

Programme NETEXPLORATEUR Forum 2011

Thursday, February 3rd, 2011

- 8:00 AM Doors open
- 8:30 – 9:15 **PRESS PANEL**, moderated by Cédric Ingrand, High Tech Journalist, LCI: “**Digital News from Silicon Valley**”, with:
Marie-Catherine Beuth, Journalist, Le Figaro
Guillaume Grallet, High Tech Journalist, Le Point
Laurent Mauriac, co-founder, Rue89
Georges Nahon, Director, Orange Labs San Francisco
Frédéric Tardy, CEO, Atelier BNP Paribas North America

OPENING SESSION

- 9:30 – 9:45 Introduction by Mrs Irina Bokova, UNESCO Director-General
- 9:45– 10:00 Eric Besson, Minister for Industry, Energy and the Digital Economy

Netexplorateur 2011 Awards Ceremony with:

- 10:00 – 10:35 Eloïc Peyrache, Director, HEC Paris
Alain Pons, Chairman, Deloitte France
Pascale Portère, CEO, BPI
Louis Treussard, CEO, l'Atelier BNP Paribas
José Lopez, CEO LOGICA Business Consulting
Bruno Mettling, Executive VP, Orange
Catherine Morin-Desailly, Senator, Deputy Chairwoman, Senate Commission on Culture, Education & Communication
- 10:35 – 10:45 Award Winner Ceremony 2011 with Mr Eric Besson
- 10:45 – 11:15 Break
- 11:15 – 12:45 **Presentation of the NetexploraTrend 2011 study**, “*Trend scenarios for the socio-digital revolution*” by Bernard Cathelat – sociologist – Netexplorateur Observatory Research Director
- 12:45 – 2:00 pm Buffet lunch

2:00 – 6:30 pm COMMUNICATION, MARKETING & MEDIA IN THE DIGITAL ERA

- 2:00 – 2:30 Duncan Stewart, DELOITTE (Canada): **“Media trends and marketing in 2011”**
Julien Levy, HEC Paris
- 2:30 – 3:00 Keith Lee, **MY TOWN (USA)** (Netexplorateur award winner)
F. Tardy, Atelier North America
Julien Billot – Pages Jaunes Groupe
- 3:00 – 3:30 **“Social Media and the mobile web: measuring opinion and behaviour in real time”**
With Nicolas Gaultier - Deloitte and Nicolas Bordas – TBWA France
- 3:30 – 4:00 Break
- 4:00 – 4:30 Peter Sunde Kolmisoppi, **FLATTR (Sweden)** (Netexplorateur award winner)
Julien Levy, HEC
- 4:30 – 5:00 Bright Simons, **M-PEDIGREE (Ghana)** (Netexplorateur award winner)
Yves Jarlaud, DELOITTE
- 5:00 – 5:30 Alonzo Addison, **“UNESCO World Heritage & Digital Technology”**
Ivan Bertrand, LOGICA
- 5:30 – 6:00 **“Wikileaks - a Fifth Estate?”** with
Daniel Cohn-Bendit (MEP),
Franz-Olivier Giesberg (Le Point),
Pierre Haski (Rue89),
Jean-Christophe Rufin (L'Académie Française),
Yves Thréard (Le Figaro)

Friday, February 4th, 2011

8:00 AM	Doors open
8:30 – 9:15	PRESS PANEL , moderated by Cédric Ingrand, High Tech Journalist, LCI: “ Digital News from China ”, with: Marie-Catherine Beuth, Journalist, Le Figaro Economie Guillaume Grallet, High Tech journalist, Le Point Pierre Haski, Co-fonder, Rue89 Lu Gang, Co-founder, Open Web Asia, Shanghai Patrice Nordey, CEO, Atelier BNP Paribas Asia, Shanghai
9:30 – 12:30 pm	INNOVATION & TECHNOLOGY
9:30 – 10:00	« The interface revolution » Jean-Louis Constanza (OrangeValley)
10:00 – 10:30	Rehan Kapadia, University of Berkeley, E-SKIN (USA) (Netexplorateur award winner) <i>Avec Daniel Glazman - Disruptive Innovations, CSS Working Group (W3C)</i>
10:30 – 11:00	Dr. Shiori Oshima, Cybernetics labs, <i>University of Tsukuba, HAL (Japan)</i> (Netexplorateur award winner) <i>Patrice Nordey (Atelier BNP Paribas Asia)</i>
11:00 – 11:30	Break
11:30 – 12:00	André Delaforge, Natural Security (France) (Netexplorateur award winner) <i>Pierre Chiandusso, LOGICA</i>
12:00 – 12:30	JP Rangaswami – SALESFORCE “Business Outlook : Cloudy” (Netexplorateur award winner) <i>Georges Abou Harb, LOGICA</i>
12:30 – 1:30	Buffet lunch

1:30 – 6:00 pm

MANAGEMENT & DIGITAL SOCIETY

1:30 – 2:15

“Social networks and the emergence of a new generation of leaders” with:

Pascale Portère, BPI (France)

Jüri Kaljundi , Talentag (Estonia)

Antoine Verdon, Sandbox (Switzerland)

Geoffroy Fourgeaud – voyages-sncf.com (France)

2:15 – 2:45

Barbara Mallison, **OBAMI (South Africa)** (*award winner*)
Véronique Morali, Terra Femina

2:45 – 3:15

Break

3:15 – 3:45

Eduardo Nunes, **CENSO 2010 (Brazil)** (*award winner*)
Philippe Pascual, BPI

3:45 – 4:15

Hendry Soelistyo, **LEWATMANA (Indonesia)** (*award winner*)
Avec Christophe Aqiton - ORANGE LABS

4:15 – 4:45

“The Good Side of Security – Current progress and more to come”

Stephen Crocker (USA), *A founding father of the Internet*

Daniel Glazman, Disruptive Innovation, W3C

4:45 – 5:30

Wikipedia ten years on: “women’s perspective on the knowledge revolution”

Florence Devouard, Director, Wikimedia Foundation,

Sue Gardner, Wikimedia Foundation,

Isabelle Juppé, LAGARDERE,

Catherine Morin-Desailly, Senator,

Agnès Touraine, Act III Gaming

5:30 – 5:45

Conclusion by Joël de Rosnay - UNIVERSCIENCE and
NETEXPLORATEUR Network

“The Netexplorateur Observatory freely designed the Forum’s schedule, largely based on the award winners elected from the annual Netexplorateur 100 by its international network of independent experts. The views expressed at the Forum do not necessarily reflect the views of the Netexplorateur Observatory.”