the CCE

➤ **Moderator :**

Alan Katz | Bloomberg News

3.00 |
4.00

SMEs WORKSHOP 3: SME Springboard Program *(In French)*

*** In parallel with the Panel 6 above ***

Masterclass "How to do business in Latin America"

➤ **Speakers :**

Jean-Michel Caffin | President of the CCE Florida-Caribbean Chapter

Frédéric Junck | President of the CCE Brazil Chapter
CEO MBO Partners

Jean-Hugues Chailley | President of the CCE Colombia Chapter,
CEO Hidromed SA

➤ **Moderator:**

Charles –Henry Chenut | President of the CCE Latin America Commission
Vice President of CNCCEF

4.00 |
4.30

Break/Networking

4.30 |

Latin America

4.55

German Vargas Lleras | Vice President of Colombia

Introduction

Interviewed by: Alan Katz, Bloomberg News

4.55 |

Panel 7 : Latin America: Potential and Challenges *(In English)*

5.55

➤ Speakers :

Jorge Uribe

| Global Director Productivity and Transformation,
Former President Latin America,
Procter & Gamble

Oswaldo Schirmer

| Chairman of the Board, Lojas Renner, Brazil

Jean-Claude Bessudo

| Chairman & CEO, Aviatur SA, Colombia

➤ Moderator :

Jean-Francois Deroche | CEO for the Americas, Crédit Agricole

5.55 |

SYMPOSIUM CLOSING SESSION

6.15

Gérard Araud, Ambassador of France to the United States

5.55 |

General Wrap up & Conclusions

6.15

6.15 |

Internal meeting reserved to the CCE

6.45

Alain Bentéjac | President National Committee of the CCE

Paul Bensabat | President North American Committee of the CCE

7.15 |

Buses Depart for the Closing cocktail reception

8.00 |

CLOSING COCKTAIL RECEPTION

10.30

At the Rusty Pelican: A magical place on the Key Biscayne shore front, with stunning views of the Miami skyline

Gold

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PRACTICAL INFORMATION

I - VENUES

SYMPOSIUM HOTEL

Eden Roc

Phone: +1 305 531 0000
+ 1 800 468 3571
Fax: +1 305 674 5555
4525 Collins Avenue
Miami Beach, FL 33140

GETTING AROUND

Plenary sessions
SMEs workshops
Sponsors lounge
Breakfast

Ocean Tower II, Level 2
Ocean Tower I-A, Level 1
Ocean Tower I-C, Level 1
Ocean Garden
(Garden behind the swimming pools)
Ocean Garden

Lunch

Gala Dinner

Landmark Aviation
Hangar 51
Opa Locka Executive Airport
15001 NW 42nd Avenue, Miami

Cocktail reception opening

Ocean Garden, Eden Roc

Closing cocktail party

Rusty Pelican, Key Biscayne

Bus departures

In front of the hotel

(Presence in buses REQUIRED 10minutes before departures)

Eden Roc Concierge :

Phone : + 1 305-674-5554
er-concierge@destinationhotels.com

PRACTICAL INFORMATION

II – CONTACTS

Symposium Organization

CANCCEF

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A Coface representative, Marie-Danielle Bahisson, will be present at the Symposium and available to help the SME: Tel: +33-6-07-25-29-07

Symposium Coordination and Logistics

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Delta Airlines-KLM +1 800 221 1212

Airports Real-time information: www.miami-airport.com

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