



9 February 2009 - Transcript of the video presentation of L'Atelier BNP Paribas

What is L'Atelier?

Louis TREUSSARD – Managing Director, L'Atelier: L'Atelier is a company working in the area of innovation, more specifically, it focuses on the analysis of innovation from a technological, practical, as well as commercial perspective.

Olivier DULAC – President, L'Atelier: Since 2000, L'Atelier has been continuously and purposefully restructuring itself in order to become self-financing and to maintain its freedoms – the freedom of action, ifreedom of thought, and its freedom to observe.

Nathalie DORE – Director of International Development and Communication, L'Atelier: Thanks to our international expansion in Europe, Asia and the US, we can provide our clients with a global perspective in terms of the latest innovations, but also in terms of the practical use of these innovations and any related cultural differences.

As you almost certainly know...

Louis TREUSSARD – Managing Director, L'Atelier: L'Atelier is present through various media, and has its own internet site and blog. It uses social networking platforms such as Facebook and Twitter. L'Atelier also broadcasts a weekend program on BFM Radio called L'Atelier Numérique ["Digital Workshop"]. And it has recently started broadcasting through IPTV [Internet Protocol Television].

Renaud EDOUARD-BARAUD – Publications Manager, L'Atelier: One of L'Atelier's aims is to promote new technology and spread its usage among the public at large, as well as among companies.

Events (What L'Atelier's events bring us)

Fabrice HAIAT – CEO, VIZELIA: L'Atelier BNP Paribas provided an opportunity for us to have a genuinely meaningful exchange of views with the participants.

Vincent BASTID – Head of Marketing, Banking and Insurance, Microsoft: Getting genuine feedback on people's experiences...

Gilbert DUTERTRE – Chairman, PARIS ACM SIGGRAPH: Making the people who create this technology known to a wider range of companies and individuals.

Gwénola RODIER – Head of Marketing and Communication, AKIO: An interesting perspective on the expertise and know-how behind the latest innovatory solutions.

Pierre LHOSTE – Head of Industry Marketing, IBM France & NWA: A lot of interaction and exchange of views with clients who attend the events – and that's something we value enormously.

DISCOVER OUR SERVICES

Research and consulting

Philippe TORRES – Director of Research and Consultancy, L'Atelier: Consulting is a key aspect of the services that L'Atelier offers to companies. It responds to specific questions that companies ask.

Newsletters

Dominique LEFEBVRE – Head of E-novation – the Information Systems and Telecommunications Management Department at TOTAL: This newsletter is already widely distributed and starting to take on considerable importance at Group level. We're very pleased with the results: the variety of topics and with the alignment of mutual objectives, very easily agreed on in discussions with the L'Atelier team.

Fact-finding Missions

Nathalie DORE – Director of International Development and Communication, L'Atelier: The idea behind these trips is to go even further, to get a real feel for the technology concerned, and to actually go and visit the companies.

Dominique PIOTET – Manager, L'Atelier (North America): these tend to last for more than a week. We organise meetings with newly established companies, as well as with the big guys – we would meet with Google, or Facebook, always focusing on the particular area of business.

Bruno BERTHEZENE – Head of Business Intelligence and Strategic Research, Yellow Pages: It was quite natural for us, once we'd decided we wanted to deepen our knowledge of the US market, to turn to L'Atelier in order to profit from their expertise and from their position at the heart of this particular "eco-system".

ASIA

Luca ASCANI – Chairman, GoAdv: China really is a market like no other, so it's absolutely necessary that we get to know it, that we come to understand it.

Dominique LEFEBVRE – Head of E-novation – the Information Systems and Telecommunications Management Department at TOTAL: We were taken on a visit to China and Korea with the Asian team of L'Atelier BNP Paribas.

Patrick NORDEY – Director, L'Atelier Asia: the basis for all this is “guan xi”, meaning to enjoy good relations and to create a network from it.



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Word list:

- Bank
- Industry
- Energy
- Services
- Health
- Subsidiary of BNP Paribas
- Research
- Radar
- New uses for mobile handsets
- Policy of innovation