

Press Release

For Immediate Release

So French ● So Innovative Exhibition

Showcasing French technology and innovation



Facts that you may not know about French technology and innovation:

- According to Thomson Reuters, 12 of the 100 most innovative organizations in the world are French. This ranks France 3rd in the world and 1st in Europe for 3 consecutive years.
- French scientists won a total of 29 Nobel Prizes in Physics, Chemistry and Medicine.
- France is ranked 2nd worldwide in global mathematics research (12 Fields Medal).

(Hong Kong, 3 November 2014) To most people, France epitomizes culture, fine wine, gastronomy or glamour and luxurious lifestyles. Less known is that France is a real land of innovation, with high-technology developments in every industry. Most of us in Hong Kong are also unaware that French technology has long featured in our daily lives.

The French Consulate, the French Foreign Trade Advisors in Hong Kong and Le Comité France Chine join hands in presenting the “**So French ● So Innovative Exhibition**”, illustrating some facets of French technological innovation.

The exhibition will be held at the Central Market on 10-16 November 2014, featuring some French solutions to tackle challenges presented by a world that is becoming increasingly urban, connected and service-oriented.

An interactive journey will be created for visitors through multi-media: touchscreens and videos will illustrate some of the innovations showcased, as well as creative images, animation, video and audio effects.

Many bright young scientists are educated in Hong Kong, this exhibition serves to inspire them to explore further studies or a career in a French context. This is timely, in view of Hong Kong administration’s efforts to boost technology and innovation in all the city services.

Dedicating this exhibition to the Hong Kong community, five sections in the exhibition will each focus on the following themes:

1. **Hong Kong Daily Life** – how French technology has been adopted in HK daily life
2. **So French, So Sustainable** – for Sustainable Industries
(exhibiting companies: VINCI Construction and Saft)
3. **So French, So Efficient** – for Sustainable Mobility
(exhibiting companies: Airbus Helicopters and HK Tramway/Veolia RATP)
4. **So French, So Advanced** – for Innovative Services and Design
(exhibiting companies: Cap Gemini, Geodis Wilson and Native Union)
5. **So French, So Connected** – for Information and Communication Technology
(exhibiting companies: Hologram Industries and AnimakitsStudio)

Christine Brendle, President of the Hong Kong section of the French Foreign Trade Advisors, says, “Technology will play an increasing role in international trade, because we depend on innovation to achieve a sustainable development. This exhibition presents a range of innovations in construction, logistics, transport and communication from large and small French companies. These sectors are particularly relevant to Hong Kong and our goal is to stimulate curiosity for ‘French tech’. We believe the public will enjoy this exhibition with its interesting mix of technologies”.

So French ● So Innovative Exhibition

Date: 10 – 16 November 2014

Venue: Oasis Gallery, Central Market

Fee: Free of charge

Opening Ceremony: 12 November 2014

Time: 5.30 pm (to be confirmed)

Officiating Guests:

Member of the Hong Kong Government (TBC)

Mr. Arnaud Barthélémy, Consul General of France in Hong Kong and Macau

Venue: Oasis Gallery, Central Market

~ Ends ~

About the Hong Kong French Foreign Trade Advisors

French Foreign Trade Advisors (CCEs) are women and men selected for their unique international business experience and appointed by the French Prime Minister for renewable three-year mandates in order to provide feedback to the French Trade Commission and support initiatives promoting trade with France.

For more than a hundred years, this network has shared its members' experiences on a pro-bono basis:

- providing the French government with information and recommendations,
- sponsoring small and medium-sized enterprises in their international expansion,
- mentoring young business-minded people in their budding international careers.

About Comité France Chine

The France-China Committee: bridging cooperation between France and China

CFC is an association created in 1979 upon the request of the French and Chinese authorities in order to promote economic and trade between the two countries. CFC today has a membership of 100 companies (French CAC 40 companies, large companies and SMEs) which represent 62% of France's GDP. Since 2009, Jean-Pascal Tricoire, CEO of Schneider Electric is the President of the CFC.

In 2014, on the occasion of the 50th anniversary of diplomatic relations between France and China, CFC acts as an operator of events labeled China-France 50. Several important events have taken place in both countries earlier this year, including a campaign to promote French technology in China: "France technology, land of innovation and engineering" (July-December 2014). The present exhibition is part of this campaign. www.comitefrancechine.com

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About Vinci

A global player in concessions and construction, Vinci employs over 190,000 people in 100 countries. Vinci designs, finances, builds and operates facilities and infrastructure, which help improve daily life and mobility for all.

Above and beyond economic and financial performance, Vinci is committed to operating in an environmentally and socially responsible manner. Vinci builds long-term value for customers, shareholders, partners and employees as well as for society at large.

In Hong Kong Vinci was awarded in October 2012 the construction of four kilometers of tunnels between Diamond Hill and Hin Keng, which will be part of the new Shatin-to-Central link.

Today nearly 400 employees are mobilized on this site where different tunneling techniques are deployed 30 meters below ground level.

Innovative techniques deployed on this project include:

- Deep shafts excavation using diaphragm walls
- Electronic detonators, to reduce vibrations
- Monumental noise enclosures
- Anti-collision (Blaxtair) device on all moving equipment in the tunnel
- Cooled air ventilation in the tunnel

Fondation Louis Vuitton Frank Gehry - Photograph: Govin-Sorel



VINCI Construction has run the construction of Fondation Louis Vuitton designed by Frank Gehry, opened in Paris in October 2014.

Gold Sponsor

About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at www.capgemini.com

Rightshore® is a trademark belonging to Capgemini

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About Hong Kong Tramways/ Veolia RATP

Founded in 1904 and operated by French public transport operators Transdev and RATP since 2009, the Hong Kong Tramways is the busiest tram line in the world, offering 210,000 passengers every day the most affordable and the greenest ride in HK.

Over the recent years, many initiatives born from creativity backed by technology were implemented, such as the new Signature Trams, a first-of-its-kind RFID-based tram positioning and dispatching system or the NexTram real-time passenger information App. This could be achieved by combining the global expertise from its two French parents with a uniquely Hong Kong blend of know-how, ingenuity and “can-do” spirit.

With the vision to be the world's most iconic and ingenious tramways, Hong Kong Tramways is proudly celebrating its heritage and HK's culture, while striving to exceed the expectation of the 21st century passengers.



Credits: Mr. Yuen Ming Yeung, Motorman for Hong Kong Tramways

Silver Sponsor

About Airbus Helicopters

Airbus Helicopters - formerly Eurocopter - is a division of Airbus Group, a global pioneer in aerospace and defense related services. Airbus Helicopters is the world's No. 1 helicopter manufacturer and employs more than 23,000 people worldwide.

Airbus Helicopters is a long-term partner of Hong Kong Government Flying services. Thanks to the excellent cooperation between Airbus Helicopters and the GFS, numerous rescue missions have been conducted in particular during typhoons in Hong Kong and in the South China Sea.



Silver Sponsor

About Hologram Industries

Hologram. Industries provides security solutions that allow to easily authenticate identity documents while bringing high level protection to personal data, bearer's pictures etc. which helps secure both people's identity and migration flows.

Fighting against fraud and counterfeit of passports, cards, banknotes, tax stamps, vehicles and products, Hologram. Industries solutions are deployed in more than 100 countries, trusted by Governments and Industries as highly reliable solutions.



Silver Sponsor

About Geodis Wilson Hong Kong Limited

SNCF Geodis, the Transport and Logistics Division of SNCF Group, provides a global multimodal offering and end-to-end flow management solutions for its customers. Through a network covering 120 countries, the division's multicultural workforce brings customers truly local services with the highest levels of flexibility and proactivity. SNCF Geodis is the 7th largest logistics player worldwide with a revenue of 9.1 billion Eur.

Geodis Wilson is a leading global freight management division of Geodis. With 9,000 employees in 61 countries, it delivers tailor-made, integrated solutions to customers enabling them to operate as 'best in class'. Geodis Wilson manages cargo across five continents by sea, air and sea-air combined, making supply chains transparent and flexible to manage. Geodis Wilson combines freight management services with advanced eSolutions and value-added services. These make our customers more competitive by increasing visibility and manageability and reducing risk and cost.

In Asia Pacific, Geodis Wilson operates 118 offices in 14 countries including Australia, Bangladesh, China (including Hong Kong), India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam.

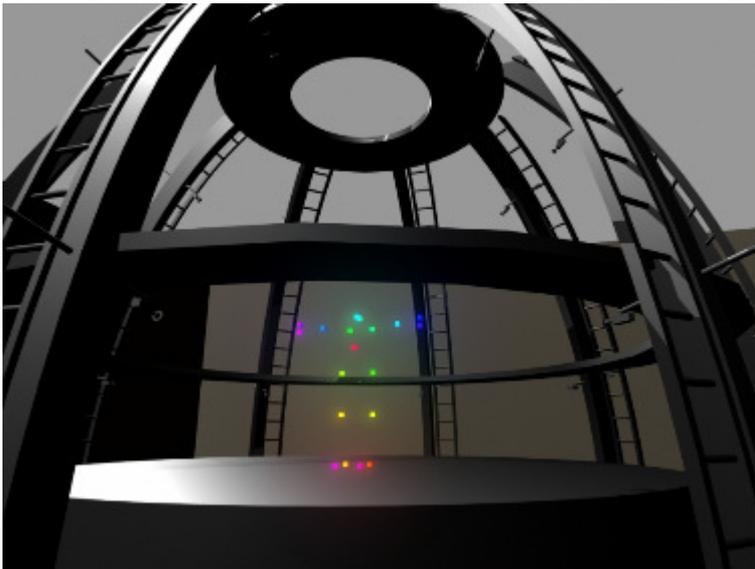


Exhibitors

About Animakitstudios (XD)

XD is a leader of real time 3D animation in Europe. Established in 1999, XD produces 3D animated feature films, animated TV series and TV shows relying on its own in-motion capture and 3D Imagineering technology.

In Hong Kong, XD and the event company Dontbelieveinstyle won Ocean Park tender for a live animation show in 2012.



Exhibitors

About Saft

Saft is the world's leading designer, developer and manufacturer of advanced technology batteries for industrial and defense applications. In particular, Saft is the world's leading manufacturer of industrial nickel-based batteries for use in air and rail transportation, standby power and telecom applications; the world's leading manufacturer of primary lithium batteries for the electronics and defense industries; the leading European supplier of advanced technology batteries for defense and space applications, and the world's leader for lithium-ion satellite batteries.

Saft's strategy includes delivering high technology lithium-ion batteries for clean vehicles and renewable energy storage.

In Hong Kong Saft supplies batteries for all planes (Cathay Pacific, Dragonair and many other airlines), batteries for the MTR trains and signaling systems, Fire pumps, Tunnel ventilation back-up, Hospitals gensets, Airport building, Automatic tolls gates, Waste and Water treatment, smart meters for water gas and electricity, Octopus payment terminals, .



industrial batteries
 Lithium primary cells
 satellite battery



aviation battery



metro battery

Exhibitors

About NATIVE UNION

John Brunner and Igor Duc started NATIVE UNION in 2009 to provide solutions to the challenges of the digital age, and had one goal: to make life simpler in a rapidly changing world. Over the past decade a new way of working has evolved with technology providing the freedom to work smarter and faster wherever we may be in the world, in adopting this lifestyle themselves, they understand the demanding new needs of today's modern worker.

NATIVE UNION is committed to making design accessories of exceptional quality. The range of products is a unique combination of simplicity, utility and aesthetic that transitions easily from the boardroom to the bar. Garnering considerable critical acclaim from the design community, NATIVE UNION has offices in London, New York, San Francisco and Hong Kong with product available in the finest retailers across the world.



Exhibitors

About Faiveley

Created in 1919, Faiveley has grown into a global player providing solutions to the railway industry in three key areas: brakes and safety; access and mobility (train doors & platform screen doors); and energy and comfort.

Faiveley is present today in 24 markets, with 5,500 employees, generating sales of close to 1bn Euros.

In Hong Kong Faiveley has provided brakes, train doors & platform screen doors and couplers systems to the MTR.

