VISIT REPORT

LYON 8TH
sido
IoT – AI – ROBOTICS – XR

Lyon
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Cité Internationale

BNB markets

OVERALL PRESENTATION

Pioneering event in Europe on the convergence of IoT, IA, XR & Robotics technologies, SIDO makes the link between technological solutions and Startups, SMEs, mid-size companies and international Groups by facilitating technological partnerships and cooperation in all sectors of activity. For 8 years and with 2 editions per year, SIDO has been THE unmissable event for all business leaders, strategic decision-makers, innovation, and all business line managers looking for long-term growth and value creation.

As very rightly indicated by L'Usine Nouvelle, SIDO is intended as the exhibition dedicated to robotics, artificial intelligence, and the Internet of Things. This is a meeting that serves less to conclude contracts than to keep abreast of news, while gaining visibility.

DID YOU KNOW? (Source: SIDO)

The volume of connected objects in the world is estimated at 36 billion in 2030. The market should continue to grow rapidly: spending on IoT in the world should thus reach €920 billion in 2022, with average annual growth over 2019- 2022 by 11%. (Source: Bearing Point)

The global artificial intelligence market, which represented $4.8 billion in 2017, should be multiplied by 10 by 2022-2023, before reaching almost $90 billion in revenue generated in 2025. (Source: Statista)

The number of active service robots worldwide is expected to reach 264.3 million by 2026, growing by 24% per year on average. (Source: Idate)

I suggest you take an overview of the show, through this report. In the first part, you will find the exhibitors who seemed to me the most relevant in our market for this report, their offer, and comments on their presence and on the message conveyed. You will find the list of conferences and the topics covered, with for some, personal remarks written following the participation.

[MARKETING] TRENDS (FROM THE MARKET)

Introduction

According to PEGA, more than half (51%) of marketers believe that investing in new marketing technologies (MarTech) could increase revenue by 10-40%. However, 59% admit that current levels of investment are insufficient for effective digital transformation.

In their latest study, the firm first mentions the rise of AI-based on personalization. AI-based decision support and real-time data signals will pave the way for quality personalization. One-to-one marketing is nothing new. What will change is the importance and scope of personalization. AI and automation will give birth to never-before-seen marketing, based on enriched customer data. In concrete terms, this means that loyalty or even cross-selling will become increasingly dominant in evaluating the performance of marketing actions.

Content marketing is no longer to be considered as an inbound activity among others. It will become an essential pillar. Also, according to the study, for 73%, marketing functions mention content creation as essential within 3 to 5 years. And 65% for data scientists. Whether in the form of white papers, studies, webinars, podcasts, or reports, thought leadership will remain critical to positioning companies as trusted experts.

Also, 64% of B2B companies say they want to invest in Web 3.0 (metaverse, virtual reality and augmented reality) within 3 or 5 years, but also those distributed in the insurance and telecommunications sectors for data analysis purposes. and customer experience management.

Environmental, social and governance (ESG) criteria, as well as corporate social responsibility (CSR), should be placed at the heart of marketing strategies, according to the study.

For a quarter of respondents, digital and IT skills, as well as data management and analysis, will be essential over the next five years, to support the adoption of technologies aimed at improving the customer experience. These skills will be paramount to mastering AI-based marketing tools that can drive customer engagement throughout their lifecycle and deliver value. The marketing director will have to demonstrate good adaptability and not hesitate to rely on AI to make decisions. Creativity, the ability to solve problems and strategic thinking will also be serious assets for success in this new world.

What we can say about SIDO 2022

It's no secret that Europe wants to improve the security of connected objects. The latest text presented by the European Commission recently provides for the establishment of new cybersecurity standards for all connected objects. Called the Cyber Resilience Act, this text aims to protect consumers and businesses against connected products whose security features are not sufficient. According to Thierry Breton, they should be 75 billion by 2025 worldwide. And quite logically, these objects can serve as a gateway to a cyberattack.

The Cyber Resilience Act implies a “security by design” obligation for the manufacturers of these objects, i.e., to take cybersecurity into account from the design stage. In concrete terms, for 90% of products, manufacturers will be able to make the declaration of conformity themselves. On the other hand, for the most sensitive objects, the evaluation must be carried out by a third party. Once conformity has been established, the object can obtain CE marking. There is still time for law enforcement, not before 2023.

The SIDO largely relays this aspect, through the various companies present, through the solutions presented by the various exhibitors and in the subjects discussed during the proposed conferences.

WHAT ARE WE TALKING ABOUT?

As already mentioned, SIDO Lyon wants to be the reference show in France for IoT, Artificial Intelligence (AI), Extended Reality (XR) and Robotics solutions for 4.0 transformation.

Through the various exhibitors and conferences, **the first theme that I retain is data security**. I see most players mentioning this problem and providing various solutions, whether for industrial production or more customer-oriented improvements.

Of course, solutions for the digitization of processes, or to meet the various requirements in terms of CSR, are perfectly represented. We still have solutions to lead change management towards global digitalization.

The metaverse is obviously a major theme at the show. It is gradually inviting itself into the industry, there is no escaping it and it is the word of the moment. The web is evolving and the metaverse is meant to be that next big evolution.

To go further in virtualization and for an evolution towards a modeled environment, the metaverse stands today as the essential approach. Everyone will see it coming.

> **Marketing, with the use of networks and models from the world of video games, will bring a new experience with the virtual, and may allow new customer approaches. The exchanges, the interactions that will emerge will make it possible to redefine the conceptions and the means of understanding the behaviors and expectations of customers.**

Changes in use will thus determine the new technologies to be implemented, the approaches to be developed, in an effective marketing logic. In the industry, we also speak more specifically of digital twins, like Microsoft, which places itself as a locomotive (and Meta ...) to impose this new step in our professional and personal daily lives. The future stakes are enormous.

ABOUT THE SPACE AND DEFENSE INDUSTRY, WHAT'S GOING ON?

As relayed by the magazine Electroniques recently[1], the space sector remains a strategic industry and SIDO has not contradicted this.

The main issues are represented at SIDO, this is now a habit in Lyon and it is a very good thing. Faced with international tensions with China and Russia, it remains that space programs could have reorientations, without however being really dimensioning, even if the lack of transparency of certain states on their various programs remains.

The space, through exhibitions such as the SIDO in Lyon, is intended to be accessible to all. All participants can thus be impregnated with this industry, without being an actor. The various funding programs available also make this industry one of the most attractive. We now know that a lot of data (mainly in terrestrial images from above) is accessible free of charge, for everyone and everywhere on the planet, which can thus be used in different fields such as agriculture, urban planning, climate monitoring and evolution and oceans. Partnership between institutions, companies, and university

[1] During the 73rd edition of the International Astronautical Congress which takes place from September 18th to 22nd in Paris, French Prime Minister Elisabeth Borne unveiled an investment plan of more than nine billion euros over three years, dedicated to the space sector. "The first strategy is to keep our independent access to space with Europe, and for that we need strong resources and cutting-edge research," declared the head of government at this meeting. These major investments, according to Elisabeth Borne, are part of the space strategy defined by Emmanuel Macron last February. These nine billion in fact include many previously announced investments such as the €1.5 billion of the France 2030 plan and the 2019-2025 military programming law (€5 billion). They also include the next French contribution to the budget of the European Space Agency, the exact amount of which is not yet known. In total, the ESA should request €18 billion from the Member States.

structures, securing data and programs, commercialization of systems, geopolitical and climatic tensions, the stakes for space are thus large-scale. Everyone will have to adapt for an increasingly global participation of the various actors, in a logic of cooperation to ensure the success of the ambitions of the space of today and tomorrow.

As part of the recently presented French finance bill, the credits allocated to the "Defense" mission will increase by 3 billion euros in 2023 to reach the unprecedented level of 43.9 billion in 2023, in accordance with the Programming Law Military (LPM) 2019-2025. Among the main revalued expenditure items, the major armament programs will see their budget increase by 5.6% in 2023 to represent 8.5 billion euros[2].

[2] The French LPM constitutes a major financial effort to enable the armies to adapt to a degraded and uncertain international strategic context, with the priorities of investing in force equipment, space, intelligence, cyber, maintenance of equipment (maintenance in operational condition of aircraft, in particular). In accordance with the LPM, the credits devoted to innovation are consolidated in 2023 at 1 billion euros. In 2023, the reinforcement of the capacities of the armies continues, with the delivery of 13 Rafale combat aircraft, a second nuclear attack submarine (SNA) of the Suffren class, three Airbus MRTT Phénix, 280 vehicles of the Scorpion program, 18 renovated Leclerc combat tanks, two A400M military transport aircraft and a Syracuse IV telecommunications satellite.

Significant commitments are planned, for the development of the Rafale program, the design of the future next-generation aircraft carrier (PA-NG) and the deployment of the future anti-mine system program (SLAMF). In addition, multi-year maintenance contracts in operational condition will be committed for the A400M fleet, for defense and intervention frigates (FTI) or for light surveillance and reconnaissance aircraft (ALSR). Ministry of the Armed Forces will be increased by 1,547 full-time equivalents (FTE). Expenditure on maintenance in operational condition (MCO) will increase by 12.4% to reach 5 billion (+€550 million compared to the LFI 2022) and will make it possible to strengthen the effectiveness of war materials. The effort for the benefit of nuclear deterrence will increase for its part by 6% compared to 2022. In compliance with the LPM, between 2017 and 2023, appropriations for the "Defense" mission increased by 11.5 billion with annual increases of 1.7 billion between 2019 and 2022, and 3.0 billion in 2023. Work to draft a new military programming law 2024-2030 is underway, which will define the means allocated to the armed forces to fulfill their missions in a strategic context marked by the return of high-intensity warfare. Source: vipress.net, Sept-2022

CONFERENCES AND BUSINESS PRESENTATIONS

From digital sustainability to energy transition – Building the resilience of your business

Nadia MAIZI - Professor at MINES Paris - PSL, member of the IPCC, director The Transition Institute 1.5 of MINES Paris - PSL - Mines Paris - Université PSL 6th report of the IPCC Transition Institute 1.5
Emmanuel DUTEIL - Editorial Director of L'Usine Nouvelle, Industry & Technology and L'Usine Digitale - Infopro Digital Group
Gilles DU CREST - Industry Director - Microsoft France
Julien NICOLAS - Group Digital Director - SNCF
Sophie BLACHÈRE - Regional Councilor - The Auvergne-Rhône-Alpes Region

Navigating in an uncharted world is now an integral part of strategic scenarios, with greater attention paid to our interdependencies, vulnerabilities, and a proactive approach to risk management. If technology has long been considered a vector of growth through innovation, it is now entering the field of corporate and business resilience. Resilience is not resistance, nor is it a headlong rush forward; it is the capacity of a company to face shocks with determination and to integrate them as experiences and opportunities to transform itself and bounce to a new equilibrium. Three key transitions, strongly linked to science, technology, and innovation, contribute to the resilience of the company and its ecosystem: the digital transformation to ensure a sustainable and inclusive digital environment, the energy transition to reduce the company's ecological footprint throughout its value chain, and the transformation of production, in terms of both processes and products & services. This is a true organizational mutation, where situational intelligence goes hand in hand with the employees' empowerment, where managerial care takes precedence over direction and control, and where decisions shall be driven by the company's Raison d'être.

BNB markets. Dynamic and interesting conference. Relocation is a societal subject today and is one of the major challenges of tomorrow, along with decarbonization and the circular economy. Be careful to clearly define what is called Green IT, as mentioned by Nadia Maizi, you must finish your sentences otherwise, we don't really know what we are talking about when we mention Green IT! For Julien Nicolas, digital is a lever to put everyone on the train. Data management and analysis is key. For Gilles Du Crest, digital is a decision-making tool and should make it possible to erase the carbon debt by 2050.

Faced with the challenges of security and data protection of connected objects, an overview of recent solutions best suited for a given application

Eric FAURE – Team Manager "Global Field Engineering" - PROVENRUN
Laurent DENIS - Marketing Manager - Microcontroller - STMicroelectronics
Bruno MUSSARD - Security Marketing Manager – STMicroelectronics
Frédéric PILLER - Digital Factory R&D Manager - LACROIX

Ensuring the security of connected objects and the protection of the data they exchange is becoming a vital issue for many companies. The loss of control of an object, the leakage of private data, can quickly lead to dramatic consequences on the credibility of a product or a service offer. Together, connected object manufacturers, software solution providers, hardware solution providers and

electronic component suppliers, we will discuss the latest solutions that allow us to dimension and implement effective and adapted security countermeasures for a given application.

BNB markets. Major conference for the show, knowing that ST is a Gold sponsor. The conference therefore addresses the security of connected objects (75 billion in 2035 according to the latest perspectives) and the different forms of possible cyberattack. We are talking about data theft, ransom, and misuse, for example. Rebound attacks, consisting of taking control of a system via a connected object, are also increasingly to be considered. And it is necessary to guarantee safety throughout the life of the product.

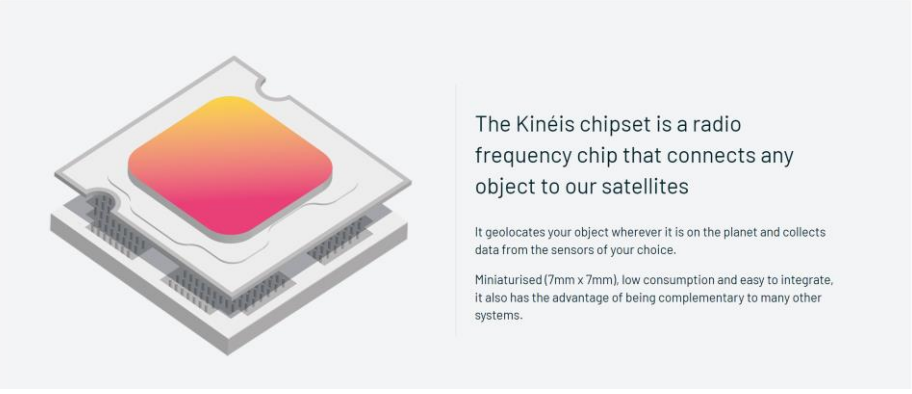
The first level of security is the silicon and ST implements security functions so that they can then be stored and identified by the higher software layers in the most secure way. Trusted firmware and security by design are essential approaches today. The authentication of an object is also the heart of the ST strategy, with the risks of data theft or even data modification. Security must be managed at the system level. On the ST stand, twelve partners and demonstrations. For the IoT, we are in the learning phase, with a fragmented ecosystem.

Aerospace : Ariane Group use satellite IoT for its international logistics

Astrid COUSTEAU - Chief Commercial & Business Development Office - KINEIS
Estelle AIMAR - Digital Supply Chain Analyst - Ariane GROUP
Julien COUDON - Co-Founder - DG - Exotic Systems
Mathias SAVALLE – Sales Executive France - Sensolus

Ariane Group uses satellite IoT for its international logistics. Ariane Group spare parts travel the world to be assembled and launched from specific secured sites. Only satellites can track them along their way, through remote areas, across oceans, far away from any terrestrial network coverage. Even individually, these assets are very valuable and sensitive for the whole industrial process and need to be secured. Tracking these assets & monitoring their transport conditions in a secured way – from the device to the data through satellite – is essential for a successful mission.

BNB markets. An interesting presentation by Kinéis proposing a constellation of nanosatellites for the spatial IoT, making geolocation and satellite data collection available for a large market of devices. We are therefore talking about digital items of the supply chain with operational gains (flows, data science, prediction of schedules, etc.) but also to connect equipment and processes. The constellation is made of 25 satellites with an end-of-life electrical de-orbit (8 years). The company is supported by CNES and collaborate with Thales Alenia Space for software and ground segment.



From digital twins to metaverse

Othman CHIHEB - Product Marketing Lead | Mixed Reality – HoloLens - Microsoft France
Steve ARLAUD - Business developer - Synergiz
Thierry DE LUMLEY - Chief Business Development Officer - Cosmo Tech

Digital twins and industrial metaverse: whatever the organization, they are part of the technologies that can enable to create differently and offer new industrial perspectives for the future. They can provide knowledge to improve products, optimize processes or reduce manufacturing and production costs. By combining digital twins with HoloLens 2, it is possible to model a logistic production line or a factory and specially to interact with these 3D models with bare hands. The abolition of distances will allow to operate repairs and manage supply chains remotely. These technologies are revolutionizing the industrial world by providing both a global and detailed view of performance. Many industries are already considering digital twins as the backbone of production. It is a gain of visibility on physical processes or IT systems, a way to better anticipate and regulate its production by creating interconnections. In this workshop, discover how our technologies help you in these revolutions around concrete cases.

BNB markets. A synthetic conference, on a topic that has been sizing for a few months now, by a premium sponsor. The digital twin is the virtual double of a real element to make a prediction. The approach with digital twins therefore allows a virtual representation, to understand without risk with different scenarios, the impact of a decision by simulation. The twin can thus determine a course of action accordingly. With this approach, it becomes easy to break down the silos in the various company departments and obtain a more effective cross-functional approach. For marketing, it is thus possible to determine market developments, take uncertainty into account through different simulations with different scenarios. And naturally, the metaverse wants to be the continuity of the digital twin. This is the big trend to bet on.

Cloud and/or Edge: exclusive choice or co-existence

Steve PEGUET – Scientific Director - ALTEN
Laurent MISMACQUE - Customer Services Director, Digital Services - SIEMENS

We are in the era of Cloud Computing maturity within companies, with adoption further accentuated by the pandemic and the need to accelerate the digital transformation of processes. We have barely reached this level of maturity, and a new revolution is taking place with Edge Computing, which is presented as the alternative to Cloud Computing to reduce the latency of information processing and promote real-time analysis. We are thus moving from the era of Big Data to Data Mesh, from digital service to ambient service, from cold data processing to hot data, from centralized architecture to distributed architecture, from virtual to physical… If technically Cloud and Edge seem to be in opposition, the new uses supported by their implementation are moving towards a convergence at the service of the user.

BNB markets. A dynamic presentation to better understand the approach through a practical discussion. Edge and Cloud, both are trendy! So, to put it simply, we can say that the Edge is intended to process hot data and the Cloud, cold data. We must put the digital according to the use, particularly in terms of energy saving. We will upload the data from the sensor (Edge, operational technology, OP) to server (Cloud, information technology, IT) in this logic, depending on the use. We must not oppose the cloud and the edge because today, they are converging.

Green by design, the contribution of embedded software

Cedric RAVALEC - Business Line Manager - Smile
Christophe BRUNSCHWEILER – BU Director, Embedded & Connected Systems - Smile

Green by Design", the counterpart of "Secure by Design" in terms of reducing the environmental impact of systems, focuses on everything that goes into the design of products. Quite naturally, we suspect that a system designed considering the future recycling of its components will have a lesser impact on the environment than another product. So, we think more about the mechanical and electronic dimension, but what about its firmware? What importance can the embedded software take in the "Green by Design" methodology?

Does the programming language have any influence? Can the way of coding help to achieve energy frugality? Wouldn't a good control of the technical debt be, in the long run, a good way? Open Source can also be a favorable factor: yes, but in what proportions? To meet the commitments made in terms of reducing GHG emissions, "each part" has a role to play. "Each part" designates an entity within a whole. And depending overall that we consider, the "each part" becomes different. Thus, on a planetary scale, the "each part" can designate each of the states. The bias of this intervention is to consider that each profession / trade has at its level, a role to play. These are the few themes that will be explored during this presentation. A workshop proposed by SMILE, European leader in integration and outsourcing of open-source solutions.

BNB markets. A very complete presentation on the impact of technology on CO2 emissions, on the environment. Links with the objectives of the Paris Agreements. Very interesting. Energy sobriety should not be done only by the end user but must be addressed from the design stage. Everyone is concerned, with a real intelligent and above all not penalizing approach. To then have a focus on the Smile company, which positions itself as an open and responsible digital leader.

The company presents the ten design recommendations such as doing just what is necessary, the use of open source, the use of an efficient language or even the management of updates and the focus on the energy frugality of the codes. Smile offers an end-to-end offer to support customers throughout the digital transformation value chain. From the design of embedded and IoT systems to the necessary digital interfaces, including hosting and specific business applications.

Data sharing and analysis: how to improve performance with the help of an expert?

Franck TESTORIS - Digital Solutions Manager Samson Regulation - Samson
Robin LANDI - Digital Products Team Manager - Samson

Share your data? Yes, but why, what and with whom? Our entry into the digital age and Industry 4.0 has multiplied data generation, providing a wealth of valuable information for your factory and processes. How is your operation doing? Is it performing optimally? What are its malfunctions and how can you detect, anticipate, and solve them? The questions are numerous, and the stakes are high.

The processing and analysis of this data by a qualified professional lead to the drafting of expert reports, allowing a complete monitoring of your installation. Between operational continuity and performance, discover how data shared with specialists can lead to improved productivity.

BNB markets. A very practical presentation about data management. Share it to optimize (maintenance), improve (operational) and secure (installation). We see that today, the quality of the data will make the difference, in a logic where having it is no longer a problem. Overloading and complex interpretation of data, forgetting to bring value is the trap that must be avoided. And so, translating all of this into an analysis becomes the solution to put in place.

Integrating Satellite IoT to Transform Supply Chain Visibility

Eric MENARD - Product and Strategy Director - ASTROCAST
Yoav MIMRA - Director of Strategy and Business Development - ArrowSpot

IoT has already changed the world. From adding resilience to complex global supply chains to industrial equipment tracking and environmental monitoring, increasingly sophisticated IoT sensors are already embedded within global infrastructure. But if organisations are to truly harness the power and sophistication of IoT, connectivity has to extend around the globe. It needs to be both affordable and accessible – and easily integrated into existing, proven IoT solutions. With the addition of low cost, accessible SatIoT technologies, SIs can radically extend and expand the value of IoT.

BNB markets. Very interesting conference. The company develop, manufacture, and provide IoT based End-to-End modular solutions for companies to track, monitor and manage their fleets of moveable and stationary assets. The End-to-End connectivity services is provided by a direct to satellite IoT communication service to scale up the remote operations around the globe.

The communication protocol has been developed with Airbus to be optimized. The current coverage is around with 70 countries and in the international waters. The goal is to increase to 80 countries in the coming years. Around 8 hours to get the desired information. The domains for such solutions are larges, can go from agriculture to the environment and maritime sectors, or mining oil and gas and land transport.

CONFERENCES AND PRESENTATIONS THAT MAY REQUIRE FOCUS

The benefits of a multimodal AI approach in industrial datascience projects

Jean-Paul MULLER - AI Global Practice Manager - INETUM

As we now know, we do not respond to a use case with a single magic artificial intelligence model that can do everything, but with multiple specialized models, throughout a process that makes it possible to address the starting problem. There are also more and more so-called multimodal use cases, i.e., involving several types of data within the same process, thus multiplying the processing complexity (of tabular data and image, language, and sound, etc.). But this multimodality can sometimes be provoked because it is useful for dealing with very complex cases, even though we are initially only working with a single type of data! This is, for example, the case where we would knowingly transform tabular data into an image, to benefit from the power of image analysis models at some point in the process.

Key steps in the decarbonization imperative

Julien FOURNIER - Director of IoT factory missions - ITNOVEM, SNCF group Tech subsidiary
Sandra MELKI - Energy Executive & Sustainability Lead - Microsoft France
Olivier GILLET - Head of the Energy-Companies sector in AuRA - ADEME
Steven DOLBEAU - Associate Director - Anima Conseil

Any decarbonization project must be thought through and structured upstream. The first step is to establish an energy audit to be able to define the objectives of your transition to carbon-free energy. This session discusses the key processes, tools, and solutions at your disposal to succeed at each phase of your decarbonization, energy efficiency and ecological transition process.

Industrial cybersecurity: Applications and OT/IT articulation

Jean-Christophe MARPEAU - Consulting Engineer - CAPTRONIC
Julien DREANO - CISO - FRAMATOME
Grégory BUCHHEIT - Referent for the industry of the future - CMS Automatisme
Mathieu DELAPLACE - Delegate for digital security for the Auvergne-Rhône-Alpes region - National Agency for Information Systems Security (ANSSI)

An industrial system includes equipment and software designed to monitor and control the operation of machines, equipment and the production lines associated with them. The decompartmentalization between industrial system and corporate network is becoming widespread. Connected objects are now an integral part of the company's global Information System (IS), increasing its attack surface. The necessary consideration of the security of the IOT, the convergence between IT and OT, are part of an overall reflection on the entire perimeter of the company. The company can then implement cybersecurity, technical and organizational rules in a targeted manner, which apply according to the vulnerabilities identified.

Your materials and your production parts become intelligent: Plastronics and organic electronics

Mael MOGUEDET - Chairman of the Management Board - S2P - Smart Plastic Products
Didier DEJOUX - Consulting Engineer - Captronic
Guy CHRETIEN - Materials Process Project Manager - POLYVIA
Philippe LOMBARD - Lecturer - Claude Bernard Lyon 1 University, AMPERE Laboratory

Plastronics is above all a meeting that has taken place since the advent of everything connected: that of the electronics and plastics industry. However, the definition of this discipline is still vague and not very concrete for many industrialists. Still very few companies have taken the initiative to integrate plastronics into their industrialization process. However, it is from the upstream phase of the project that these two components must be considered to get along optimally. This conference will be an opportunity to shed light on the subject, through feedback from companies that have already integrated this discipline internally.

Shortage of components: what actions to secure your supplies?

Pierre-Yves SEMPERE - Co-founder & CTO - EMS Factory
Guillaume POLLIN - Industrialization manager and pre-sales architect - RTONE
Frank FISCHER - CEO - ADEUNIS
Philippe MARCEL - Technical Director - CAPTRONIC

The global shortage of many active and passive electronic components particularly affects French SMEs and ETIs. There are no "miracle" solutions, but what can be the strategies and best practices to anticipate and best manage this situation, and more broadly to control its level of risk and dependence in relation to its suppliers and sub-contractors? contractors?

Thank you and see you soon!

Lionel Touchart

Note: This report was originally written in French and translated into English with the help of magnificent tools provided by Google and Microsoft. Thank you, reader, for your indulgence towards these American translators and towards the French editor.