



16-18 September 2014

THE INNOVATION CONNECTING SHOW:

Toulouse, Parc des Expositions

In Toulouse, approximately 20 000 actors of innovation are expected to present and discover the key enabling technologies, the breakthrough technologies, and the new uses and needs which interconnection will carry markets of tomorrow, real bases of wealth and employment creations. By its transversality and cross-disciplinary nature, ICS is the place where will be created products and services issued from the interconnection of multiple uses, technologies and sectors.

Under the High patronage of the French President, Mr François Hollande, the first edition of the **Innovation Connecting Show (ICS)** will be held from **16 to 18 September 2014 in Toulouse (Parc des expositions)**.

ICS also received the patronage of the European Commission, several French ministries and several local governments; the chair of the Sponsorship Committee is provided by Anne Lauvergeon who chairs the commission "Innovation 2030" established by the Prime Minister.

This event aims and objective of being a gathering place for dialogue, trade and businesses between all the key players in the global ecosystem of innovation and competitiveness: large companies, ETI / SME, public and private research laboratories, training centres, public and private financial institutions and governments.

The event will bring together approximately **700 exhibitors**, project leaders, and actors of innovation in the broadest sense, coming to promote their technologies, prototypes and demonstrators.

20,000 professional visitors are expected: industrials from SMEs to large groups, actors from the academic world, national, international public and private investors, from the public and private sectors, members of clusters and territorial ecosystems of



innovation, representatives of the European Union, States and local authorities, national, international and professional medias.

Through its international and multidisciplinary approach combining and adapting the **development of generic and breakthrough Key-Enabling Technologies (KETs) and the knowledge of uses** aiming to create new processes, products and services matching market needs, ICS intends to become the **landmark event for use innovation**.

As every actor knows by now, innovation feeds on the complementary features of sectors, companies, laboratories, organizations and public policies: by pooling together complementary and cross-cutting features, ICS plays a key role in the business show and in conferences and roundtables.

To fulfill this mission and ambition, ICS will host the following events in a single venue from 16 to 18 September:

- **a show room dedicated to KETs and major developmental innovation projects** with the aim of:
 - boosting market share in the sector in which they have been devised and fabricated ;
 - fostering a branching out into other sectors through adaptations that are less costly than a new technology developed for a specific purpose.
- **Conferences and roundtables on the grand societal and economic challenges of the 21st century which underpin tomorrow's markets**
 - Factories of the Future,
 - Interconnected objects- Internet of the Future,
 - Smart Cities- interconnection of computer and energy networks for new uses, energy-efficient and adaptable building,...
 - Key-enabling technologies -uses and markets,
 - Biotechnologies of the future- health, agriculture uses, new fuels,...
- **Major innovation awards** destined to highlight the most enabling technologies as well as breakthrough technologies, and partnership and/or consortium building projects entered into during the event.

These three ICS components will be supplemented by organizations addressing competitiveness and innovation environments: public and private funding, economic intelligence, intellectual property, consortium building, international relationships...



With this organization, ICS will thoroughly fulfill its primary goal, that of fostering exchanges and dialogues between exhibitors and between exhibitors and visitors who would not have met otherwise, the main end goal being to create new markets in the field of innovation of uses.

Show Room: technologies and current uses

The show room is available for any generic and/or breakthrough technology with particular emphasis placed on KETs selected by the European Commission in Horizon 2020, namely

- Micro-nanoelectronics
- Advanced Materials
- Industrial Biotechnologies
- Photonics
- Nanotechnology
- Advanced Manufacturing Systems

The show room is equally open to all the industrial and services sectors with emphasis laid more particularly on the 12 industrial sectors retained as strategic by the French government and highlighted as well in international studies, some being uses-oriented others technology-oriented. This demonstrates all the advantage of ICS's approach which pools together in a single venue, needs, uses and technologies.

- **Information and Communication Technologies and Services**
- **Ecoindustries (including energy industries)**
- **Chemistry and Materials (including green chemistry)**
- **Health Industry and Technologies**
- **Planning and Consumer Goods Industry**
- **Food Industries**
- **Aeronautics**
- **The Automotive Industry**
- **The Rail Transport Industry**
- **Shipbuilding**
- **The Nuclear Industry**
- **Luxury and Fashion**



The 34 industrial plans recently announced by the President of the French Republic and the Minister of Productive Recovery strongly reinforce the interest of staging such an event as ICS because it is well-known that to be successful an industrial plan must rely on three components available at ICS, namely:

- the mastery of technologies;**
- the presence of a leading company and/or innovation ecosystem;**
- existing or potential growing markets.**

Thus, by aiming to establish a unique **complementary and cross-cutting feature** matching **processes, products and services** derived from new social uses with the **needs of companies, sectors, labs, developmental project leaders or investors** interested in the **transferability** of these technologies, ICS plays a pivotal role in the industry, economy and society of the 21st century.

This complementarity lies at the heart of the Innovation Connecting Show, with its broad business show (boasting 400 exhibition booths distributed over more than 25,000 m²) and a bold scientific, technologic, economic, and societal agenda.

Conferences, round-tables and exhibitor workshops

There will be **100 conferences, roundtables and exhibitor workshops** coordinated by a high-level scientific committee, in which specialists in crosscutting innovation will present avenues for discussion **for getting to grips with the three major challenges facing the 21st Century** society that future innovations must help answer: the ageing population, energy transition, and urban sprawl.

The Innovation Award

During the ***Elevator Pitch Sessions***, each project leader will be given a few minutes to outline their project's key points to potential investors; the ICS Selection Committee will give its "Innovation Award". This one will reward the most innovative exhibitors and project leaders in each of the 12 sectors represented.



In conclusion ICS has a major objective benefit of exhibitors and visitors: to enable them to identify new growth opportunities through their meetings with holders of new technologies and new uses, meetings and exchanges that they would not naturally doing in their technological environment and sector.

The Innovation Connecting Show aims for all these reasons:

- ✓ increase the catching of potential market shares for key generic technologies, in their original sector
- ✓ then to diversify the applications for these technologies by adapting them to other sectors, in order to reduce the costs of creating a new technology when it is developed specifically for a given sector
- ✓ facilitate the sharing of information so as to make it available to all players in the innovation ecosystem (public and private funding, intellectual property, forming consortia, etc.)
- ✓ answering to the key economic and social challenges of the 21st Century through a vast program of roundtables and high-level workshops
- ✓ promote the technologies with the most “enabling” potential and the best projects for partnerships or consortia agreed during the event, by awarding an Innovation Award
- ✓ help fledgling firms take wing beyond the confines of their local area
- ✓ open a door onto the wide world!



Contacts :

Thierry Marangé – Exhibition Manager

Email : thierry.marange@ladepeche.fr

Tel : +33 (0)5 62 11 95 42

Mobile : +33 (0)6 85 73 33 86

Clémence Long – Sales Department

Email : clemence.long@ladepeche.fr

Tel: +33 (0)5 62 11 95 40

Mobile: +33 (0)6 07 66 89 29

Margot Girondon – International Marketing

Email : margot.girondon@ladepeche.fr

Tel : +33 (0)5 62 11 35 60

Mobile : +33(0)6 30 27 92 78

Dépêche Events

Innovation Connecting Show

Avenue Jean Baylet – 31095 Toulouse cedex 9