VISIT REPORT

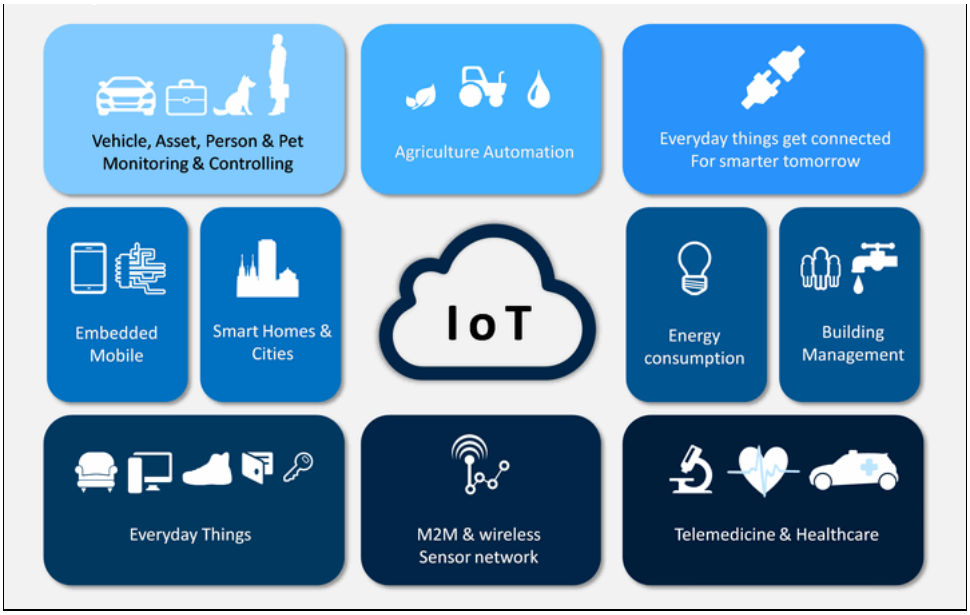
BNB markets

OVERALL PRESENTATION

Pioneering event in Europe on the convergence of IoT, IA, XR & Robotics technologies, SIDO[1] 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 10 years, SIDO Lyon is the historical event for all the key players in the IoT, AI, XR & Robotics ecosystem: tech solution providers, industrial groups, research laboratories, local authorities, institutions, etc. As key event in the decision-makers' calendar, SIDO supports companies in their digitization projects by bringing together technological leaders over a two-day trade show: from innovative bricks to complete and ready- to-go solutions, the entire value chain is represented.

Situated in the heart of Lyon and the Auvergne-Rhône-Alpes region, SIDO thrives on a diverse industrial base, including metallurgy, plastics, chemistry, electronics, pharmaceuticals, agri-food, textiles, machinery, and equipment. For a decade, with two editions annually, SIDO has been an essential event for business leaders, strategic decision-makers, innovators, and managers seeking long-term growth and value creation.



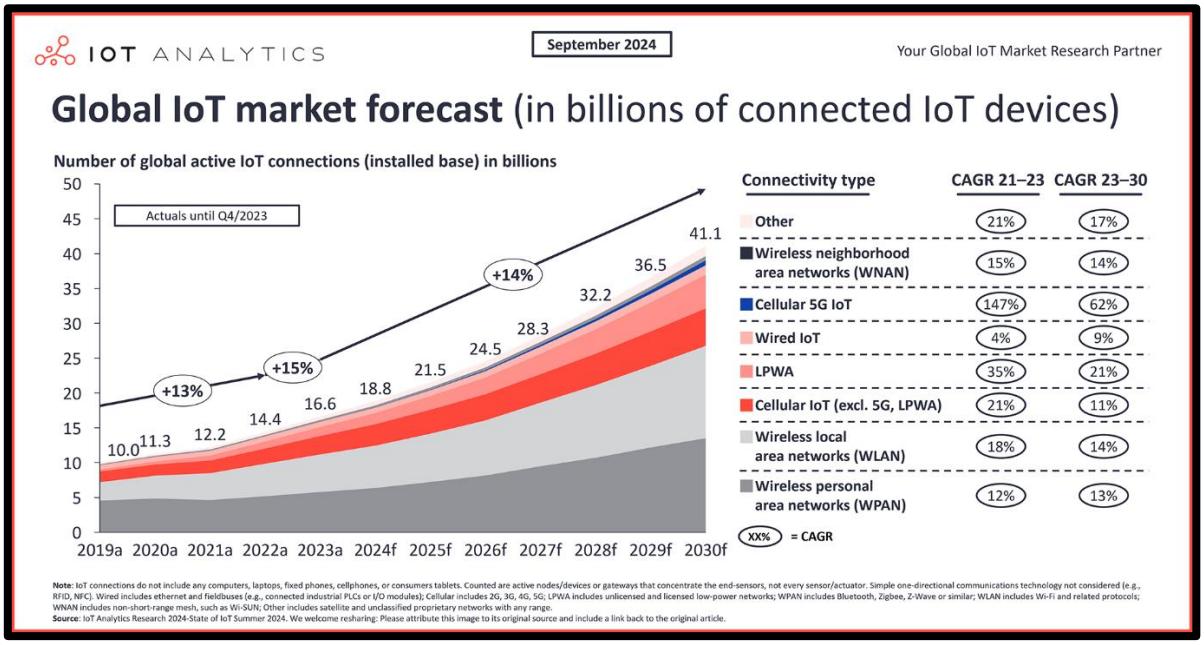
The Internet of Things (IoT) is a term used to describe the growing network of interconnected devices that we interact with in our daily lives. As the Internet expanded, telephones, office equipment like printers and scanners, and industrial machines were integrated into the network. Today, almost any

[1] SIDO (for "Solution Internet des Objets") is a trade show organized by Infopro Digital Trade Shows, a subsidiary of Infopro Digital group, which is a world leader in information and services for professionals. The show focuses on IoT, AI, Robotics and XR solutions and technologies. It takes place at the Cité Internationale de Lyon and is considered the largest European showroom for these technologies. Through thematic routes which will facilitate professional visits, it offers more than 60 conferences or workshops which will allow key subjects of the digital transformation (innovation strategy, process optimization, system interoperability, etc.). More than 300 exhibitors for +7.000 visitors are attending, from most of the French blue chips companies. Thus, innovative companies, start-ups, manufacturers, and other suppliers of cutting-edge technologies for the Internet of Things, AI and robotics gather around numerous exhibitors presenting their products and services working for an effective digital transition.

device we use, whether at home, in the office, or on the go, can be connected to the Internet. This has given rise to the concept of the Internet of “Things”. The IoT encompasses a wide range of devices and technologies that enable seamless communication and data exchange between physical objects and digital systems. The IoT is a trend that is driving the digitization and datafication of society in many new and exciting ways. Connected devices such as autonomous cars, everyday objects, autonomous manufacturing robots, and remote medical devices that enable doctors to diagnose patients and even perform surgical procedures are all made possible by these networks of connected objects.

In 2023, the number of security attacks, particularly those targeting the Internet of Things (IoT), saw a significant increase. Ransomware attacks were notably on the rise, with 1 in every 10 organizations worldwide experiencing an attempted attack. According to Check Point Research in January 2024, this represented a 33% increase from the previous year. IoT devices, such as routers, cameras, and smart home components, also became prime targets. Data breaches were another major concern, with 2,365 cyberattacks reported in 2023, affecting 343 million victims. The number of data breaches increased by 72% since 2021. It is easy to understand why SIDO, for its 10th edition, is welcoming the Cyber Expo as a separate part to better address the growing threat landscape and emphasize the importance of robust cybersecurity measures.

Number of connected IoT devices to grow 13% by end of 2024. According to IoT Analytics, there were 16.6 billion connected IoT devices by the end of 2023 (a growth of 15% over 2022). IoT Analytics expects this to grow 13% to 18.8 billion by the end of 2024.



As L'Usine Nouvelle rightly noted a few years ago, SIDO is an exhibition dedicated to robotics, artificial intelligence, and the Internet of Things. This event is less about closing contracts and more about staying informed and gaining visibility. This year, the show welcomes the Lyon Cyber Expo, offering a space dedicated to the protection of digital infrastructures.

I suggest you take an overview of the show through this brief report. After some insights and descriptions of the AI market, you will find a list of the conferences and presentations, each accompanied by an extract from the program and the topics covered. For some, I've included personal remarks written after attending the sessions.

MARKET TRENDS WITH AI

The global industry is experiencing significant growth and transformation driven by AI, with generative AI being a primary catalyst. The rise of applications like ChatGPT - recently integrated into Microsoft's offerings through Copilot - and Sora is escalating the demand for computational power. This surge is pushing the semiconductor industry to expand data centers and fabrication plants (fabs) to keep pace.

> *CNBC has confirmed that OpenAI expects about $5 billion in losses on $3.7 billion in revenue this year — figures first reported by The New York Times.*
> *Revenue is expected to jump to $11.6 billion next year, a source with knowledge of the matter confirmed.*
> *OpenAI, which is backed by Microsoft, is currently pursuing a funding round that would value the company at more than $150 billion.*

Sept 28, 2024

One of the buzzwords in the industry is "smart manufacturing," which is being enhanced by AI and machine learning to improve operational efficiency. In terms of process optimization and predictive maintenance, AI can analyze machinery data to predict failures and schedule maintenance proactively. This reduces downtime and extends the lifespan of equipment.

The focus on reducing energy consumption in semiconductor manufacturing is being advanced by AI, helping engineers optimize processes and develop more energy-efficient chips. Startups like BrainBox AI, SparkCognition[2], and VIA are leveraging AI to drive these improvements. Additionally, major companies such as Schneider Electric and Siemens are integrating AI into their energy management systems to help semiconductor manufacturers reduce power consumption.

Geopolitical impacts, highlighted by the recent pandemic and now identified as key drivers, are also influencing the semiconductor supply chain. Companies are adapting by exploring new geographies and forming strategic partnerships. At the end of 2023, when U.S. President Biden visited Vietnam and announced a strategic partnership, it thrust the country into the spotlight. This ignited Vietnam's ambition to become a key semiconductor hub in the region, with plans to elevate its chip industry to the same level as Taiwan's. These trends highlight the dynamic nature of the industry and its ongoing evolution driven by AI.

What about the healthcare sector?

It’s no surprise that healthcare IT decision-makers are planning to increase their investments in AI. However, not all healthcare professionals share the same optimism about the benefits of this technology.

According to the ABBYY State of Intelligent Automation Report AI Trust Barometer, the healthcare sector is among the most skeptical about AI’s benefits. Only 67% of healthcare professionals trust AI, compared to 75% in financial services and insurance, and 86% in information technology and professional services. The main reasons for this skepticism include data reliability and accuracy (40%), precision in interpretation and analysis (20%), and concerns about cybersecurity and data breaches (80%). Additionally, the fear of AI misuse by employees is highest in healthcare (63%), compared to just 23% in the financial services sector.

[2] SparkCognition is an AI technology startup based in Austin, TX, that develops solutions for industrial applications. Their AI-powered software focuses on enhancing safety, security, and reliability across various industries. The company addresses challenges in predictive maintenance, intelligent systems for real-time visual data analysis, renewable energy, and cybersecurity.

Increasing Investments. Despite these concerns, all healthcare executives in France plan to increase their budgets in 2025. Specifically, 67% intend to boost their investments by 11% to 30%. Several factors are driving French healthcare professionals to invest in AI. Half of them cite increased efficiency and improved patient service as the main reasons for investment. Additionally, 50% feel pressured to adopt this technology due to customer expectations. The primary areas of AI use in the French healthcare sector include compliance (67%), customer service such as onboarding (50%), operations (33%), R&D (17%), and finance and administration (17%).

When it comes to ethics and trustworthiness, healthcare IT leaders are confident that their organizations can comply with AI regulations. However, only 67% of respondents have policies in place that security and compliance teams adhere to, and just 50% plan to implement such policies soon.

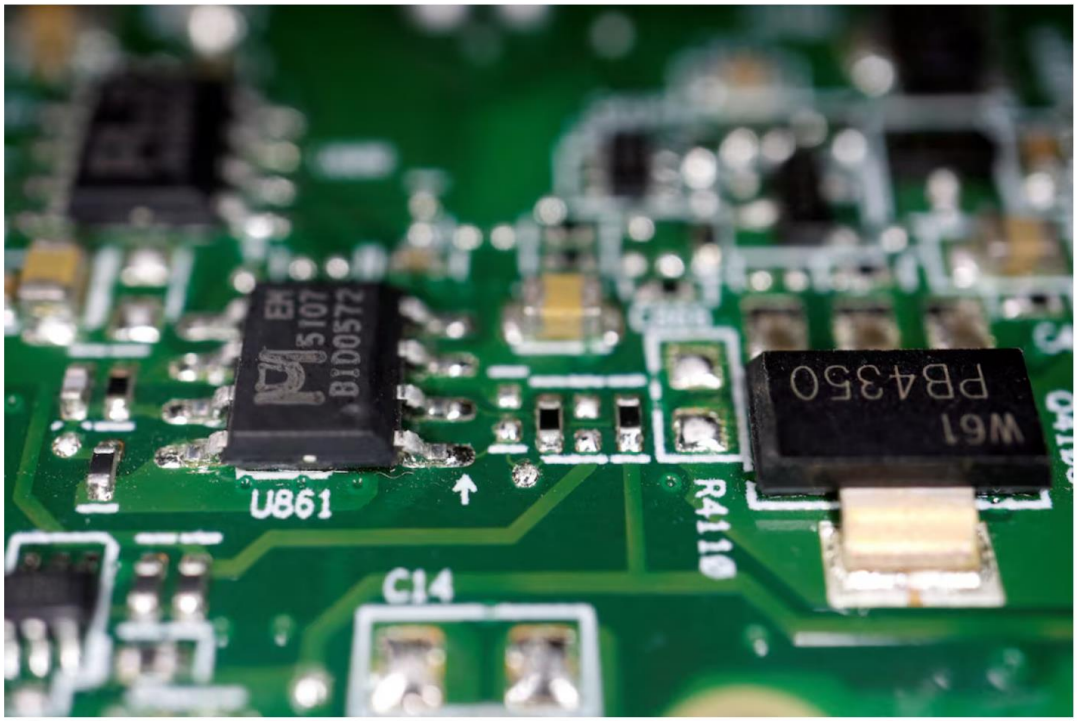
What about the semiconductor sector?

From Reuters, The U.S. Commerce Department said, October 2nd, it plans to award $100 million to boost the use of artificial intelligence in developing new sustainable semiconductor materials. The department, which is overseeing $52.7 billion in U.S. chips manufacturing and research grants, plans to award $100 million to help universities, national laboratories and the private sector develop AI-powered autonomous experimentation for sustainable semiconductor manufacturing.

US to award up to $100 million to boost use of AI for semiconductor materials

By **Reuters**

October 2, 2024 10:07 PM GMT+2 · Updated 10 days ago



Semiconductor chips are seen on a printed circuit board in this illustration picture taken February 17, 2023. REUTERS/Florence Lo/Illustration/File Photo Purchase Licensing Rights

As published by Intel, end of September, AI continues to revolutionize industries, enterprises are increasingly in need of infrastructure that is both cost-effective and available for rapid development and deployment. To meet this demand head-on, Intel today launched Xeon 6 with Performance-cores (P-cores) and Gaudi 3 AI accelerators, bolstering the company's commitment to deliver powerful AI systems with optimal performance per watt and lower total cost of ownership (TCO).

"Demand for AI is leading to a massive transformation in the data center, and the industry is asking for choice in hardware, software and developer tools," said Justin Hotard, Intel executive vice president and general manager of the Data Center and Artificial Intelligence Group. **"With our launch of Xeon 6 with P-cores and Gaudi 3 AI accelerators, Intel is enabling an open ecosystem that allows our customers to implement all of their workloads with greater performance, efficiency and security."**

In the realm of industrial vision, Teledyne DALSA has recently introduced the BOA3, a new line of AI-powered smart cameras. Currently, there are three models in production, each featuring a monochrome CMOS area scan sensor with a global shutter. These cameras are available in resolutions of 1280 x 960 (1.2 MP), 2560 x 1936 (5 MP), and 4096 x 3072 (12 MP), achieving frame rates of 50, 35, and 13 fps, respectively. Equipped with 1.6 GHz Quad-Core CPUs and 4GB of RAM, these cameras can run AI inspection models directly on the device.

© Photo/Teledyne DALSA 2024

Overview of the European AI Pact

Approximately 120 organizations, including around fifteen from France, have signed the European AI Pact. What commitments are they making under this agreement? Participation in this pact is voluntary and non-binding. It entails three primary commitments in preparation for the AI Act's provisions:

- Defining an AI governance strategy
- Mapping systems that might be classified as "high risk"
- Raising awareness among staff and other stakeholders.

Additionally, the pact offers optional commitments that signatories can choose based on their role in the AI value chain.

CONFERENCES AND BUSINESS PRESENTATIONS

IoT, AI, ML, the digital trinity of industry?

Jean-Laurent Gazelle - Business Development Manager Southern Europe - AAEON
Arthur Jacquemet - Co-founder & CEO - Fabera
Pierre-Yves Le Morvan - Senior Account Manager - Industrial and Manufacturing - Nvidia
Guillaume Roy - Head of Smart Industry - Sopra Steria
Fabrice Deblock – Journalist

IoT, artificial intelligence and machine learning are now three of the digital pillars of Industry 4.0. But deploying these technological building blocks in production units requires ensuring the maturity and complementarity of the technologies, the availability and integrity of the data, and the degree of acceptance of change management by the industrial customer. These are the prerequisites for the successful integration of IoT, AI and ML technologies in the digital trinity. From the component supplier to the industrial customer, via the digital service company, the speakers on this round table will discuss best practices, points of attention and pitfalls to avoid bringing your production unit into Industry 4.0.

Automation: from collaborative robots to intelligent cyber-physical systems

Thierry Alvergnat - Founder - Cohevo
Ulysse Michon - Vice president / Managing Director - Aquitaine Robotics / Cognitive Engines
Clarisse Poidevin - Innovation and Platforms Director - CEA-List
Frédéric Hélin - Directeur - Coboteam Auvergne-Rhône-Alpes

Collaborative robots are designed to work alongside operators, and are particularly suited to tasks requiring close, safe interaction with humans. Cyber-physical systems (CPS), on the other hand, involve vertical integration of the production chain, and are better suited to highly automated tasks and complex coordination between machines and processes. CPSs have a broader perception of the environment, with diversified sensors and advanced data analysis to monitor and control processes. The sensors of collaborative robots focus more on detection and interaction with humans and nearby physical objects, to ensure the safety and precision of their movements. Integrating collaborative robots into a CPS extends automation possibilities and enables fluid interaction between machines, humans and processes for enhanced, safe industrial performance.

Health: Additive manufacturing makes its mark on medical practices

Mélanie Wallet - Head of Content - 3Dnatives
Samuel Guigo - Coordinator of the W.Print 3D printing platform - CHU de Brest
Delphine Prieur - Operational Director of PRIM3D, AP-HP's 3D printing platform - AP-HP
Peggy Leplat-Bonnevialle - Innovation deputy manager - Hospices Civils de Lyon
Edwin-Joffrey Courtial - Research engineer / Scientific director - CNRS / 3Deus Dynamics

In hospitals, among healthcare professionals and in laboratories, additive manufacturing is becoming increasingly popular. Anatomical models, prototypes and medical devices, spare parts, rehabilitation aids, therapeutic patient education aids, made-to-measure drug design, human tissue production: the innovations are numerous and the benefits obvious, whether for patients, healthcare professionals or

medical practices. Today, more and more hospitals are equipping themselves with 3D technology solutions and creating dedicated platforms, supported by academic research and a dynamic network of companies (manufacturers, start-ups). So, has 3D printing become a working tool (almost) like any other?

Cybercrime: how to curb the epidemic?

Rémi Grivel - President - CLUSIR Auvergne-Rhône-Alpes
Mathieu Delaplace - Digital Security Delegate for the Auvergne-Rhône-Alpes region - ANSSI
Philippe Malaval - President - ENE
Alexandre Marguerite - Co-founder & managing director - Devensys Cybersecurity
Coordinateur Expert Cyber - Auvergne-Rhône-Alpes - DGSI

Published at the beginning of the year by ANSSI, the "Panorama de la Cybermenace 2023" reported a very significant upsurge in security events last year (+18.5% compared to 2022). Strategic and industrial espionage reached a new level, with think tanks, research institutes and companies in the defense technological and industrial base increasingly targeted. Attacks for profit have increased by 30% compared to 2022, with VSEs, SMEs and local authorities the main targets, as well as a trend towards ransomware based exclusively on data exfiltration (without ransomware deployment), which was confirmed in 2023 as part of massive campaigns. From raising public awareness to adopting enhanced security practices, via the development of new protection technologies, how can we increase our response capabilities and resilience, in an attempt to stem the epidemic?

Metaverse and immersive reality: technology transfer between creative and manufacturing industries

David Gal-Regniez - Director, Content Industry & New Space - Minalogic
Félix Balmonet - Co-founder - Chat3D
Patrick Jordikian - Associate Director - Speedernet
Frédéric Borrel - Digital Consultant XR - Volvo Group

The convergence of the cultural and creative industries (CCI) with the manufacturing industry is not a trend, but a strategic direction, in line with the objectives of the Plan France 2030. Technologies such as augmented reality, virtual reality and video game engines are the most obvious illustrations. Digital twins and Metaverse: "same battle", one might say. These tools, previously reserved for leisure and entertainment, now have their place in design and manufacturing production, reinventing processes and opening up new market prospects. For an industry that is going digital is an industry that is thinking about its digital heritage, interoperability between different technologies throughout the manufacturing chain, and diversification of production. And while this convergence also faces challenges – cybersecurity issues, the need for specialized skills, efficient resource management – the opportunities are huge.

Wednesday Morning, Plenary Session
What connected world do we want for the next decade?

Jean Bolot - Orange Innovation Research Senior Vice President - Orange
Laurence Devillers - Professor of AI and Ethics - Université Paris-Sorbonne
Emanuela Girardi - President - ADRA
Florent Kirchner - Director Digital Policy - Secrétariat Général pour l'Investissement / France 2030
François Terrier - Director of Programs, Institut List - CEA
Gautier Virol - Journalist - Head of Web - L'Usine Nouvelle

Over the past two years, Europe has rolled out its digital strategy through the adoption of a number of regulatory texts (Data Governance Act, Digital Service Act, Digital Market Act, Data Act), the latest of which is the AI Act. At a time when the development of generative artificial intelligence is gaining momentum and converging with mature, developing and emerging technologies (industrial IoT, robotics, immersive reality, quantum, etc.), is this legislative sovereignty sufficient? How can democratic societies, with France at the forefront, regain control of their digital destiny and collectively choose what kind of connected world we want for the next ten years, and what kind of governance we want to associate with it?

BNB markets. The introduction begins with a focus on the Auvergne-Rhône-Alpes region, highlighting its 6,000 digital companies and three French Tech hubs. The region supports the sector and the entire value chain through Minalogic and regional clusters. Cybersecurity is also addressed, particularly through the "Industry of the Future" program. In this interconnected world, we are all dependent on each other. By hybridizing with GAFAM, we progress. However, it's important to remember that no one controls the chain from start to finish, and everyone seeks economic strategy and autonomy. European collaboration and cooperation are crucial for achieving strategic autonomy, as emphasized in the Draghi report. While GAFAM's short-term solutions weigh us down today, long-term solutions must be sustainable and cannot be driven solely by cost-cutting.

The discussion extends to the recommendations and directives of the "Data Act[3]," highlighting the challenges faced by both Europe and GAFAM in their application.

Innovative product development: the keys to securing your time-to-market

Charly Hamy - CTO - Rtone
Guillaume Pollin - Head of industrialization - Rtone

Successful time-to-market is not only essential, but often decisive for the success of an innovative project. The time it takes to go from the idea to the design of a product to its availability on the market is a decisive factor in an ever-changing competitive environment. The main challenge? Finding the optimum balance between quality, costs and deadlines throughout product development, to guarantee the success of your project and meet market requirements. This workshop aims to identify risky moments in the development process, and to provide valuable advice and effective strategies for anticipating them and thus securing your planning and time-to-market.

BNB markets. A very dynamic presentation that effectively explains the different stages of a successful time to market (TTM). It covers iteration and maintaining competitive advantage, providing a very educational experience. The presentation also discusses the certification roadmap, development roadmap, and retro planning. Finally, approaches to reduce and secure the TTM, such as rapid prototyping or partnerships, are explored.

Distributed Artificial Intelligence: a catalyst for decision making in industrial environments

Steve Péguet - Scientific Director - Alten
Yann Bourjault - Director of Digital Transformation - Schneider Electric

Industrial environments often involve a large number of processes, all of which have an impact on productivity, quality and overall plant efficiency. In order to analyze these processes and optimize them automatically, the use of Edge computing and AI is essential. The use of a distributed artificial intelligence model then becomes a major asset for moving from centralized hypervision to proactive hypervision to help make the right decisions, and reactive hypervision through automation. Alten and Schneider Electric propose their joint offer, sharing a wide range of feedback on how to move from an intelligent sensor to an intelligent system (intelligent machines, HVAC equipment, conveyors, wind turbines, etc.) in support of Industry 4.0.

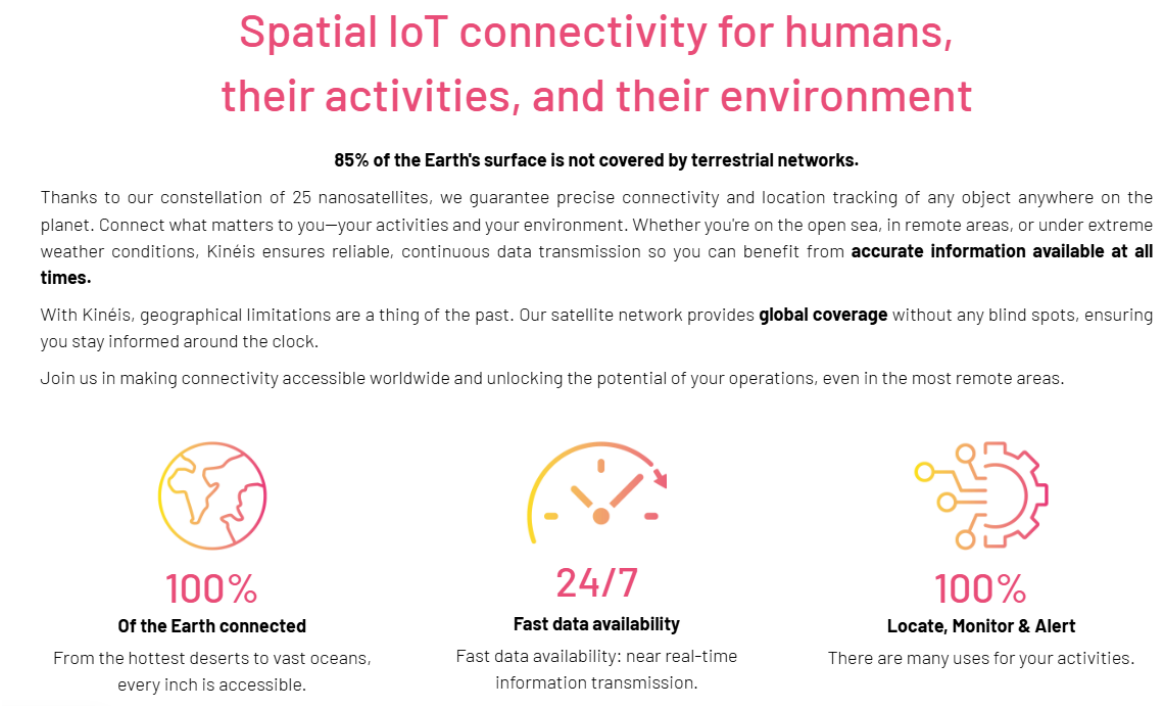
[3] The EU's Data Act enters into force today, **improving access to data** in the EU market for individuals and businesses. In recent years, the Internet of Things has fueled rapid growth in the amount of data out there. The new rules will encourage the use of data and ensure it is shared, stored and processed in full respect of European rules. Whether you are a citizen or a business, these new rules will improve our lives in numerous ways. The Data Act also enables the public sector to access and use data held by the private sector to help respond to public emergencies, such as floods and wildfires. It will also **protect European businesses from unfair contractual terms** in data sharing contracts, so that small businesses can take part more actively in the data market. The Data Act will start to apply in the EU in 20 months, on 12 September 2025. (https://commission.europa.eu for more details)

Combining networks for your IoT solutions

Maxence Cossalter - Anima
Carole Dauguet - French market manager - Tele2 IoT
Florian Leclère - IoT Sales Engineer - Netmore Group
Éric Djakam - EMEA Metering Business Development APMS Group - STMicroelectronics
Romain Marty - Product Developer Ecosystem Manager - Kinéis

From managing large-scale connectivity to securing data in transit, and optimizing device power consumption, there are many critical issues when deploying and managing IoT projects. Combining and optimizing networks to maximize the performance and reliability of IoT solutions is therefore a key issue. Today, Wi-Fi, Bluetooth, cellular, satellite and LPWAN technologies all coexist, responding to their own specific challenges and needs. Each of these technologies continues to innovate, giving rise to new uses and applications, and helping to build the connectivity of the future.

BNB markets. Romain Marty, Product Developer Ecosystem Manager, spoke during this round table to highlight the combination and optimization of different types of networks to maximize the performance and reliability of IoT solutions, a real challenge for the connectivity of the future.



© kineis.com 2024

In this context, Kinéis has developed a commercial offer called SmartSat, which provides access to global satellite connectivity (covering the entire surface of the earth) with market components. In 2022, Kinéis and STMicroelectronics signed a partnership to ensure the compatibility of their STM32WL chipset with Kinéis' satellite connectivity, thus offering low-cost hybrid connectivity.

Innovation & Health: the main stages in an innovation project, from idea to industrialization

Frédéric Dupont - Director Electronic and Innovation Offer - Viveris
Rémy Ouaida - President - French POC
Fabrice Romano - CEO & founder - Eye Tech Care / Keranova

A good innovation project often starts with a problem to solve. We propose an immersive intervention in the major stages of the innovation process, from ideation to Proof-of-Concept (POC), a crucial stage in the development of your project. The POC will validate the market's appetite, validate usage… In short, it will help "de-risk" your innovation project. Next come the design and industrialization stages, with a view to meeting sectoral and/or normative requirements, particularly in the healthcare sector. Viveris and French POC invite you to share best practices and concrete feedback from relevant guests, including Fabrice Romano, founder of Keranova and EyeTechCare, two Medtech companies.

BNB markets. Imagined by innovation enthusiasts and brought to life through a public-private partnership, the French POC is an association aiming to create favorable conditions for the reindustrialization of the territory. This unique and innovative model allows industrial companies and start-ups to imagine and test new product ideas with the support of local talents and industrialists. It won the European FEDER call for projects, securing co-financing from the European Union. To provide these companies with an environment of industrial expertise, the French POC opened its doors in October 2019 in Miribel, part of the Communauté de Communes de Miribel et du Plateau, located in Ain, France's leading industrial department, near the Lyon metropolitan area.

5G private networks: for whom and why adopt them?

Guillaume Callou - Mobile Private Network / Mobile Radio Director - Orange Business
Stéphane Olivier - Enterprise Key Account Manager - Nokia
Bruno Bailly - CEO - Merem

5G is revolutionizing the way we use communications technologies, offering ultra-fast speeds, low latency and massive connection capacity. Industrial companies are increasingly interested in the emergence of 5G networks and their partial or total privatization. Use cases are multiplying rapidly, and initial results show productivity improvements of 10-15%. Orange Business and its ecosystem of partners offer you an extensive catalog of 5G private network solutions to support your digital transformation.

Security by design: integrating IoT cybersecurity from design to operation

Jean-Christophe Marpeau - Consulting engineer - Cap'Tronic
Eddy Huynh - Technical manager of Cybersecurity Testing - LCIE Bureau Véritas
Michael Grand - President - TrustnGo
Jérémy Goma - Information Security Officer for IoT - Décathlon

The cybersecurity of connected systems and the Internet of Things (IoT) is no longer an option to be dealt with at the end of a project. The European Union has amended its Radio Equipment Directive

(RED) and, above all, adopted the Cyber Resilience Act (CRA), which imposes security obligations on manufacturers, importers and distributors, when selling connected products. In this increasingly demanding and constrained legislative and regulatory context, the cyber aspect of IoTs must be considered right from the design phases, to guarantee cyber-secure operation throughout the system's life.

Smart City: using distributed intelligent sensor networks to combine environmental indices, at the service of City 4.0

Zoltán Kiss - Export and R&D manager - Endrich

Monitoring the city's environmental indices has become essential for local authorities, to guarantee a healthy environment for their citizens. Usually, this monitoring is limited to air quality measurements, but many other indices also need to be monitored. For example, factors such as soil moisture concentration in parks, where trees play a crucial role in maintaining clean air in the city, need to be considered. Providing this information can help control economic factors and contribute to water conservation through more efficient irrigation, among other benefits. Traffic also affects air quality, so monitoring it is also an important task. What if we combined traffic data, groundwater level checks, soil moisture detection, light intensity measurements in parks and other factors with air quality monitoring, and organized it all into a single distributed network of intelligent sensors? Endrich's CityBox tool is one possible answer. It offers primary air quality monitoring capabilities with 24/7 grid-independent operation and can simultaneously act as a gateway to the internet for other battery-powered, long-life wireless sensor networks.

BNB markets. Endrich is a family-run company that has been operating successfully as a design-in distributor in the electronics industry for almost 50 years. They offer a wide range of high-quality electronic components and system solutions, including semiconductors, passive components, displays, sensors and connectors. Endrich is also known for its commitment to quality, reliability, and sustainability. They work closely with their suppliers to promote the use of environmentally friendly materials and processes.

Industrial cybersecurity: how to secure your production facilities?

Louis Lambertod - Technical Sales Engineer - Nozomi Networks
Vincent Chartier - OT Security Presales Engineer - Orange Cyberdefense

Every company operating industrial systems is faced with the complexity of maintaining the cybersecurity requirements of existing and future facilities. The growing interconnection of critical systems, equipped with components whose resistance to attack is often low or non-existent, forces companies to develop a global protection strategy to preserve plant availability with cyber-resilience mechanisms. Knowledge of field components, communications between industrial network zones, and relationships with other equipment on the company network and sometimes beyond, can be facilitated by the deployment of specialized detection tools, combined with cybersecurity expertise specific to the industrial environment. In this context, Orange Cyberdefense and its partner Nozomi Networks will be presenting their approach to helping companies implement solutions for discovering and monitoring production environments.

Will generative AI mark the advent of more social robotics?

Steven Dolbeau - Associate Director - Anima Conseil
Catherine Simon - Advisor - Secrétariat Général pour l'Investissement / France 2030
Emanuela Girardi - President - ADRA
Samuel Benveniste - Co-founder & Vice-President - Enchanted Tools

Generative AI makes it possible to autonomously generate content, behaviors and even human interactions in a creative way. It paves the way for a new robotic era, making it easier to appropriate for assisting and collaborating with human activities. It offers opportunities for accelerated deployment in industry and the development of emerging markets such as healthcare, education, assistance for the elderly, and many other fields yet to be explored. The convergence of two "General Purpose Technologies" – generative AI and robotics – may significantly alter our relationship with machines and the world. We need to think carefully about the limits of this revolution, particularly with regard to privacy, security and the prevention of any form of emotional manipulation, while taking full advantage of the positive impacts of accelerating the transformation of our systems and lifestyles towards more sustainable practices.

IoT/IT industrial data management: what are the returns on investment?

Jean-Philippe Malicet - National Director - Cap'Tronic
Didier Briand - Managing director - Inouid
Éric Manouvrier - PG Industrial Digitalization Manager - Valeo
Sébastien Naslain - Business Manager - Groupe Dupliprint
Frédéric Grzesiak - Technical director - Prosyst

Collecting, securely sharing and analyzing industrial data is a major challenge for many companies seeking to improve their competitiveness. One year on from a first-round table on the topic of secure data sharing in industry, we'd like to take this opportunity to present the solutions that have been implemented and the returns on investment achieved, particularly in the context of the OTPaaS collaborative project, which aims to ensure secure IT/OT convergence. A newcomer to the round table, Inouid, a specialist in industrial IoT solutions, will shed light on the exploitation of cross-functional data.

SIDO Talks: An Industry keynote from… VOLVO How the Volvo Group is moving to Industry 4.0 thanks to its digital twin

Julien Bertolini - IoT expert - Volvo Group

Is the digital twin just a buzzword, or an inevitable step in the modernization of our industries? This technological tool is always associated with the concept of the fourth industrial revolution (industry 4.0)… but in concrete terms, what are the benefits for our factories? In this keynote, we'll take you on a real-life case study: a digital twin that measures the performance of 15 Volvo Group plants around the world. In this experience-sharing session, IoT expert Julien Bertolini deciphers the challenges involved in creating "real-time", standardized dashboards to measure industrial performance, and highlights the key points for the successful deployment of large-scale industrial IoT solutions.

BNB markets. We are discussing the current maturity of IoT. Implementation times have been reduced by 50% over the last five years, thanks to emerging standards. However, it's important to note that the failure rate of initiatives remains high, around 70%. We will also present a specific project, such as the digital twin, which measures the performance of the group's factories. We'll detail the implementation process, the various indicators put in place, and the results achieved, including systems that recommend actions. Looking ahead, the future involves AI working with quality data. Collaboration between IT and IoT is essential for this to be effective. Finally, clearly defining your problem from the start is crucial.

IIoT predictive maintenance: a pillar of Industry 4.0

Jacques Le Conte - CEO - Kuzzle
Sébastien Loty - Head of Cyber-Physical Systems Department - Catie
Thierry Alvergnat - Founder - Cohevo
Eden Suire - Sales director EMEA - Wirepas

The spread and convergence of new digital technologies (IoT, cloud, big data, artificial intelligence, data science) have led to the development of a new maintenance concept known worldwide as intelligent predictive maintenance for Industry 4.0. Fueled by industrial IoT, predictive maintenance has emerged as a revolutionary approach, enabling constant optimization of industrial equipment management. With the exploitation of real-time data enabled by IoT sensors, companies can anticipate potential failures, detect anomalies, plan maintenance and ultimately reduce everything to do with operational costs. And while its implementation has been facilitated by the development of numerous IoT platforms, offered by major groups and start-ups alike, predictive maintenance via the IIoT poses challenges, particularly when it comes to integration within existing infrastructures. So, what are the main challenges today?

Plenary Session Wednesday Afternoon
Artificial intelligence and Cybersecurity: advantage for attack or defense?

Florent Kirchner - Director Digital Policy - Secrétariat Général pour l'Investissement / France 2030
Nolwenn Le Ster - Director of Operations / Cybersecurity Commission - Almond / Numeum
Paul Dominjon - Director of Cybersecurity Solutions - Microsoft
Jean-Luc Decolle - Group Vice President – Digital Transformation & Information Technology Delivery & Operations - STMicroelectronics
Gautier Virol - Journalist - Head of Web - L'Usine Nouvelle
Aude Folcher - CISOaaS - CEFCYS South Region Representative - CEFCYS

The exceptional emergence of the uses of artificial intelligence, particularly generative intelligence, raises profound questions about the consequences for corporate cybersecurity. This technology and its widespread deployment represent a threat in strategic, defensive and data management terms, but also a tremendous opportunity to build new defense concepts and to train employees and support companies towards a satisfactory level of cyber maturity. So can AI enable cyber defense to overtake cyber-attack?

BNB markets. AI increases both the risk and possibility of attacks. We are in year two of generative AI, with a user guide released at the beginning of summer. Everyone is involved and discipline is crucial. We protect ourselves with an internal system, and it's important to remember to put the human at the center of the debate. What is valid today may not be valid in three years. Controlling the data that enters the system remains imperative. ST uses a playbook to manage responses to attacks, and AI will help modify and adapt this playbook.

No code, haptics, voice: the new human-machine interfaces

Jean-François De Sallier - Sales manager Europe - Haption
David Richard - CEO - Vibra Nova
Simon Thenoz - CEO - Taiwa
David Gal-Regniez - Director, Content Industry & New Space - Minalogic

Simplifying interactions and making them more fluid are obviously key objectives when it comes to innovation and research into human-machine interfaces (HMI). In this area, new devices are taking the lead. While the voice assistants of tech giants already control several billion devices in the home, the AI boom – which improves automatic speech recognition and voice synthesis – is whetting their appetite for start-ups geared towards industrial markets: Microsoft acquired AI and voice recognition pioneer Nuance in 2021, while in France, start-up Airudit (the ChatGPT of voice) recently signed contracts with Dassault Aviation, Thales and Solvay. Logistics, aeronautics, the automotive industry, construction and healthcare are just some of the potential applications. And after sight and voice, touch is now the focus of technological devices. Healthcare, automotive, immersive reality and video games: more and more sectors are integrating haptics. Finally, the booming use of no-code and low-code technologies is now being applied to HMI in industry, to simplify the use of equipment and provide operators with information tailored to their needs, particularly in terms of maintenance.

Optimized GUI development on MPUs

Yoann Lopes - Staff Solution Engineer - Qt
Philippe Page - Senior Solution Engineer - STMicroelectronics

In Industry 4.0, the Graphical User Interface (GUI) is an essential, if not indispensable, element for configuring, controlling and monitoring a product. It must be intuitive, ergonomic and efficient, otherwise the product itself, however good it may be, will suffer. How can we create the GUI of tomorrow with today’s tools? A complete development environment will enable UX designers, graphic artists, ergonomists and business teams to create this Human Machine Interface (HMI) by getting the best out of the platform (control, supervision) without any specific knowledge of embedded software development. Come and see today how to create your GUI for tomorrow’s product.

BNB markets. STMicroelectronics provides a comprehensive solution for Graphical User Interfaces, enabling developers to easily add a smartphone-like GUI to embedded devices, thus accelerating the "HMI of things" revolution. For example, the STM32 Graphical User Interface offer is structured around several pillars, including the industry's broadest advanced graphics-enabled MCU offer, state-of-the-art graphical development tools, a support and documentation center, reference designs, and selected design partners.

SIDO Talks: an IoT Keynote from… DECATHLON IoT by Decathlon – A teammate sport!

Marc Balme - Director Of Engineering - Décathlon
Jérémy Wachbar - Director of Product Management - Décathlon

Decathlon is much more than just a sports equipment retailer: the group designs its own product ranges. Decathlon is seeking to reinvent itself, and that means connectivity for sports products. This opens the way to new and memorable sporting experiences for our users. To achieve this, the Connected Sports Platform team acts as a gas pedal, both for innovation and for the development of products and services, at the crossroads of the digital world and physical products. Discover how Decathlon has created a unique team within the group, by building an appropriate organization and governance. This success story is illustrated by some of 2024's highlights.

Smart City: frugal AI at the service of community transition

Gillo Malpart - President & co-founder - Mavana.earth
Juliette Fropier - Artificial Intelligence Project Manager - Ministère de la Transition Écologique et de la Cohésion des Territoires / Commissariat Général au Développement Durable
Philippe Sajhau - Director of Smart Cityn Innovation, and Data - Ville de Noisy-le-Grand
Gilles Ribeaucourt - Managing director - Muvraline

The digital sector is responsible for 2.5% of France's carbon footprint, according to the 2023 ARCEP & ADEME study. While the environmental impact of networks, data centers and terminals is well known and addressed by market players, there were no benchmarks for measuring the environmental impact of artificial intelligence projects, which are nonetheless enjoying very strong growth. This is why the drafting of an AFNOR-SPEC document, supported by Ecolab, the innovation laboratory of the Commissariat Général du Développement Durable (CGDD), to be published in July, will help establish an initial consensus on the definition of the frugal nature of an artificial intelligence model. On the other hand, the France 2030 program's call for projects "Frugal AI demonstrators for ecological and energy transitions in territories", has already enabled four local authorities to be supported in ecological transition projects thanks to AI. Reducing the energy consumption and carbon impact of public buildings, optimizing renovation expenditure on a social housing stock, creating a solar cadastre to prioritize the installation of solar panels, improving urban cleanliness: the possibilities offered by frugal AI to catalyze the transition of communities towards a more sustainable and inclusive future are numerous.

Open Source models: a guarantee of sovereignty or independence?

Fabrice Deblock - Journalist
Pierre Ficheux - CTO Embedded & Connected Systems - Smile
Simon Clavier - Open Source Software Strategist - SNCF
Christian Paterson - Founder & President - Open Up

Published at the start of the year, the Open Source Monitor France 2023 study (carried out by Markess by Exaegis for Numeum, CNLL and Systematic) reveals that 85% of private companies and 93% of public

organizations are now using Open Source solutions. And 64% of organizations surveyed said they were “open” or “very open” to Open Source. While some solutions have succeeded in replacing proprietary software, notably in website publishing, other markets are still difficult to access with Open Source (such as office suites or ERP). But it’s in innovation that Open Source deploys its full strength, as is currently the case in generative AI, where its solutions have pre-empted the market before it was structured. Considered secure and robust, not least because of the readability of the code, Open Source is also seen, by 90% of companies, as “a major asset for the digital sovereignty of France and Europe”. But how can a movement that is intrinsically global and international also be a source of sovereignty? Free to use, isn’t Open Source above all an asset in terms of independence?

How to deploy a device-to-cloud security strategy?

Jean-Christophe Marpeau - Consulting engineer - Cap'Tronic
Thierry Rouquet - Vice-President - Digital League
Defrance Sébastien - Lead Tech - EVIDEN
Jean-Philippe Fassino - Cyber-Security, Distinguished Architect - Schneider Electric

Secure data sharing is a major challenge for most companies seeking to protect their information while collaborating with external partners. What are the possible solutions for managing the cybersecurity of connected industrial systems, which are by nature evolving and heterogeneous, while remaining flexible? The participants in this round table will share with you the issues involved in securing industrial sites that have been studied and implemented, zero-touch onboarding (ZTO) solutions, as part of the OTPaaS project aimed at secure IT/OT convergence.

Cybersecurity of industrial systems: detection of process-oriented attacks

Stéphane Mocanu - Researcher - Senior lecturer - INRIA / Grenoble INP

We are interested in detecting attacks that explicitly target the safety of the physical process being controlled. Among known security events, Stuxnet, Industroyer or Unitronics are examples of process-oriented attacks. Generally, such attacks are difficult to detect because they do not violate the syntax or semantics of communication protocols, are characterised by weak signals (a few frames) and the malicious character is determined in relation to the state of the physical process. We present our detection approaches, their validation techniques and current limitations.

Unified Namespace, a response to the strategic challenges of industrial data? The example of the agro-industry.

Anthony Olazabal - Solution Engineer - HiveMQ
Vincent Thavonekham - CEO - FactoVia

Want to understand how an agribusiness electrical equipment supplier enables its customers to optimize organic bread production by monitoring grain silos and mills with 4.0 systems managing up to 150,000 parameters in real time? Find out how this company is pushing the boundaries of IIoT in compliance with UNS standards. Vincent Thavonekham, CEO of Factovia, and Anthony Olazabal,

Solution Engineer at HiveMQ, will explain how to distinguish modern 4.0 systems, crucial for radically transforming industrial operations, and how UNS streamlines data management, making these advances accessible without requiring disproportionate R&D budgets. You'll discover how this company uses machine learning and artificial intelligence to proactively monitor weather data, breeding cycles, and even insect egg-laying, while ensuring enhanced plant cybersecurity. You'll get practical advice on how to avoid common pitfalls in adopting modern architectures, essential for maintaining competitiveness in a fast-changing industrial environment.

Mobility: new embedded technologies at the heart of tomorrow's vehicle

Maxence Cossalter - Anima
Grégory Saniel - Sales Engineer - LCIE Bureau Véritas
Laurent Coussonnet - Sales and Business Development Director - Linxens
Marine Thomasson - Mobility digitisation project manager - Cluster CARA

The integration of electronics in the mobility sector is accelerating with electric, connected and autonomous vehicles, but also in freight and public transport. PwC estimates that software will account for 60% of vehicle value by 2030. Before total autonomy, on-board electronics will offer revenue-generating services such as subscriptions, rentals, fleet management and robot-taxis. All mobility players want their share of the market, with innovations such as universal payment interfaces, two-way recharging and cybersecurity. The notions of intermodality and traceability are becoming essential, facilitating seamless integration between different modes of transport and ensuring accurate tracking of goods and people. On-board technologies optimize the management of schedules, itineraries and flows of passengers and goods, contributing to more sustainable and efficient mobility. In short, technologies are redefining mobility, offering innovative services and optimized resource management.

When Shadow AI comes out of the closet: identifying risks and capitalizing on best practices

Thomas Gouritin - Founder & AI expert - TOMG Conseils
Jean-Luc Marini - Directeur du Laboratoire IA et de l'agence de Lyon - Open Studio
Catherine Wable - President - Portfolio&Co
Steven Dolbeau - Associate Director - Anima Conseil

Having introduced generative AI to the public, large language models (LLMs) have now moved into the world of work. Sales, marketing, customer relations, human resources… generative AI is spreading everywhere, becoming an aid to the creation of a wide variety of professional content: e-mails, reports, product sheets, help with data analysis or text translation. While some are authorized by companies, others are used without their knowledge. In this way, just as Shadow IT was, Shadow AI is taking root in companies. A practice not without its risks of cyber-attacks and loss of confidential data. But it's also a practice that companies can capitalize on by drawing on the know-how of their employees to formalize and deploy an AI usage strategy. Setting up governance for the use of AI, security tools and raising employee awareness are therefore key issues today.

How to build a more responsible circular business model?

Vincent Gunther - CEO - Bookinou
Yannis Brun - Managing Partner - Altyor
James Newton - VP Business Development - Altyor

Altyor, an expert in the eco-responsible manufacture of complete electronic products and connected objects, has made a more concrete commitment to the ecological transition by becoming a Société à Mission in 2023. Altyor's customer, the start-up Bookinou, is developing a hardware and digital reading support solution for young children, which today equips 15% of primary schools, thanks in particular to the support of the French Ministry of Education. One year after the start of their collaboration, Altyor and Bookinou will explain how to build a more responsible circular business model, covering a number of topics: sociétés à mission, carbon accounting, operational, logistical and industrial organization, renunciation, and reducing the environmental impact of hardware products.

How to become a resilient cyber player: from the ideal scenario to the perfect technological cast

Hervé Thibault - Chief Strategy Officer - Metsys
Alix Regis - Senior Principal Solutions Architect - Quest
Charles De La Gardette - Director, Account Executives, - Qualys
Laurent Ladreyt - France Sales Engineering - Mimecast
Matthieu Favreau - Senior Sales Engineer - Varonis

We need to put an end to the conventional wisdom: "With a bit of luck, I'll get through it". When it comes to cyber risk, hope is not a good strategy! It's imperative to realize that we are all players in cyber resilience, and that we need to adopt the right security posture, with the right tools and the right reflexes. But how can we move from awareness to action? In this session, Metsys and its partner publishers – Varonis, Mimecast, Quest, Qualys – answer the main questions raised by the cyber threats that will be making headlines in 2024. Based on the NIST framework and its six essential functions (identify, protect, detect, react, recover, govern) and the ANSSI's cyber hygiene guide, the experts taking part in this workshop will explain in concrete terms the right actions to apply, for each cyber pillar.

Cyber Resilience Act: how to manage vulnerabilities in your products?

Renaud Didier - EU Sales Director - Witekio
Pierre Gal - Head of Product - The Embedded Kit
Julien Bernet - Cybersecurity Director - Witekio

The Cyber Resilience Act (CRA) is a regulation by the European Union that ensures manufacturers develop and maintain secured equipment. This regulation imposes several requirements by 2027, including the management and remediation of product vulnerabilities throughout their lifecycle. In this workshop, we will help you better understand what a vulnerability is, what the European authorities require from you, methods and best practices for effectively managing your product vulnerabilities, tools that can save you time.

How can Cyber services and solutions meet the challenges faced by SMEs in the face of cyber-attack risks?

Cédric Sroussi - Directeur des Services AS / R&D - TD Synnex
François-Xavier Delassus - IT Security Consultant - Advens

With 50% of cyber-attacks targeting SMEs, and more than one in four SMEs victims of a cyber-attack, the challenge of security is no longer “when”, but “how”. While more than 80% of large organizations are equipped with EDR (evolution of AI-boosted anti-virus solutions), this rate falls to less than 25% for SMEs. So there’s a big gap between the risk and the defense model. During this workshop, we’ll be discussing the challenges faced by SMBs, and the solutions available to support these organizations through new 24/7 protection services.

AI Act: when Europe sets the standard

Arnault Ioualalen - CEO and R&D director - Numalis
Virginie Mathivet - Founder & Director - Hemelopse
Philippe Wieczorek - Innovation director - Minalogic
Sophie Guicherd - Lawyer - Guicherd Avocat

The AI Act was adopted by the European Parliament in March 2024. The question of its adoption and implementation by France remains unanswered. Voices are already being raised, questioning the overly restrictive nature of this regulation, which could be detrimental to the competitiveness of French and European artificial intelligence players. The report of the Commission on Artificial Intelligence submitted to the French President, last March, recommended a relaxation of the General Data Protection Regulation (GDPR), to allow simplified access to data, thus enabling the emergence of innovative AI solutions. This roundtable will take stock of the implementation of this regulation and will provide an opportunity to discuss its forthcoming developments and amendments.

IoT, Data and AI technologies at the service of the energy sector’s transition

Corentin Duroselle - Head of Cloud & IoT Division - Smile
Christophe Brunschweiler - Business Unit manager - Smile
Antoine Sachet - VP Data - Software - Hestiia

The Internet of Things (IoT) can play a crucial role in reducing energy consumption. On the one hand, by avoiding unnecessary expenditure: this is the case, for example, with smart sensors and thermostats that can automatically adjust temperature and lighting according to occupancy and environmental conditions. But also – and this is a major challenge – by making better use of the energy we spend. Innovations exist in this field, for example, to harness the energy of wastewater or the heat emitted by data centers. The myEko connected radiator, from Nantes-based start-up Hestiia, is just one example. For more than a year, Smile’s engineers and IoT experts have been working alongside Hestiia to industrialize this solution, which is designed to reduce energy consumption and make use of previously unused energy. Find out at this workshop how IoT is being used to support the transition of the energy sector.

Combining digital and ecological transition: checklist of best practices

Darin Beach - Director of Business Development - OxygenIT
Gillo Malpart - President & co-founder - Mavana.earth
Dylan Marivain - Digital Sobriety Project Manager - ADEME
Valentin Fleury - Consultant in organisational transformation - Talisker Consulting

Today, the digital sector accounts for 2.5% of greenhouse gas emissions in France, and also generates 10% of electricity consumption. But while digital equipment consumes electricity during operation, it is the manufacturing phase that has the greatest impact on the environment, accounting for up to 80% of the overall carbon footprint. This is why a practice of digital sobriety is the first lever for limiting our digital footprint: extending the life of equipment, reducing consumption, favoring the use of reconditioned equipment… But there will be no sober use without sober networks or sober applications. In other words, our uses are closely linked to the digital services we offer. Websites, applications, clouds, on-premises: the time has come for eco-design. The AGEC Act, the REEN Act, the roadmap for decarbonization of the digital sector (the Climate and Resilience Act), the France 2030 program's Eco-responsible Digital Acceleration Strategy, the European EcoDesign Directive: the legislative and regulatory framework, which is still not very coercive and currently focuses on raising awareness and encouraging action, could rapidly become more binding. It's time to take the lead, because technological optimization is often just a click away.

European NIS2 Directive: are you ready?

Antoine Camus - Cybersecurity Director - Minalogic
Mathieu Delaplace - Digital Security Delegate for the Auvergne-Rhône-Alpes region - ANSSI[4]
Ahoefa Agbessi-Awussi - Information Security Compliance Manager - Cegid
Alexandre Sahut - Cybersecurity Service Delivery Manager - Visiativ

The NIS2 (Network and Information Security) Directive came into force at the beginning of 2023, and by October 2024 all EU member states will have to implement it as part of their national legislation. It significantly expands the scope of the 2016 NIS Directive, addressing a much wider range of industries (18 business sectors, 10,000 entities concerned in France, compared with 300 previously), to extend and strengthen cybersecurity requirements in the EU. This includes controlling third-party risks, streamlining reporting obligations and introducing strict enforcement requirements. In other words, the NIS 2 Directive requires a large number of organizations to put in place a comprehensive risk management framework. In the event of non-compliance, the regulator may then impose severe administrative sanctions and corrective measures. To comply, teams will need to put in place robust, rigorous and auditable workflows and technologies. In this round table, we'll give you a clear overview of the steps companies need to take to comply effectively with the NIS2 directive.

[4] Created in 2009, the National Agency for Information Systems Security (ANSSI) serves as the national authority for cybersecurity. Operating under the authority of the Prime Minister and attached to the Secretary General of Defense and National Security (SGDSN), ANSSI is strategically positioned to implement and coordinate a comprehensive cybersecurity policy at the interministerial level. This policy focuses on protecting the most critical public and private digital infrastructures. Additionally, ANSSI engages with all stakeholders in the country's digital transformation and fosters a dialogue of trust with its European and international counterparts.

Plenary Session Thursday Morning

Artificial intelligence, a source of opportunities for industrial SMEs?

Caroline Chopinaud - Executive Director - Hub France IA
Philippe Aghion - Economist - Professor - Collège de France
Arno Pons - General Delegate - Digital New Deal
Gaëtan de Sainte Marie - President of the Digital Commission - CPME
Matthieu Heslouin - Executive Director in charge of support - Bpifrance

The Generative AI revolution has yet to take place in SMEs. According to the latest Bpifrance Le Lab study, published in March 2024, 72% of VSE/SME managers are not using these tools, not finding a use for them. And for those who are exploring the potential of AI, it's still confined to support functions. Few have derived an impact on their business model. And yet, between agile use (to encourage employees to become familiar with it), formalized use (to integrate uses explicitly) and structured use (to overhaul business operations), there are many ways in which AI can be used by SMEs. Pedagogy, identification of needs and uses, training, operational implementation: how can we support industrial SMEs in their appropriation of AI tools, so that they don't fall behind and create opportunities for themselves?

BNB markets. Bercy Numérique. In September 2023, then Prime Minister Elisabeth Borne announced the creation of the Artificial Intelligence Commission, which brings together stakeholders from various sectors (cultural, economic, technological, research, etc.). Our role was to inform the Government's decisions to position France as a leader in addressing Artificial Intelligence challenges. The Commission is co-chaired by Anne Bouverot, Chair of the Board of Directors of ENS, and Philippe Aghion, Professor at the Collège de France and economist.

AI not only increases the production of goods but also the production of ideas. It has enormous growth potential. With the data available to run the models, we can leverage it effectively without creating dependency. We recall that BPI financed Mistral. Additionally, we are discussing the establishment of a European data market. Philippe Aghion also references the Draghi report. In conclusion, AI should not be a solution in search of a problem.

Feedback on an XDR project with Microsoft Security & Devensys Cybersecurity

Guillaume Tourne - Security Partner Security Specialist - Microsoft France
Alexandre Marguerite - Co-founder & managing director - Devensys Cybersecurity
Nadir Benramdane - Almond outsourced CISO - Afflelou

Find out how Afflelou beefed up its security by adopting Microsoft Security's XDR solutions, orchestrated by the expertise of Devensys Cybersecurity. This workshop will take you to the heart of their cyber transformation strategy. Analysis of the cyber transformation strategy: how Afflelou has adapted its security to a constantly changing threat environment. Product and partner selection: why Microsoft Security solutions were chosen, and how Devensys Cybersecurity emerged as the ideal partner for this metamorphosis. Stages of deployment and transformation: the challenges encountered, the solutions implemented and the key stages in a successful deployment. Looking back at tangible results: concrete benefits, improved security posture and significant risk reduction. Join us for a richly instructive session and discover in concrete terms how to optimize your safety.

Detection and response technologies: transform your approach to cybersecurity!

David Touzeau - PreSales Manager France - Kaspersky
Tony Audoin - Head of Channel France - Kaspersky

When it comes to endpoint cybersecurity, the growing importance of EDR (Endpoint Detection and Response) systems – which incorporate deep learning or machine learning to detect threats – is ever more prevalent. But beyond EDR technology, MDR (Managed Detection and Response) solutions – which include a proactive approach to threat hunting – contribute to advanced IT protection. The aim of this workshop is therefore to provide you with a comprehensive understanding of the evolution and benefits of EDR and MDR technologies, in order to strengthen the security of your systems. Discover how these essential tools can transform your approach to cybersecurity.

Innovation funding and support: take your company to the next level

Florent Bouvier - Easytech Programme Manager - Minalogic
Patrice Charton - Market Leader in Electronics & Telecom - Ayming
Philippe Koch - Innovation delegate Lyon - Bpi France
Rémy Ouaida - President - French POC
Steven Dolbeau - Associate Director - Anima Conseil
Aurélie Defour - Private Equity Project Manager - Région Auvergne-Rhône-Alpes

According to a survey by Les Echos, published at the end of April, the competitiveness clusters, created in April 2004, “have drained more than 55 billion euros in twenty years, involving SMEs in more than 28,000 collaborative R&D projects accredited since their creation”. It’s a real success story, and a reminder that France and its regions are capable of supporting industrial SMEs and mid caps in their innovation projects, whether in terms of access to public research or financing. From the idea for a product to its realization and industrialization, the process is fraught with pitfalls. It can be difficult to identify the right technological and financial partners, and sometimes even harder to get them. But the ecosystem exists and continues to develop. Whether at European, national or regional level, there are multiple entry points. So are the financial, human and technological resources.

Industrial 5G, the particle accelerator of Industry 4.0?

Christophe Janneteau - Head of Interactions and Networks Department - CEA LIST
Philippe Herbert - Chairman of the Industrial 5G Mission - Ministère de l'Économie, des Finances et de la Relance
Emmanuel Micol - Development director - Bouygues Telecom
Steve Péguet - Scientific Director - Alten
Maxence Cossalter - Anima

Ultra-fast data transmission speeds, minimal latency and massive connectivity with low energy consumption: 5G technology has opened up new perspectives for Industry 4.0. Today, the deployment of industrial 5G is giving rise to new innovations within factories. And among the various typologies of existing architectures, hybrid 5G (Bouygues Telecom) enables a new stage in the acceleration of the

deployment of cutting-edge technologies for the industrial sector: Internet of Things (IoT), artificial intelligence (AI) and machine learning, autonomous robotics, metavers… Thus, hybrid 5G offers significantly higher data rates at lower costs than its predecessor, with virtually zero latency and better network coverage. It democratizes access to the digital twins of factories, either for internal logistics by optimizing its flows, or for production lines by bringing greater flexibility and resilience while increasing their operators… Industrial 5G enables companies to deploy large-scale IoT projects involving the simultaneous connection of several thousand objects connected to the network, or to facilitate the use of generative artificial intelligence. A new industrial particle accelerator?

Logistics: What if indoor geolocation revolutionized your supply chain?

Willy Le Mercier - Director of Strategic Alliances - ELA Innovation
Jean-Luc Audigier - Business Developer Operational Experience & IoT - Orange Business
Eden Suire - Sales director EMEA - Wirepas

Faced with the growing challenges of globalization and logistical complexity, precision and efficiency are crucial. An innovative solution, indoor geolocation is revolutionizing the digitalization of production chains, enabling real-time asset tracking, flow optimization and cost reduction. Find out how this technology has transformed the industrial operations of France's No. 1 manufacturer of electrical equipment for the catering and hospitality industries, enabling it to track over 600 pallets of spare parts in real time.

IoT sensors and renewable energy: a battery-free future?

Emmanuelle Paquier - Consulting Engineer - Cap'Tronic
Dimitri Taïnoff - CEO - Moïz[5]
Hervé Roustan - Process Control Expert and R&D Team Leader - Rio Tinto
Brice Cruchon - President and founder - Dracula Technologies

Autonomous electronic systems have become widespread in recent years, providing a wide range of services. Powering them is a real issue, which can have an impact on the level of functionality they provide, their use, and their entire lifecycle. Solar, thermal, vibration: what are the existing solutions for doing away with batteries, which are very often used, and for reducing the environmental impact of these systems? From the design of low-energy sensors to the integration of energy recovery technologies and the optimisation of communication networks to minimise energy consumption, this round table will explore the many facets of renewable power for IoT sensors and their applications.

[5] **MOÏZ** is a deep-tech start-up created in 2020 and coming from the Néel Institute, a CNRS research laboratory located in Grenoble. Our activity is largely dedicated to thermal energy harvesting and energy autonomy of connected sensors in industrial environments. The MOÏZ start-up offers 100% autonomous sensors! Free from batteries and wires, our autonomous modules harvest the thermal energy lost in your environment by generating the electrical energy necessary for their operation. As a result of several years of experience in thermal energy harvesting in industrial environments, the company is now able to offer to customers an efficient, reliable and versatile solution at a controlled cost. They have developed with AXANDUS a completely autonomous measurement module that can cover 80% of our users' needs. This module integrates temperature sensors, but it can easily be adapted to use other types of sensors (pressure, CO2, infrared sensor...). See moiz-eh.com for more information.

BNB markets. A Future Without Batteries? The idea is to harness heat from processes to power sensors, enabling continuous information transfer without the risk of data loss. Moiz proposes generating electricity from heat, emphasizing the need to focus on electronics from the outset. Finally, remember that non-rechargeable batteries will be banned starting in 2027.

Ransomware: prevention, detection and repair strategies

Rémi Grivel - President - CLUSIR Auvergne-Rhône-Alpes
Didier Lage - RECyM Zonal Coordinator - Police Nationale
Guillaume Santiago - CEO - Onlynnov
Patrick Abiven - Manager and co-founder - Apitech
Clémence Philippe - Co-founder and Director of Operations - Examin

Small companies and mid caps are currently the main targets of cyber attacks by ransomware (34%), ahead of local authorities (24%) and strategic companies (10%), according to the figures in the "Panorama de la Cybermenace 2023" published at the beginning of the year by ANSSI. These are also the structures that are least prepared and least insured against cyber risks. This is a critical finding, given that ransomware attacks will have increased by 30% by 2023! Faced with these cyber-attacks, which can affect all sectors, bringing factories to a standstill over the long term and resulting in colossal operating losses that could even lead to the company going out of business, even the smallest companies need to take the threat seriously. From prevention and early detection to repair methods (restoring data and putting compromised systems back into service, etc.), put in place effective resilience strategies.

Green industry: reindustrializing and relocating differently

Didier Dejoux - Consulting Engineer - Cap'Tronic
Etienne Rey-Coquais - Circular economy project manager - Wobz Technologies
Clément Bongibault - President - eRecycle
Bastien Spinella - Head of Sustainable Development - Altyor

After years of fabless industry, reindustrialisation is one of the major challenges facing France and Europe. If we are to succeed in this re-industrialisation, we need to build on our strengths and offer differentiating products and services at competitive costs. So-called 'green' industry, which aims to establish more virtuous models in terms of environmental impact, can help us meet this challenge. The speakers at this round table will use concrete examples to share possible solutions and best practices for reconciling sustainable development and competitiveness.

BNB markets. Extract from altyor.group website : Altyor Industries specialises in the eco-responsible manufacture of complete electronic products, connected industrial sensors and intelligent objects. From an idea or concept, Altyor Industries brings the project to life until it is put on the market; innovative, eco-designed objects that make sense. From design to mechanical and electronic design, from industrialisation to industrial production, Altyor Industries manages the entire product development process for and with its customers.

Generative design: when AI transforms design and engineering

Pierre Alex - Co-founder & CEO - Distorsion
Antoine de Decker - Associate manager - Inceptive
Etienne Mineur - CEO & Creative director - Les Éditions Volumique
Philippe Wieczorek - Innovation director - Minalogic

The emergence of generative design, which combines artificial intelligence (AI) and computer-aided design principles, has revolutionized traditional design and engineering processes. From the creation of complex shapes to the optimization of product performance and durability, energy efficiency and the reduction of manufacturing costs, generative design has expanded the realm of the possible, enabling the rapid exploration of a wide range of previously unattainable ideas, designs, shapes and structures. And while the use of AI and machine learning is fundamental, enabling systems to adapt according to input data, making designs more efficient and innovative, the crucial aspect of generative design is the interaction between human and machine. The role of the designer or engineer remains central, as they define the parameters, interpret the results, iterate and make the final creative choices, but by requiring new skills, such as an understanding of programming and algorithmic principles, as well as a collaborative approach with technology, generative design marks a significant change in the field of design and engineering.

Smart City: Intelligent territory and data use: what framework to adopt?

Fabrice Deblock - Journalist
Jacques Le Conte - CEO - Kuzzle
David Leicher Auchapt - Chief Data Officer - Métropole de Lyon
Sophie Houzet - Director, Mission Fabric'O, Smart Cities and Territories - CEREMA

In the age of digital transformation, smart territories are key players in the efficient management of urban resources and services, fueled by the use of data. But what are the crucial issues surrounding the use of data in smart territories today, and what frameworks are needed to guarantee the ethical, secure and efficient use of this data in the service of citizens' well-being and sustainable development? From privacy protection and data security to system interoperability, from citizen participation to data governance, this round table will explore ways to build a connected, inclusive and virtuous city, at the service of its inhabitants.

Measuring and controlling energy consumption: the cornerstone of industrial management

Jean-Philippe Malicet - National Director - Cap'Tronic
Hubert Roche - Sales director - dDruid
Baptiste Brasset - Data & Energy project leader - Valeo Power
Rémi Mariambourg - Co-founder & Sales director - Sycon
Stéphane Alajarin - Clauger 3E Director and Product Manager - Clauger

By 2021, industrial energy consumption will account for 19% of final energy consumption in France. Energy efficiency is an economic and strategic imperative for companies, and a lever for industrial

performance. In a constrained regulatory context, energy efficiency also represents clear economic advantages for industrial companies: reduced operating costs, improved productivity, reduced energy dependency, competitive advantage in terms of brand image and employer brand. Precise measurement of industrial energy consumption provides an initial level of analysis, enabling the first steps to be taken in controlling consumption. But how can we go further, and integrate the reduction of energy consumption and environmental impact as real pillars of industrial management optimization?

SIDO Talks: a Cybersecurity keynote by… VOLVO Cybersecurity at Volvo: an integrated approach to IT/OT convergence

Bastien Laforet - Vice President Digital Quality & Operations - Volvo

In a world where technology is evolving at breakneck speed, cyber security has become a major concern for businesses of all sizes. As a global manufacturer, Volvo is at the forefront of cyber risk management, adopting a site-wide security strategy that addresses the challenges posed by the convergence of traditional information technology (IT) and operational technology (OT). While IT/OT convergence offers considerable advantages in terms of operational efficiency and capacity for innovation, it also exposes businesses to new cyber risks. From integrating security into the design of its products and systems to promoting a culture of vigilance where every employee is trained to recognise and report suspicious activity, from using the IEC 62443 standard to structure its industrial cyber security approach to developing strategic partnerships with industry leaders, find out how Volvo is responding to these challenges and making an ongoing commitment to the security of its operations, employees and customers.

Become an AI manager: concrete steps and best practices for hiring, training and working with AI employees

Sébastien Deschaux - Co-founder & Chief Strategy Officer - DigitalKin
Olivier Nerot - Chief Technology Officer - DigitalKin

Imagine a company where your teams are freed from repetitive, time-consuming tasks. A world where monitoring, data entry, or even report and file writing are managed 24/7 by tireless employees. This world is already here, thanks to AI employees. Practical, concrete and based on real-life cases, this workshop will guide you step-by-step in prioritizing use cases, recruiting the right AIs, learning how to delegate tasks to them, and getting them to collaborate with your teams on a daily basis. By moving from HR (Human Resources) logic to IR (Intelligent Resources) logic, you'll offer a much better quality of work to humans, and a much better profitability to your company. So, what will your company look like with AI employees?

BNB markets. In summary, a few lines to better understand what the company offers. KinConnect is a platform developed by the company DigitalKin. The objective is to democratize artificial intelligence by allowing companies to delegate time-consuming digital tasks to "AI employees" called Kins. These tasks can be recruitment, training or more general and repetitive tasks. It is an innovative solution that aims to make AI accessible to all companies, regardless of their sector.

La CCI annonce sa prise de participation dans DigitalKin à travers sa filiale CCI Capital Croissance

CCI Capital Croissance, filiale à 100% de la CCI Lyon Métropole Saint-Etienne Roanne, annonce sa prise de participation dans DigitalKin, une startup innovante dans le domaine de l'intelligence artificielle (IA).

DigitalKin entend démocratiser l'IA auprès des entreprises, en leur permettant de déléguer des tâches numériques chronophages à des employés IA et ainsi mieux valoriser le temps humain dans les organisations. « Avec le soutien de CCI Capital Croissance, nous allons **accélérer le développement** de nos solutions et leur adoption par les entreprises de la région » déclare Emmanuel Théry, cofondateur et CEO chez DigitalKin.

Parmi les entreprises prometteuses de ce secteur, DigitalKin se démarque avec sa plateforme **KinConnect**, permettant aux entreprises de créer, recruter, former et manager des employés digitaux IA - les "Kins". Ces collaborateurs IA autonomes libèrent les équipes humaines des tâches numériques répétitives et chronophages, leur permettant de se concentrer sur leur réelle valeur ajoutée.

Filiale à 100% de la CCI créée en 2021, CCI Capital Croissance finance et accompagne des startups à haut potentiel du territoire, qui présentent un caractère innovant. Le fonds propose des prises de participation minoritaire au capital de l'entreprise avec un ticket moyen entre 60 et 100K€, en collaboration avec d'autres fonds. Au-delà de l'aspect financier, l'équipe de gestion participe aux organes de gouvernance de l'entreprise et les soutient dans leurs développements opérationnels. Avec cette prise de participation, DigitalKin rejoint ainsi les **6 startups** du portefeuille de CCI Capital Croissance.

How FPGA technology can help you comply with EU cyber-resilience law

Thomas Desriac - Engineering Sales manager - Arrow
Eric Sivertson - Vice President, Security Business - Lattice Semiconductor
Franck Perronnet - Regional Sales Manager France - Lattice Semiconductor

This workshop will be an opportunity to discuss regulatory issues relating to security, and how FPGAs can help address this. Speakers will cover both the Cyber Resilience Act, post-quantum cryptography, as well as the US CNSA 2.0 algorithm suite and IEC 62443.

BNB markets. As mentioned on latticesemi.com, the cyberthreat landscape is reaching unprecedented levels, underscoring the need for resilient security strategies across all sectors. Forbes has reported a shocking 72% increase in data breaches year-over-year since 2021. With the average data breach inflicting a staggering $4.45 million loss on an organization, it's clear that cyber resilience is not just important but essential for the survival and health of any enterprise in today's digital age.
In an era marked by increasing cyberthreats, the need for robust cybersecurity strategies has never been greater. FPGA-based systems offer versatile support for connected devices, ensuring trusted data processing and enabling quantum-resistant security. This makes them a crucial element of modern cybersecurity strategies. Utilizing FPGAs will continue to be vital in addressing current cyber threats and adapting to evolving conditions and regulations in the future.

An augmented and connected workforce

Marc Bringuier - Europe Business Development Manager - Sphere
Christophe Depont - Industry Sales Manager - Sysnav
Alexandre Gontier - Sales Area Manager - PcVue
Maxence Cossalter - Anima

According to US consultancy Gartner, 50% of workers worldwide will be "augmented" by AI solutions and tools, in one form or another, by 2026. In manufacturing, this augmented and connected workforce is revolutionizing work and processes, seamlessly integrating advanced technologies (IoT, AI, augmented reality, immersive reality, computer vision, cobots, exoskeletons, connected worker platforms) to improve human capabilities, worker safety and well-being, productivity, quality and traceability. At a time when industry is facing an unprecedented shortage of skilled workers, can increasing workers' capabilities be a response to the current and future needs of employees and companies?

Intelligent sensors and industrial data collection

Richard Salvetat - Technical Director - Cap'Tronic
Jean-Philippe Balberde - Senior Product Marketing Manager - Lacroix[6]
Christophe Vautey - Collaborative Hub Manager - CEA
Romain Baude - President - Co-founder - Aprex Solutions

Sensors are an essential component of industrial systems. They must be able to physically measure and characterize an industrial "scene" or process, with a wide variety of use cases, in potentially severe environmental conditions, and with varying levels of safety. A wide range of sensor technologies are available, from multi-spectral imagers to vibration and temperature sensors. How do we go about selecting the right solutions, combining them, cleaning and processing the measured data, analyzing this data with or without AI, and where do we locate this processing? This round table will attempt to provide some answers.

BNB markets. An IoT project typically spans 10 years. The various Lacroix protocols help mitigate risks, and the CEA collaborates with ST, Lynred, and Prophesee in this field. The main challenge often lies in scaling up, especially when dealing with multiple sites, different platforms, and site-specific IT systems. We know how to integrate AI into sensors, although it remains complex. It requires large quantities of high-quality data and clarity on data ownership. Bridging the gap between IT and production is challenging, as they are two distinct worlds. For the CEA, security is paramount.

[6] **Lacroix** specializes in connected technologies and IoT (Internet of Things) solutions. They develop and manufacture electronic equipment for various sectors, including automotive, aerospace, smart buildings, and industrial sectors. One of their notable products is the SOFREL IoT Sensor, designed for smart buildings. These sensors measure indoor and outdoor temperatures, humidity, and CO2 levels. They help optimize energy performance and improve air quality in buildings by transmitting data via LoRaWAN networks. Their Electronics Manufacturing Services (EMS) solution, also known as Contract Design and Manufacturing, supports your product from design through production with a comprehensive suite of services including project management, component procurement, supply chain, and training.

Circular economy: adopting business models that promote reuse, recycling and waste reduction in industrial operations

James Newton - VP Business Development - Altyor
Benoît Samanos - Chief Operating Officer - Mecaware
Pierre-Alexandre Zerbib - Managing director - Retronix Europe
Fabrice Deblock - Journalist

At the end of 2023, the European Parliament and Council reached a provisional agreement on the new Ecodesign for Sustainable Products Regulation (ESPR). A major milestone in the European Commission's approach to the circular economy. Durability, reusability, upgradeability and reparability of products, presence of chemical substances that prevent reuse and recycling of materials, energy and resource efficiency, recycled content, carbon and environmental footprint, information available on the product: the new requirements aim to stimulate circularity by covering the stages from design to the end of a product's life. The European Commission claims that "by 2030, the new framework for sustainable products can save 132 million tons of primary energy". When it comes to electronic and connected products, some players are already taking action to support the adoption of circular models in industrial operations. Reconditioning and recycling loops, rewiring solutions, component recovery, alloy refreshing and conversion, interposition… discover how the digital sector can influence the circularity of industry.

From safety challenges specific to industrial control systems, to IT/OT convergence

Jean-Christophe Marpeau - Consulting engineer - Cap'Tronic
Thierry Rouquet - Vice-President - Digital League
Franck Bonnard - Connectivity and Cybersecurity Consultant for converged IT-OT environments - NXO - Adira
Hicham Ben Hassine - CEO & CTO - AlgoSecure[7]
Ludovic Benhamou - Security Engineer - Tenable

For a long time, cyber risks in the industrial world seemed to concern only sensitive sectors, such as energy or nuclear power. But a number of cyber-attacks have demonstrated the contrary: whatever the nature of operational networks and their fields of application, they can find themselves exposed to computer malicious acts at any time. This is all the more true now that connected industrial systems (CIS) are an integral part of the company's global information system (IS), increasing the surface area for attack. They are at the heart of the famous "IT/OT convergence". In the context of industrial automation and all its associated constraints, what solutions can be deployed, and in what stages, in particular within the framework of IEC 62443, the essential standard for industrial cybersecurity?

[7] **AlgoSecure** is an independent consulting firm specializing in information systems security (ISS). Based in Lyon, they offer a range of services designed to help businesses and public organizations secure their information systems. These services include security audits, penetration testing (Pentests) which simulate attacks to identify system vulnerabilities, reverse engineering, and forensic analysis to investigate security breaches and determine their cause and impact.

Plenary Session Thursday Afternoon

Sustainable digital: the importance of keeping tech cool

Anne-Sophie Bellaiche - Editor-in-chief - L'Usine Nouvelle
Émeline Baume - First Vice-President (responsible for the economy, employment, trade, digital technology and public procurement) - Métropole de Lyon
Antoine Wattinne - Director of Public Affairs and CSR - Cegid
Marine Brogli - Administrator / CEO - Numeum / DPO Consulting
Gillo Malpart - President & co-founder - Mavana.earth

The environmental impact of digital technology has now been widely documented. Faced with these facts, companies are in the front line to act in favor of a more responsible and committed digital environment. But should we leave the issue of digital sustainability in the hands of IT? Regarding the issues at stake, and beyond solution-oriented answers, isn't sustainable digital technology first and foremost a matter of corporate governance? Should boards, directors of sustainable development and CSR, managing directors and CEOs get to grips with the subject to transform companies in depth, with a more sober digital model?

BNB markets. Google has reconsidered its carbon neutrality goals since the advent of AI. The company reserves the right to review its roadmap accordingly. To incorporate a social dimension into your offer, consider using reconditioned equipment and extending the lifespan of devices to 7-8 years instead of 3-4. There is an eco-design framework for software available on the ARCEP[8] website. Remember to "make it useful" by focusing on essential features. ADEME is preparing a report on this topic. Vey interesting presentation.

Immersive reality for industrial operations: what are the benefits?

Sébastien Beck - Associate managing director - Hyperfiction
Mohammed Ghezal - Head of Modeling & Digital Acceleration - Solystic
Clotilde Peytavin - Training Digitalization Project Manager - NTN-SNR
David Gal-Regniez - Director, Content Industry & New Space - Minalogic

Immersive reality has been entering industrial operations for several years, offering innovative solutions to improve efficiency, safety and productivity. From real-time data visualization to assisted navigation for maintenance and repair, from augmented 3D simulation to remote training and collaboration, immersive reality offers multiple applications for optimizing industrial operations. Accessing essential information (inventory, delivery times, product characteristics) in real time, identifying and dealing with a problem without slowing down or stopping production, minimizing human error: immersive reality brings benefits, but in a field that is still limited. Could its convergence with IoT and digital twin technologies be the first step towards building a genuine industrial metaverse?

[8] ARCEP is an independent administrative authority (AAI) responsible for regulating the electronic communications, postal, and press distribution sectors. It operates independently of economic players and political power. ARCEP's actions aim to develop networks as a common good, benefiting territories in their planning, household purchasing power, the emergence of future technologies, and the development of the Internet as a space of freedom. (Source : arcep.fr)

From turbulence to stability: an innovative crisis management strategy

Mickael Masson - CEO - Dream On Technology
Christophe Auberger - Founder - Dianoia Conseil
Rémi Allain - CTO - Dream On Technology

In our interconnected world, a crisis can quickly turn into a devastating storm. Crisis management has become a major challenge for every organization. A poorly managed crisis can trigger a devastating domino effect, bringing your operations to a standstill and inflicting major financial losses. In this workshop, we will highlight the risks associated with the absence of effective protocols, and underline the imperative of a rigorous methodology to meet these challenges. We will explore the three essential phases of crisis management: before (anticipation and preparation), during (rapid reaction and coordination) and after (learning and reinforcement). A live demonstration of Dream On Technology's innovative PanicSafe solution will illustrate how to turn critical situations into levers for improvement and operational efficiency. In addition, we will address the crucial issues of regulatory compliance, showing how effective crisis management enables you not only to comply with current standards, but also to anticipate future legislative developments.

New mobility: tech on the move!

Adam Adwan - Chief Program Officer - Navya (groupe Gama)
Jean-Baptiste Latil d'Albertas - Public Transport Prescription Manager - Lacroix City[9]
Maxence Cossalter - Anima
Ouassim Manout - Researcher in transport economics - ENTPE - LAET
Coralie Triadou - Managing director - CITiO[10]

The emergence of new modes of transport, growing awareness of environmental issues and the need to get around without wasting time and at lower cost are creating new uses. The development of active, soft, multi-modal, shared and autonomous mobility is challenging conventional solutions for managing the flow of vehicles and people. Dense and connected, cities are at the crossroads of all these flows (cars, pedestrians, bicycles, buses, trains…). In this urban environment, how can these new forms of mobility help to create shared, flexible, efficient, safe and clean travel? How are technologies, and in particular the emergence of AI, redefining mobility paradigms, offering smarter, more sustainable and more accessible solutions for urban and inter-urban travel, and paving the way for a more efficient and inclusive mobility future?

[9] **Lacroix City** is a French company specializing in connected technologies and smart city solutions. They focus on developing and manufacturing equipment for smart mobility and intelligent infrastructure. They propose solutions to secure, supervise, and optimize traffic flows for vehicles, public transport, and pedestrians. Additionally, they offer intelligent lighting systems that adjust based on real-time conditions to improve safety and energy efficiency. The company also provides vehicle-to-everything (V2X) communication systems that enhance road safety and traffic management. Their goal is to create smarter, safer, and more sustainable cities by integrating advanced technologies into urban infrastructure.

[10] Since its creation in 2018, **CITiO** has been helping mobility players make the best decisions about their networks and offerings thanks to data cross-referencing and artificial intelligence. As the leading data partner for public transport, CITiO has forged close links with more than 40 urban networks in France and abroad, demonstrating the renewed confidence of its customers and the relevance of its solutions.

Knowing how to carry out a life cycle analysis (LCA)

Léa Bitard - Co-founder - LCA Expert - Resilio
Romain Mahasenga - Eco-design and LCA project manager - Pôle Éco-conception
Bastien Spinella - Head of Sustainable Development - Altyor
Jérémy Sintes - Head of Sustainability & Ethics Advisory - Sopra Steria
Kelly Le Goff - Co-fondatrice - Mavana.earth

Although life cycle analysis (LCA) applied to digital services has its limitations (unclear definition of the digital perimeter, difficulty in accessing data, failure to take indirect effects into account), it is nevertheless the most advanced methodology for assessing the potential environmental impacts associated with a product or service. Within the framework of ISO 14040/44 standards, LCA aims to quantify the most relevant impacts (greenhouse gas emissions, depletion of natural resources, acidification, emissions of fine particles or ionizing radiation) from a set of environmental indicators. From data collection to the modeling of environmental impacts, including the interpretation of results, it is an essential measurement and decision-making tool, which can also be complemented by other complementary approaches (maturity analysis, benchmarking of best practices, digital traceability, social assessments).

Trust, Risk and Security Management for AI

Yosra Barbier - Regional Information Security Officer / CEFCYS Secretary - Allianz Partners / CEFCYS
Jonathan Caille - Technical Manager on Cybersecurity - Sopra Steria
Stanislas Chesnais - CEO - Xpdeep
Philippe Wieczorek - Innovation director - Minalogic

On average, more than 80% of artificial intelligence projects are not deployed, because decision-makers don't trust a "black box" whose reasoning they don't understand. Indeed, AI hallucinations are legion, which tends to prove them right for critical uses. One of the keys to the development of AI is therefore the emergence of explainability solutions that will establish trust in these tools. A great deal of work has already been done, and solutions are now beginning to emerge. The AI TRiSM (Trust, Risk and Security Management) approach, self-explanatory neural networks for deep learning… This round table will provide an overview of emerging solutions and their implementation in the field.

BNB markets. Xpdeep offers a self-explainable deep learning framework designed to enhance the performance and transparency of AI models. Unlike traditional deep learning models, Xpdeep generates models that are explainable by design. This means that the decisions and inferences made by the models can be easily understood by both AI experts and non-experts. Xpdeep provides clear and comprehensible insights into model decision-making processes, which is crucial for building trust among stakeholders and ensuring regulatory compliance. By explaining the functioning and decisions of deep models, Xpdeep helps in identifying potential risks, thereby enhancing the robustness and reliability of AI systems. It continuously monitors data at both the input and output stages, ensuring confidence in the system's performance.

Thank you for reading 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.