



An event to start  
a virtuous spiral  
of innovation.

Co-produced by



Paris La Défense, 2 december 2014

# They support us!



# Why IEA ?

IEA is born from several observations:

- There was an **urgent need to provide the diverse innovation ecosystems a national, even international major event**, allowing them to cross their experiences and encourage further cooperation between them.
- These ecosystems have an increased **need to produce more innovations in line with the markets and expectations** of customers, users and citizens.
- In the age of the various transitions underway (ecological, digital) and mutations that are accelerating in all areas, **the actors of innovation and entrepreneurship should be aware of their specific responsibilities**: those to be proactive in the economic, social, educational fields ...; transformation enablers, builders of better futures.
- It is necessary to combat climate surrounding gloom, and **to reaffirm that France can still create and innovate**. Optimism and confidence in the future must be emphasized!

# For whom is IEA ?

IEA is the reference event for all ecosystems of innovation and entrepreneurship.

It is also aimed at partners and suppliers of these ecosystems.

## Visitors :

- Members of targeted ecosystems
- Economic and territorial players
- Providers and suppliers of innovation ecosystems
- Creators of startups
- Innovation managers
- R&D managers



# Ambition of IEA

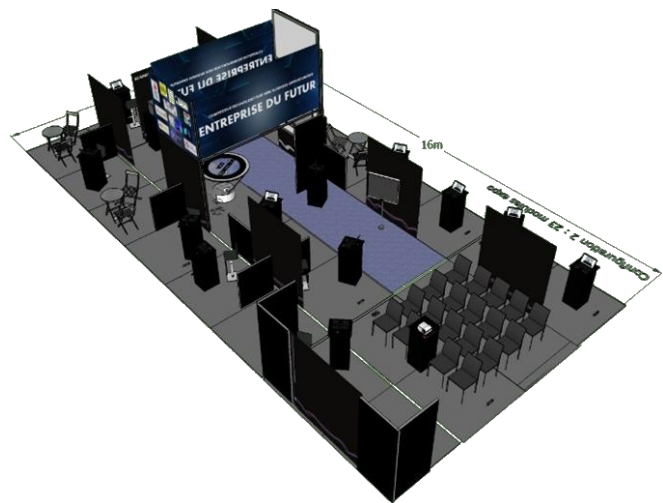
- IEA aims **to provide a platform bringing together the various ecosystems and networks of entrepreneurship and innovation** to give them more visibility, and promote effective collaboration between them.
- Also inscribed in a spirit of open innovation and co-creation, the IEA is open to all partners and suppliers involved in innovation, and more generally to all stakeholders. Thus, the IEA is also **a toolbox and methods provider** to make innovation more operational and allow innovative projects and concepts to result into practical achievements which are beneficial to most people.
- Ahead of the event, **a white paper will be produced** and its teachings on practical innovation and entrepreneurship in many fields will feed the debates of the IEA.
- **In the spirit of innovation and co-creation of IEA, those wishing to get involved in its preparation are welcome to make proposals** for interventions, conferences, or for any other topic that they would like to highlight. These proposals will be reviewed by a Steering Committee, and if found interesting can be integrated in the program (based on agenda possibilities).
- **After the event, specific actions will be proposed** so that the momentum created before 2 December can find follow-ups.

# IEA's highlights

IEA is a vibrant and multifaceted event which will take the form of:

- **A symposium with:**

- Roundtables bringing together practitioners, experts, specialists
- Communications by experts, academics, thinkers
- Workshops



- **Speed meetings**

- They will be prepared by an “event in the event”: the **“Academy of Champions of Innovation”**
- During IEA, participants will have the opportunity to be offered personalized business meetings
- These will be prepared in advance with videos of promoters: they will get a coaching session and offered to record a video of their future project or their most efficient solution implemented during the past 12 months



# IEA's highlights

## Showcases

They will highlight innovations (either in the form of advanced concepts or prototypes, or more advanced innovations) in dedicated spaces :

- Factories of the future
- City of the future
- Homes of the future
- Retail of the future



**Exhibition spaces** where exhibitors can present their activities and offers.



**A TV studio** : This will rebroadcast worldwide highlights of the day as well as pitches.

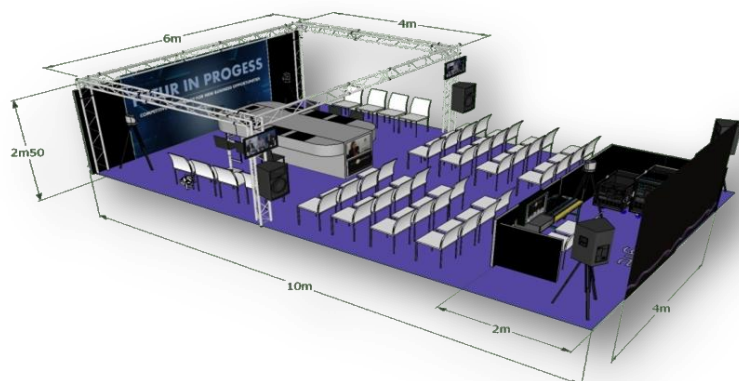


# The topics addressed

**IEA's program is being developed around themes related to innovation and entrepreneurship.** Among these we can mention:

- Lean Startup
- Intrapreneurship
- Corporate Labs
- Social Entrepreneurship
- Design thinking
- Innovation & territories
- International development
- Foresight
- Emerging Trends
- 3D prototyping
- Co-creation and bottom-up innovation
- Youth & Entrepreneurship
- Methods & Tools
- Innovation Platforms
- Fablabs / Living labs
- Interclustering
- Big data and innovation
- Infrastructures / Networks
- Financing of innovation
- Mentoring and coaching
- Open innovation
- Relations between startups and large corporations
- Etc.

*As stated above, you are welcome to make suggestions for the program, and even participate in its development, by sharing your proposals us. Note however that priority in this regard will be given to the "silver", "gold" and "platinum" partners.*





# Participants packages

	Bronze	Silver	Gold	Platinum
Reference	IEAB	IEAS	IEAG	IEAP
1mn promotional video for speed meeting	1 video	1 video	2 videos	2 videos
Booth in the exhibition area	1 Table with 2 chairs	4 sq. m	8 sq. m	12 sq. m
Your space on IEA website to manage business meetings	X	X	X	X
Registration fees included	X	X	X	X
Your logo and infos on IEA website	X	X	X	X
Your own conference on IEA			X	X
List of participants at the event			X	X
List of participants at your conference			X	X
Your own workshop on IEA				X
After IEA: your videos (with 1 year free hosting)			X	X
After IEA: your TV show (with 1 year free hosting)				X
PRICE (excluding VAT)	790 €	1 490 €	2 990 €	4 990 €

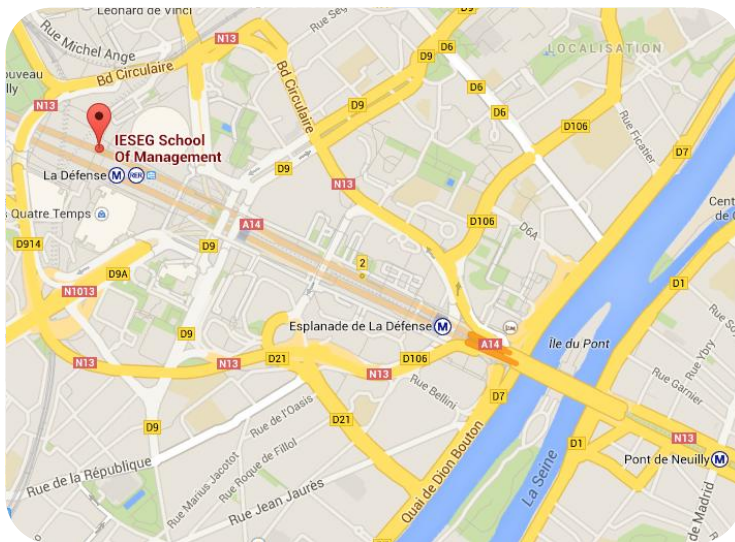
*Custom package on demand*

# VENUE: IESEG Campus in Paris-La Défense

IESEG School of Management  
Socle de la Grande Arche  
1 Parvis de la Défense  
92044 Paris-La Défense Cedex  
France

Tel: +33(0)1 55 91 10 10

Fax: +33 (0)1 47 75 93 75



## Directions

In Paris, IESEG School of Management main campus is located in the modern business district La Défense, at the start of the western outskirts of Paris. The campus is situated right underneath the iconic main building of La Défense « La Grande Arche ».



- **By air:** Orly Airport, Roissy Charles de Gaulle Airport



- **By train:** East station, Lyon station, Montparnasse station, North station



- **On the underground:** metro line 1, RER A, tramway T2, Transiliens L and U. Train station: La Défense (Grande Arche de la Défense). Note: once arrived please follow the exit A and then the signs to « IESEG School of Management »



- **By car:** from Paris rising road take exit Porte Maillot direction La Défense. Take Pont de Neuilly to La Défense, then ring road. Exit on Defense 7, parking area « Les Quatre Temps Grande Arche PA »

# Contact us!



Eric SEULLIET

Creative Cluster

11 rue Carnot

94270 Le Kremlin-Bicêtre

France



[eric.seulliet@creative-cluster.fr](mailto:eric.seulliet@creative-cluster.fr)



Phone: +33 (0)6 60 693 040

**Additional informations & Registration on IEA's website**

[www.innovation-ecosystems-agera.com](http://www.innovation-ecosystems-agera.com)