VISIT REPORT

sido
17/18.09.2025
CITÉ INTERNATIONALE DE LYON

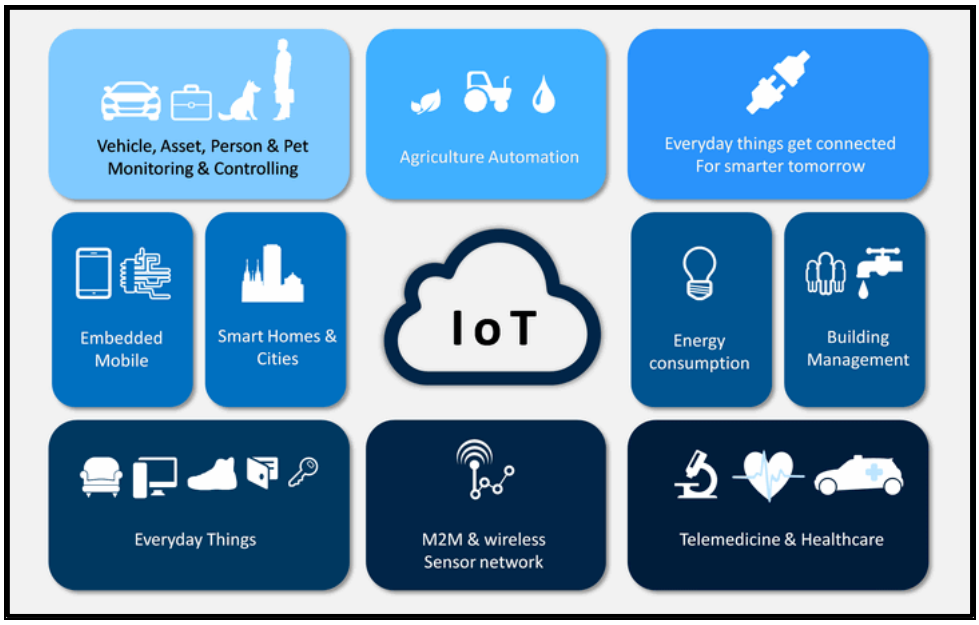
BNB markets

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.

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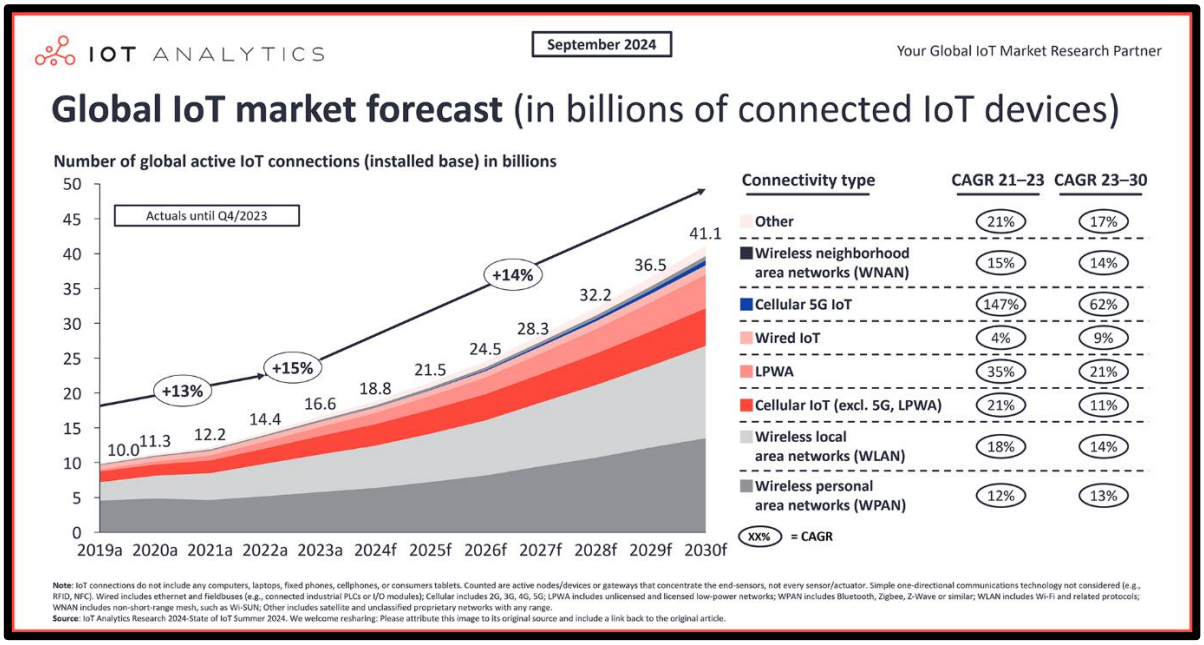
device we use, whether at home, in the office, or on the go, can be connected to the Internet. This has given rise to the concept of the Internet of “Things”. The IoT encompasses a wide range of devices and technologies that enable seamless communication and data exchange between physical objects and 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.

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MARKET TRENDS WITH AI

The global artificial intelligence (AI) market is experiencing rapid expansion, with an estimated valuation **of $391 billion in 2025** and a **projected compound annual growth rate (CAGR) of 31.5%.** This momentum is expected to continue through 2033, driven by widespread adoption across industries and the maturation of AI technologies.

AI is transitioning from experimental applications to operational deployment, becoming a core enabler of real-time personalization, automation, and advanced analytics. Sectors such as retail, healthcare, and manufacturing are increasingly integrating AI to enhance efficiency, customer experience, and decision-making capabilities.

Several emerging trends are shaping the future of AI. Agentic AI, systems capable of more autonomous decision-making, is gaining traction, alongside edge AI, which enables local processing for improved speed and data security. Additionally, **the development of specialized small models is addressing the needs of resource-constrained environments, making AI more accessible and adaptable.**

In the workforce, AI adoption is accelerating at an impressive pace. Approximately 90% of tech professionals now use AI tools in their daily roles, and 1.8% of all new job listings explicitly seek candidates with AI expertise. However, this surge is also creating disparities: while large organizations are reaping significant productivity gains, smaller entities often struggle to keep up with the pace of innovation. AI's influence on the job market is multifaceted. It is simultaneously displacing certain roles and generating new opportunities, particularly in cutting-edge fields such as drug development and autonomous vehicles. As AI continues to evolve, its impact will be felt across both economic structures and societal norms.

SIDO LYON 2025 HIGHLIGHTS

The SIDO Lyon event, held on 17–18 September 2025 at the Cité Internationale, confirmed its status as a premier European gathering for professionals in IoT, AI, XR, and robotics. With nearly 9,000 visitors and 380 exhibitors, the event showcased the vibrancy and innovation driving the tech ecosystem.

Over 200 expert speakers led approximately 70 conferences and workshops, addressing pivotal themes such as collaborative robotics, industrial automation, data security, sustainable technologies, and the evolving nature of the workforce. These sessions provided attendees with strategic insights and actionable knowledge across multiple sectors.

A key highlight of the 2025 edition was the convergence of AI and cybersecurity, underscored by the joint organization of SIDO with the Lyon Cyber Expo. This collaboration emphasized the growing importance of digital resilience and the need to secure increasingly complex technological infrastructures.

Concrete AI topics explored during the event included the deployment of advanced AI in embedded and resource-constrained devices, workforce upskilling to meet AI-driven demands, and practical applications for Industry 4.0. Real-world business cases from leading industrial firms illustrated how AI is being integrated into operations with measurable impact.

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SIDO Lyon continues to be a catalyst for cross-sector collaboration, encouraging companies to identify and adopt transformative technologies. Its influence is particularly strong in manufacturing, logistics, and public sector services, where innovation is reshaping traditional models and unlocking new opportunities.

> AI is now central to digital transformation strategies thanks to its operational maturity and expanding ecosystem, as illustrated by major business conferences like SIDO Lyon. French and European industry are focusing on safe, collaborative, and efficient integration of AI, leveraging events like SIDO to network, benchmark, and drive innovation.

These trends indicate that AI is no longer an isolated technology but a foundational layer for industrial and digital strategies, with events like SIDO Lyon serving as important barometers of progress and collaboration in the field.

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CONFERENCE AND BUSINESS PRESENTATIONS

Industry: the Challenges of Integrating of AI in Factories

Fabrice Deblock, Journalist
Nicolas Duriez, Senior Manager Solutions Architecture, Manufacturing, AWS
Philippe Naulleau, GenAI Leader for Industry 5.0, Nicomatic[2]
Yanis Shaita, Industrial IoT and IA Senior Consultant, Storm Reply
Guillaume Campion, VP of Sales & Partnership, AMA XpertEye

AI is emerging as an essential performance driver for industry: predictive maintenance, production optimisation, automated quality control, real-time inventory management, etc. The promises are numerous. But between strategic vision and operational reality, integrating AI into factories raises a number of challenges. How can we adapt infrastructures that are often heterogeneous or ageing? What data should be collected and how can it be used effectively? How can we guarantee interoperability with existing systems, while ensuring data security and sovereignty? How can we comply with regulatory frameworks (AI Act) and define responsibilities when AI is used in critical environments? How do you train your teams and maintain the employability of your employees? These are all key factors in ensuring an effective transition from experimentation to scale-up.

BNB markets. *Integrating AI into factories is a complex challenge that begins with data: without reliable, secure, and anonymized data, there can be no AI. Strong KPIs must be defined and carefully monitored, while solutions should remain tailored to specific business problems rather than relying on generic platforms. Coupling AI with IoT can provide richer, more relevant insights, but the project must be managed as a truly multidisciplinary effort. Change management is essential, and employees need to see personal benefits, especially data producers, who are the first to gain. At the same time, organizations must clarify what they mean by data sovereignty, as it is a critical issue. Ultimately, the only way forward is to start; practical exploitation will reveal constraints, and from those constraints, solutions will emerge.*

Humanoid and Service Robotics: a Workforce for all Sectors

Frédéric Hélin, Director, Coboteam Auvergne-Rhône-Alpes
André Montaud, President, Office de Tourisme du Lac d'Annecy
Corentin Rémond, President, Global Smart Développement
Léo-Pol Watrin, Founder, Leobotics[3]
Louis-Romain Joly, Innovation Tech Leader Robotics, SNCF

[2] **Nicomatic** is a French company specializing in the design and manufacture of high-performance micro-connectors for harsh environments, particularly in aerospace, defense, medical, and industrial sectors. Founded in 1976 and headquartered in Bons-en-Chablais, Haute-Savoie, Nicomatic is known for its modular, customizable connector systems like the CMM series, used in applications ranging from satellites and missiles to flight controls and embedded electronics. The company operates globally with 18 subsidiaries and exports over 80% of its production.

[3] **Leobotics** is a French company specializing in the distribution, demonstration, and training around robotics for education, industry, and services. Founded in Lyon in 2021 by engineer Léo-Pol Watrin, Leobotics aims to democratize robotics by making it accessible to schools, researchers, and businesses. It offers a vast catalog of over 1,800 robot models, ranging from educational kits to industrial cobots, and operates a physical showroom in Lyon Confluence. The company also provides workshops, teacher training, and collaborates with engineering schools and tech events across France.

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After taking over the industrial world, robotics is now entering a new era: that of services. Hospitality, logistics, healthcare, cleaning, security, catering, personal assistance… robots are leaving production lines to accompany, assist and sometimes even replace humans in everyday tasks. Which industries are currently building (both literally and figuratively) this new robotic workforce? What skills are required in these hybrid value chains combining electronics, AI, human-machine interfaces and design? What are the prospects for robotics engineers, start-ups and laboratories, but also and above all for the user sectors? And how can we anticipate the social, regulatory and ethical impacts of this automation of service professions? A deep dive into the new world of services.

Industrial Transformation and IT/OT Convergence: the Critical Issue of Data Management

Jean-Philippe Malicet, National Director, Cap'Tronic[4]
Éric Touboul, IIOT Process Expert, Open Innovation, Schneider Electric
Frédéric Grzesiak, Technical director, Prosyst
Didier Briand, Co-founder, Inouid

At the heart of industrial transformation, the convergence of IT and OT systems is redefining production and plant management models. This integration is paving the way for a more agile, more connected industry, but it rests on a foundation that is as strategic as it is complex: data management. How can we effectively collect, structure, secure and exploit data from heterogeneous, often siloed and historically separate environments? What tools and architectures are needed to ensure that information flows smoothly and reliably between the field and the analysis systems? And above all, how can this mass of data be transformed into operational value, without compromising (cyber)security or digital sovereignty? As a critical issue, data management is central to the modernisation of production tools.

An Overview of Cyberthreats: from VSEs to Major Groups, we're all Concerned!

Rémi Grivel, President, CLUSIR Auvergne-Rhône-Alpes
Marianne Delarue, Digital Security Officer for Auvergne-Rhône-Alpes, ANSSI
Denis Boyer, Cyber Risk Awareness Officer, Cybermalveillance.gouv.fr
Didier Lage, RECyM Zonal Coordinator, Police Nationale
Alexandre Marguerite, Co-founder & managing director, Devensys Cybersecurity
Arnaud Martin, Head of Operational Risk, Caisse des Dépôts

Attacks on security equipment at the edge of information systems, targeted ransomware, sophisticated phishing attacks, attacks on supply chains, theft and leakage of sensitive data, exploitation of vulnerabilities in everyday tools: the cyber security landscape is changing fast, driven

[4] CAP'TRONIC supports French companies, especially SMEs, in integrating smart electronics and embedded systems into their products and processes. It offers expert technical guidance, certified training programs, and help with prototyping solutions in areas like IoT, AI, and industrial automation, boosting innovation and competitiveness.

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by the increasing professionalism of cyber criminals and the proliferation of attack vectors. Cyber threats now come from everywhere and spare no-one: from very small businesses to major groups, including public authorities, healthcare and higher education establishments, no organization is immune. Whatever its size, business sector or level of digital maturity. Against this backdrop, how can you anticipate tomorrow's cyber-attacks, strengthen your organizational resilience and ensure that cyber security becomes everyone's business?

Industrial Cybersecurity: Combining IT and OT to Tackle New Threats

Laurent Païta, Co-host of the Cybersecurity & Open Innovation Expert Clubs, Digital League
Pierre-Emmanuel Vincent, President, IndustriOT
Maxime Vacher, Associate Director, Piirates
Sébastien Dagot, Sales Engineer, Stormshield

In a world where the boundary between IT and OT is blurring, industrial cybersecurity is becoming a strategic issue for both executives and operational staff. From anticipating vulnerabilities to securing systems and deploying proven solutions, discover how to protect your sites, machinery and data in the long term. A round table discussion rooted in real-world realities, to better understand the impacts of IT/OT convergence and effectively equip your industry to face current and future cyber threats.

Covering More with Less: Battery-Free Wireless Mesh Networks for Scalable IoT

Zoltán Kiss - MSc Electrical engineer, Chief Development Officer - Endrich

Endrich's E-zeroBatteryZone® product family introduces battery-free, ultra-low power wireless smart sensors powered by indoor light using Dracula Technologies' organic photovoltaic (OPV) cells and Ligna Energy's eco-friendly supercapacitors. These devices integrate into the E-IoT ecosystem and use NeoCortec's NeoMesh protocol to form scalable, self-healing mesh networks. In 2025, the platform expands with NeoMesh on LoRa®, combining ultra-low power consumption with extended range via LoRa modulation. Ideal for long-range, low-density applications, the system enables 24/7 autonomous operation without maintenance. These cutting-edge innovations debut at leading exhibitions in 2025, such as SIDO in Lyon, showcasing Endrich's commitment to sustainable and future-proof IoT networking.

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Wednesday Morning, Plenary Session

Geopolitics of Tech: can Europe Restore the Balance of Power?

Arno Pons, General Delegate, Digital New Deal
Anuchika Stanislaus, Digital Advisor and Major Projects (AI, Cloud, and Emerging Projects) Secrétariat Général pour l'Investissement / France 2030
Ophélie Coelho, Researcher, IRIS / CNRS
Olivier Cazzulo, Vice-President, Numeum
Emanuela Girardi, President, ADRA
Anne-Sophie Bellaiche, Editor-in-chief, L'Usine Nouvelle

Artificial intelligence, robotics, connectivity solutions, space, cybersecurity, social networks, data management: from raw materials to electronic components, from hardware to software, from infrastructures to media… in all areas of tech, the United States and China are engaged in a race for speed and power that is monopolising resources (material, human and financial) and leaving little room for other ambitions and strategies. In its role as regulator, Europe is trying to lay down the rules for more ethical, sustainable and fair competition. A regulatory framework that should make it possible to regain control of the governance of technologies, create the conditions for digital autonomy and give European players (public and private) the means to lead the battle for innovation. So, faced with Donald Trump's United States and Xi Jinping's China, can Europe restore the balance of technological power?

BNB markets. *In discussing the geopolitics of technology, Europe hopes to rebalance global forces. The introduction highlights the Digital Campus in the Auvergne-Rhône-Alpes region, while in the United States there are now more data centers than office buildings, and China is pursuing similar strategies. Europe lags behind in financing, recalling Trump's high-profile dinner with tech leaders, making private investment imperative. We have the talent and resources but lack the right economic framework. The*

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partnership model of ASML and Mistral shows the way forward. Too often, debates focus on regulation levels instead of business itself. To illustrate a distinctly European path, we propose defining a Digital Resilience Index, a tool to guide progress and reinforce sovereignty.

Controlling Industrial Energy Consumption: Measuring is not Gaming!

Richard de Cabrol, Ecosystem Senior Manager France, EIT Manufacturing
Éric Touboul, IIOT Process Expert – Open Innovation, Schneider Electric
Gwenhael Autret, Energy and Environmental Transition Project Manager, Incub'ethic
Paul Pinault, Technical Sales, Rtone
Jean-Philippe Malicet, National Director, Cap'Tronic

Against a backdrop of energy tension and the transition to a more energy-efficient industry, intelligent sensors and edge computing are becoming key allies in the real-time optimisation of energy consumption. By combining fine-grained data capture and local processing, these technologies enable more responsive, more autonomous control that is better adapted to local constraints. But how do we move from intention to implementation? What types of sensors should be deployed, and for what uses? How can Edge computing ease the pressure on networks while guaranteeing rapid decision-making? And above all, how can these components be integrated into industrial environments that are often complex, heterogeneous and even ageing? Making better use of their energy data wherever it resides: a key challenge for combining energy efficiency, operational performance and digital agility.

BNB markets. *We now turn to the challenge of mastering industrial energy design. Once again, everything begins with clean, appropriate, high-quality data. Systems must be conceived based on reliable data, transforming it into actionable information to avoid inefficient consumption. Data should be transmitted upstream only when necessary; otherwise, it remains at the edge to optimize performance. Finally, the concept of the digital twin emerges as a promising path to reducing and control energy consumption more effectively.*

Physical AI: When Robotics Brings AI into the Real World

David Gal-Regniez, Technical Director, Content and Usage, Minalogic
Alain Bensoussan, President, Lexing Avocats
Maxime Robin, President, Innodura
Florian Nebout, Directeur Produit & Ecosystème, Enchanted Tools
Emanuela Girardi, President, ADRA
Vincent Nguyen Quang Do, System Architect for Embedded, Nvidia

Artificial intelligence is no longer limited to algorithms confined to the cloud or digital interfaces: it is increasingly embodied in machines capable of acting, interacting and adapting in the physical world. This is the emergence of Physical AI: a new frontier where AI and robotics converge to give rise to autonomous, mobile, perceptive and intelligent systems. From digital twins to surgical robots, humanoid robots and autonomous vehicles, Physical AI gives machines the ability to understand and master the laws of the real world. It enables machines to learn, adapt and interact with their environment in an autonomous and realistic way. Laying the foundations for a future where intelligence is no longer just virtual, but embodied. So how is AI profoundly transforming the physical

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capabilities of machines? What are the technical challenges involved in making AI work in real time in uncertain environments? What hardware and software architectures enable this autonomy in the field? And what are the concrete impacts for the sectors (industry, logistics, health, services)?

CRA, NIS2, DORA: What Action Plan is needed to Comply with Cyber Regulations?

Nicolas Dooghe, Secretary general, CLUSIR Auvergne-Rhône-Alpes
Franz Regul, Cybersecurity Director, Bpifrance
Stéphanie Revol, Lawyer, Revol Avocat
Yoan Issartel, CTO & Co-founder, Elysium Security
Jérémy Rosen, Technical manager for the embedded systems division, Smile
Emmanuel Petit, Club 27001 Lyon Manager, Club 27001

Europe's cybersecurity regulatory landscape is expanding at a rapid pace: the NIS2 directive for critical sectors, the DORA regulation for the financial sector, the Cyber Resilience Act (CRA) for digital products, etc. These reference texts impose new obligations in terms of resilience, transparency, governance and security. But between legal complexity and operational impact, companies often struggle to turn these requirements into concrete action plans. Common points, specific features, upcoming deadlines: how do these three major regulatory pillars affect organisations' cyber resilience strategies? What are the essential steps for compliance? How do these requirements fit in with existing cyber security systems? What are the new responsibilities for managers, CIOs and technology suppliers? Here are some answers, to help you move from a reactive approach to a controlled compliance strategy.

Challenges of Embedded Software Maintenance in a Constrained Environment: a Practical Example from the Railway Industry

Pierre Nast, Head Of Digital Engineering – Vossloh, Digital Center of Excellence
Pierre Gal, Head of Product, The Embedded Kit
Victor Lacrosaz, Project Manager, Witekio[5]
Youssouf Bocoum, Key Account Manager, Witekio

The long-term maintenance of embedded Linux software poses technical, organisational and cybersecurity challenges, especially in constrained environments. This workshop (organised by The Embedded Kit, Vossloh and Witekio) highlights concrete feedback and complementary approaches to vulnerability management, operational maintenance and sector-specific requirements. Come and discover proven practices, dedicated tools and strategies to guarantee the security, robustness and sustainability of your embedded systems.

[5] Witekio is a global leader in embedded software and IoT solutions, providing end-to-end services from device-level firmware to cloud connectivity, security, and application development. Witekio, based in Lyon, France, has over 22 years of experience helping manufacturers and device makers transform their hardware visions into fully functional, connected products. The company specializes in chip-to-cloud embedded software services, offering comprehensive support for all layers of software development, from low-level device firmware (BSPs, Linux, Android, RTOS) to application software using C++, Qt, QML, and more.

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Transforming a Non-Connected Product into a Digital Engine: Polytropic's Successful Venture with the IoT

François-Xavier Boisserin, Manager, Ingeli
Jean-Christophe Fillot, General Manager, Polytropic

What if it all started with… a simple after-sales service request? In this interactive interview-style workshop, discover how Polytropic, a manufacturer of heat pumps for swimming pools, transformed a non-connected product into a real lever for digital transformation. Go behind the scenes of a project where the IoT was not a technological end in itself, but the starting point for a global strategic change: overhaul of customer support, new UX interfaces, ERP integration, remote supervision, distributor empowerment and brand upgrading. The result: more than 70,000 connected heat pumps deployed worldwide, a robust and automated 4G/Cloud infrastructure, stronger growth (even during a recession), an enhanced business model and increased international market share. A look back at a success story where IoT has triggered a profound business transformation.

Data Security in the Age of AI: Best Practices & Demonstrations

Saida Laiga, Solution Engineer, Data Security, Microsoft
Martin Campos, Security Pre-Sales Consultant, CISSP, Orange Cyberdefense

Generative artificial intelligence is revolutionising the way we work, but it also raises new challenges in terms of security and data protection. This workshop will shed light on the emerging risks associated with the use of AI, as well as concrete levers to address them. Through use cases and demonstrations, you will discover how to implement an effective data security strategy within your organisation. This session will also be an opportunity to discover our latest innovations, such as Data Security Posture Management for AI, which provides visibility into user interactions with generative AI applications and recommendations for security policies to implement to improve your security posture.

Design at the Heart of Industrial Challenges

David Gal-Regniez, Technical Director, Content and Usage, Minalogic
Vincent Schmitt, Founder, Conicio
Alexandre Quarrey, Founder, AQ-Tech
Guillaume Imbert, Innovation consultant, KIDS

In a rapidly changing industrial world, where innovation, sustainability and competitiveness have become imperative, design is emerging as a major strategic lever. Going far beyond mere aesthetics, placing design at the heart of industrial challenges means that highly differentiating aspects can be addressed right from the design phase: consideration of uses, life cycle analysis and environmental impact, and consideration of {cyber}security issues (security by design). How is design transforming industrial production methods, relationships with users and economic models? What role do designers play in multi-disciplinary teams, and how do they reconcile creativity, technical constraints and security issues? A central role, often underestimated, in industrial competitiveness and resilience.

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Ambient IoT : Towards a Connected Future Without Batteries?

Emmanuelle Paquier, Consulting Engineer, Cap'Tronic
Éric Cariou, VP New Products, Paragon ID
Sébastien Boisseau, Head of the Sensor Autonomy and Integration Laboratory, CEA
Dimitri Taïnoff, CEO, Moïz
Brice Cruchon, President & Founder, Dracula Technologies

What if the IoT did away with batteries? Driven by advances in ambient energy recovery (light, thermal, kinetic, radio frequency, etc.) and ultra-low-power communications, the Ambient IoT is paving the way for a new generation of connected objects that are autonomous and invisible. Self-powered sensors, smart labels, ubiquitous networks: this discreet but profound revolution is redefining the paradigms of connectivity, with major impacts on logistics, health, industry and smart cities. With less maintenance, greater sustainability and an unprecedented mesh of our physical environment, the Ambient IoT offers technological promise, meets industrial challenges and brings new uses to the fore as we move towards a future where objects communicate wirelessly… and without batteries.

BNB markets. *A connected future without batteries may sound like a dream, yet it holds real promise. The battery is not simply a cost factor, it is a bottleneck that prevents processes from scaling. What is being replaced is not the price of the battery, but the business rationale behind it, opening the way to new models and opportunities.*
Dracula Technologies, a French deep-tech company based in Valence, is pioneering this battery-free future with its LAYER® technology, which harvests ambient light to power low-consumption devices. Using organic photovoltaic modules printed on flexible films, their solution transforms everyday indoor light into electricity, enabling IoT sensors, asset trackers, and smart home devices to operate autonomously without batteries. This approach not only reduces environmental impact, since batteries are highly polluting and difficult to recycle, but also extends product lifespans and lowers maintenance costs. With recent investments, Dracula Technologies is scaling production at its Green MicroPower Factory, aiming to deliver hundreds of millions of square centimeters of printed modules each year.

Cyber Risk Analysis: How to Assess your Exposure and Prepare?

Ian Grispan, Technical Leader Audit & Conformity, PASSI & PACS qualifications, Airbus Protect
Tony Hedoux, General Delegate, Club Ebios
Arnaud Martin, Head of Operational Risk, Caisse des Dépôts
Laurent Camus, RECyM Zonal Coordinator, RECyM
Hervé Thibault, Chief Strategy Officer, Metsys
Jean-Christophe Marpeau, National Cybersecurity Advisor, Cap'tronic

Against a backdrop of accelerating digitalisation and increasingly sophisticated cyber threats, the question is no longer whether an organisation will be targeted, but when and how. SMEs and SMIs in particular are on the front line when it comes to cyber attacks, which are often targeted precisely because they are less prepared than large companies. Yet it is possible to protect oneself effectively without mobilising resources that are out of reach. It all starts with a clear understanding of your exposure to risk. That's why cyber risk analysis is becoming an essential step in anticipating vulnerabilities, prioritising security actions and strengthening resilience. How can we put in place a practical approach to assessing exposure to cyber threats? What are the tools and methodologies for

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identifying the relevant risks? How can technical issues be translated into strategic decisions? What practices should you adopt to build a clear, actionable risk map tailored to your sector? Discover the keys to moving from a reactive posture to a genuine culture of proactive risk management.

Nvidia Drive Orin-X Solution Empowering Autonomous Driving, Robotics and Automation

Jiazeng Wang, Product Director, Pony.ai

Pony.ai has developed high-performance, automotive-grade domain controllers with scalable computing capabilities based on the NVIDIA DRIVE Orin-X platform, targeting autonomous driving, robotics and automation. By actively expanding product boundaries, these solutions are now deployed across last-mile delivery, urban logistics, autonomous sanitation, and other unmanned driving scenarios, ensuring safe and reliable operation of end products.

Supporting La Poste Group Operations with Predictive Information Generated Using AI from IoT Sensors

Jean-Paul Fabre, Head of Technological Innovation, Groupe La Poste
Claire Nouet, Co-fondatrice & Chief Operating Officer, Pathway

With millions of raw geolocation data points generated every year, deploying a high-performance data processing solution is a strategic requirement. How did the implementation of an automatically generated digital twin enable the deployment of multiple use cases for real-time analytics and AI? Speakers will discuss use cases such as predictive insights, network optimisation, improved asset utilisation and Olympic Games preparation, as well as the business and technological benefits of collaboration. Beyond the operational benefits, adopting such a solution paves the way for a more dynamic approach to data processing with real-time learning and correction, and the development of new services.

Software Erodes, Hardware Evolves: don’t Miss the Opportunity to Fix Both

Renaud Didier, EU Sales Lead, Witekio
Pierre Lecomte, Solutions Manager, Witekio
Laurent Lagosanto, Software Security Architect, Avnet Silica

Long-life devices face a double threat: software erosion and evolving hardware platforms. Quick fixes and outdated architectures make products vulnerable, difficult to maintain, and impossible to upgrade safely. But hardware migration isn’t just a challenge—it’s an opportunity to do better. In this joint conference by Witekio and Avnet Silica, discover how to clean up legacy code, rethink your architecture, and align your next hardware with security principles from the ground up. Learn how to recognise the signs of ageing software, leverage trusted hardware to strengthen security, and refactor without blowing up your roadmap. Practical tools, proven frameworks and real-world experience: everything you need to make your next transition a success.

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Wednesday Afternoon, Plenary Session

Quantum and Artificial Intelligence: Complementary Particles?

Julien Bergounhoux, Editor-in-Chief, L'Usine Digitale
Olivier Ezratty - Co-founder, Quantum Energy Initiative
Filippo Vicentini, Professor, Chair of Quantum Physics and Artificial Intelligence, École Polytechnique
Giovanni Lamanna, Director, Laboratoire d'Annecy de Physique des Particules
Salvatore Cinà, Quantum Technologies Program Director, CEA
Félix Givois, Quantum Computing Project Engineer, GENCI

Which, AI or quantum, will save the planet? The list of (very real) problems that these two technologies could solve grows longer every day. Among them: finding more efficient or less rare materials for batteries, helping to capture CO2 more effectively, identifying less energy-intensive methods for synthesising the ammonia needed for fertilisers, and so on. And to achieve this, we need to take up nothing less than one of the greatest challenges facing science: modelling the interactions between atoms and molecules', explained the newspaper Le Monde earlier this year, in an investigation devoted to the 'match" between these two seemingly distinct, but profoundly interconnected sciences. How can AI algorithms take advantage of the power of quantum computing? How can machine learning methods help to optimise quantum architectures? Should we think of these technologies as two competing forces or as complementary particles destined to evolve together?

BNB markets. *In this roundtable, the discussion focuses on quantum technologies and artificial intelligence. Pasqal[6] introduces a simulator and advanced calculations, showing how fewer data can still yield the same results. AI proves valuable for quantum research, particularly in error correction and algorithm design, though quantum computing has not yet contributed back to AI. The key challenge lies in mastering and leveraging supercomputers to optimize quantum progress. Europe is determined not to repeat the missed opportunity of the internet, born at CERN but captured by the GAFAM giants, and is now preparing a Quantum Act to shape a distinctly European path forward.*

Coordination and Automation with Asana for Operational Excellence: the Motul Case Study

Julien Renaud, Co-fondateur, i.DO Clarity
Nadège Baubant, Project Manager Officer, Motul
Manlio Manassero, Delivery Manager, Motul
Ulysse Duquesne, Enterprise Account Executive, Asana

In industry, time-to-market and collaboration between teams are strategic issues. However, many organisations remain hampered by silos, a lack of visibility and scattered processes. Motul chose Asana and the support of i.DO Clarity to transform its working methods and structure its projects across the

[6] Pasqal develops neutral-atom quantum computers in which each qubit is represented by a single neutral atom held in place using optical tweezers. These atoms act as qubits with distinct electronic energy states, allowing computations to occur via precisely calibrated laser pulses. Unlike many other quantum technologies, Pasqal's hardware can operate at room temperature, providing a more accessible and scalable approach for businesses and researchers.

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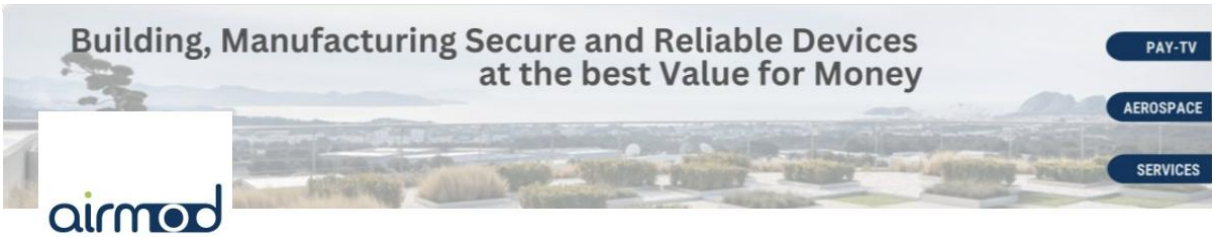
group. During the session, you will discover: Motul's testimony on the transformation of its project management practices, the challenges of a global industrial organization and how they were overcome, concrete use cases of IT structuring, cross-functional management and production workflows, and a live demonstration of Asana's key features for industry. In other words, the essential levers for successfully transforming your working methods digitally.

AI in Embedded Systems : a Cost/Benefit Ratio to be Assessed

Richard Salvetat, Technical Director, Cap'Tronic
Julien Soulier, CTO, Airmod
Fabien Thomas, Technical Manager, Smile
Edgar Lemaire, CEO, Aico Technology
Fabrizio Tomatis, Embedded Algo & Apps SW Manager, Ampere

The integration of AI into embedded systems is gaining momentum, driven by promises of autonomy, optimization and real-time adaptation. However, between limited computing power, energy constraints, safety requirements and development costs, porting AI models to embedded architecture poses real challenges and involves real optimization choices and even compromises on expected performance. So how can we clearly analyze the cost/benefit ratio of AI in embedded systems? In which cases is its integration really justified? What trade-offs need to be made between performance and consumption? How can the return on investment be assessed according to the applications (industrial, automotive, aeronautics, IoT, etc.)? These are all questions that need to be answered in order to make informed decisions about the future of your intelligent systems.



Robotics/Cobotics: Intelligent Tools for Reindustrialisation

Marie Leynaud, Journalist, Deuxième Écoute
Jean-Louis da Costa, Director of Project Factory Operations, Products and Services, CIMES
Olivier Schimpf, Technical Director, Robotics Valley
Hervé de Malliard, President, Maison MGA

Faced with the challenges of relocation, competitiveness and labour shortages, robotics and cobotics are emerging as key drivers of reindustrialisation. Far from the fantasy of total automation, these technologies are becoming flexible, intelligent and collaborative tools capable of adapting to the realities of modern workshops, particularly in SMEs and mid-cap companies. Improved productivity, reduced drudgery, increased quality and adaptation to increasingly customised production: what roles do industrial robots and cobots play in the transformation of production lines? What are the conditions for successful robot deployment? How can robots be integrated into a human environment without

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disruption? What are the real gains in terms of costs, agility and resilience? Can intelligent robotics be a concrete catalyst for rebuilding a more modern, efficient, and human industry?

Post-Quantic Cryptography : Today's ISS Challenge, Facing Tomorrow's Attacks

Fabrice Deblock, Journalist
Guillaume Collard, Founder, CSB School
Damien Stehlé, Chief Scientist, CryptoLab
Stanislas Lycholat, Head of Cybersecurity consulting GRC & Crisis Management, Thalès
Benjamin Wesolowski, Researcher, CNRS
Vincent Cachard, Cybersecurity Program Manager, CEA

Quantum computing, still in its infancy, already poses a credible threat to the traditional cryptographic algorithms on which information system security is based. Faced with this prospect, post-quantum cryptography (PQC) is no longer a theoretical possibility: it is becoming a strategic imperative to protect today the data that must remain confidential tomorrow. Algorithms currently being standardised (NIST), performance and implementation challenges, constraints for integration into existing systems and transition timelines for businesses and government agencies: is quantum-resistant cryptography technically and operationally ready? Discover the cryptographic changes that must be made without delay, or risk exposing critical infrastructure to future threats today.

Boost Your Firewall with Threat Intelligence: it's Possible!

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

The value of Threat Intelligence in SIEM and SOC environments is well established. But did you know that this flow of information, which plays an essential role in anticipating, detecting and neutralising cyber-attacks, can also enhance the capabilities of your Next Gen firewalls?

Why Choose France to Manufacture a Hardware Product in an Innovative industrial Sector Such as Hydrogen?

Julien Marichy, Head of Industrialization, Managing Partner, Altyor
Merwan Akasbi, Program Manager, FillnDrive

Discover why FillnDrive, an innovative start-up specialising in hydrogen refuelling solutions for electric vehicles, has chosen to manufacture its hardware in France. In collaboration with Altyor, an expert in the design and production of electronic devices, we will explore the strategic and operational advantages of this choice. Why France? There are many reasons: manufacturing quality, access to a dynamic industrial ecosystem, support for local initiatives, etc. This choice also reduces production and delivery times, promoting innovation and competitiveness. By participating in this workshop, you will discover how collaboration between a start-up and an industrial company can transform an idea into a tangible, high-performance product.

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Artificial Intelligence: Can Manufacturers Trust it?

Fabrice Deblock, Journalist
Arno Pons, General Delegate, Digital New Deal
Caroline Chopinaud, Executive Director, Hub France IA
Nicolas Rebierre, R&I Manager, IRT SystemX
Julien Chiaroni, Co-founder & CEO, Safenai
Vincent Feuillard, Expert in Data Science and Machine Learning, Renault

Predictive maintenance, process optimisation, automated quality control and supply chain improvement: AI is establishing itself as an essential driver of innovation in industry. However, despite its promise, AI still raises serious questions about its reliability, transparency, robustness and real added value in critical environments. Can we trust algorithms that are often perceived as opaque? How can we guarantee their performance in real-world conditions, far removed from idealised data sets? Who is responsible in the event of failure? And how can intelligent automation be reconciled with human expertise? Current limitations, explainability issues, model validation and best practices for deployment: how can manufacturers harness the potential of AI without sacrificing control, security or trust?

BNB markets. *The first question for this conference is: what does trust in AI really mean? And conversely, what defines an untrustworthy AI? This naturally leads to the comparison between European AI and its American and Chinese counterparts. A trustworthy system must be robust, secure, available, efficient, ergonomic, and above all, compliant with the law. Yet we must acknowledge that AI makes, and will continue to make, errors, which raises the need for error calibration and the notion of acceptability. Once again, high-quality data is the foundation for deploying trusted AI. Standards are emerging, with the upcoming AI Act[7] aligned with UN frameworks such as those for electric vehicles. Ultimately, a trusted product comes from a trusted system, and behind it, a trusted company. That is the pyramid to remember.*

Logistics, Industry, Handling, Health: How Cobotics Can be Put to Good Use

Frédéric Hélin - Director - Coboteam Auvergne-Rhône-Alpes
Jean-François Menudet - Station H Manager - Hospices Civils de Lyon
Richard de Cabrol - Ecosystem Senior Manager France - EIT Manufacturing
Maxence Denu - Researcher - Laboratoire G-SCOP
Jean-Philippe Malicet - National Director - Cap'Tronic

Collaborative robotics is rapidly growing in sectors as diverse as logistics, industry and healthcare. By enabling direct interaction between humans and robots, without cages or isolation, it opens up new possibilities in terms of efficiency, flexibility and reduced drudgery. But how can cobotics be used

[7] the EU AI Act is in preparation and evolving. It was formally adopted in 2024, but its implementation is being phased in, with several adjustments currently under debate. The AI Act is the world's first comprehensive legal framework for artificial intelligence, designed to regulate systems according to the risks they pose. Its goal is to ensure that AI in Europe is trustworthy, safe, transparent, and aligned with fundamental rights. The law introduces strict obligations for "high-risk" AI applications, such as biometric identification, healthcare, or critical infrastructure.

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properly? What are the real benefits? What are the pitfalls to avoid in terms of ergonomics, safety, acceptability and return on investment? How can tools be adapted to real needs on the ground without giving in to fashion trends? While many industries have successfully integrated these new tools into their processes, is it always appropriate to transfer them to other sectors? Sharing experiences.

A Successful IoT Project : a Review of Best Practices

Gillo Malpart, President & co-founder, Mavana.earth
James Newton, VP Business Development, Altyor
Audrey Maurel, Lawyer, INLO Avocats
Nicolas Andriot, IoT Country Sales Manager, Vodafone
Didier Dejoux, Consulting Engineer, Cap'Tronic

Connected objects, smart sensors, data platforms: the IoT has established itself as a catalyst for transformation in many sectors, from industry to energy, logistics and construction. But behind the technological promises, the success of an IoT project depends above all on a rigorous methodology, a suitable architecture… and careful anticipation of pitfalls. Sensor selection, connectivity, data management, cybersecurity, maintenance, interoperability, environmental impact: what are the best practices for designing, deploying and scaling an IoT project? Discover how to approach the IoT, not as a gadget experiment, but as a robust lever for performance and value.

Managing Access to Industrial Control Systems: a Critical Issue

Jean-Christophe Marpeau, National Cybersecurity Advisor, Cap'tronic
Sabri Khemissa, Co-founder, Fortress Cybersecurity
Géraud Gonzalez, Partner Cybersecurity, EY
Sébastien Giai-Checa, Head of Architects, Southern Region, SCC France[8]
Itamar Ferreira Dos Santos, Group OT Cybersecurity Officer, Fivers Group

In a context where industrial infrastructures are increasingly interconnected, managing access to control systems (SCADA, PLC, DCS, etc.) has become a key issue in operational cybersecurity. Remote access, external maintenance, network segmentation, user rights: the slightest flaw can open the door to attacks with serious consequences for production, security and business continuity. What are the specific challenges of identity and access management (IAM) in industrial environments? How can security, traceability and operational continuity be reconciled? What tools and methodologies can be used to control access without slowing down field teams or service providers? With securing access to industrial control systems no longer just a best practice but a regulatory requirement (NIS2 directive, IEC 62443 and ISO/IEC 27001 standards), critical infrastructure operators and industrial companies must implement robust, traceable access policies tailored to the specificities of OT environments.

[8] SCC France, founded in 1975 and part of the global SCC Group, is the second largest IT services company in France. With 2,700 employees and revenues of €2.9 billion in 2025, it operates through 14 agencies and 5 service centers nationwide. The company delivers expertise in digital workspace, infrastructure, software, cloud, cybersecurity, IoT, AI, and data management, while embedding sustainability into its strategy through four pillars: Planet, People, Prosperity, and Principles. Trusted by both public and private organizations, SCC France positions itself as a key partner in responsible digital transformation.

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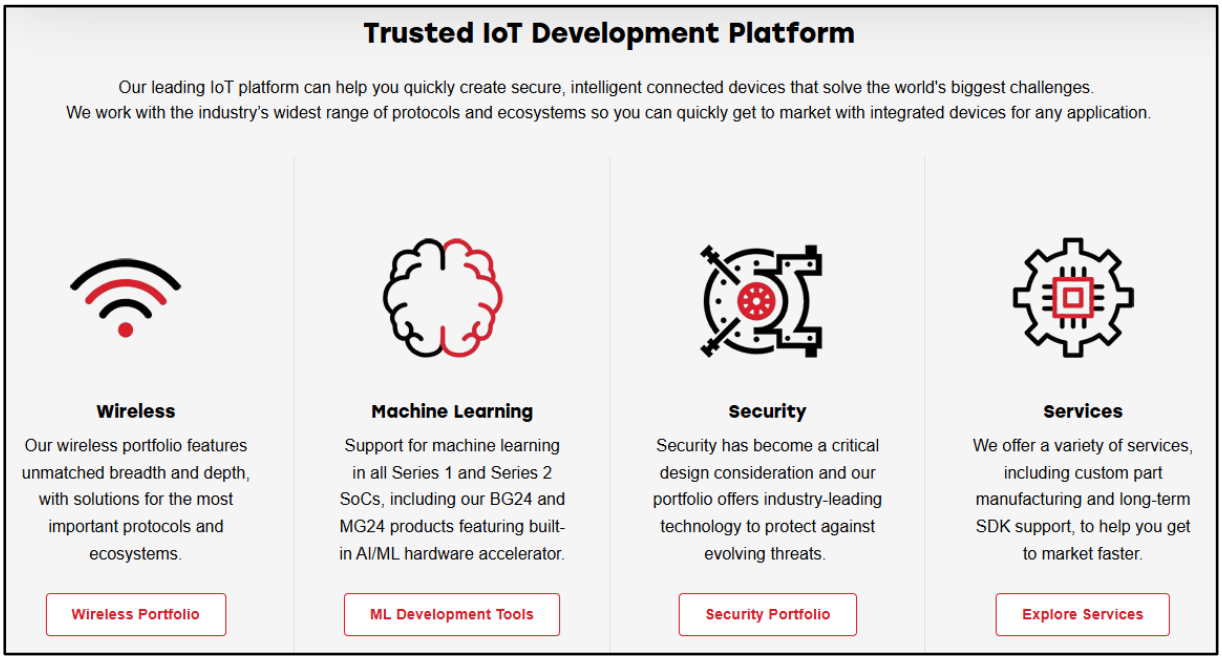
How to Leverage the Low Power Features of the Silicon Labs 917 for Scalable, Battery-Friendly Wi-Fi 6 Solutions?

Thomas Desriac, Engineering Sales Manager, Arrow
Simon Holt, EMEA Distribution Manager, Silicon Labs

Discover how the Silicon Labs 917 SoC brings together Wi-Fi 6 and Bluetooth LE in a single, low-power platform ideal for next-generation IoT devices. This session highlights its key features, energy efficiency, and real-world applications in smart home, industrial, and wearable markets—empowering developers to build always-connected, battery-friendly solutions.



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Data-Centric Cybersecurity: Protecting Identities, Data and Applications in a Multi-Cloud World

Boggart Granata, Solution Engineer, Thalès
Cédric Bonnet, Executive Client Partner Aerospace and Defense, Randstad Digital
Maxime Delplace, Cybersecurity Practice Technical Leader, Randstad Digital
Jonas Roblot, Innovation & strategy manager EMEA, Thalès

In a cloud-based and distributed world, protecting identities, data and applications is becoming the top priority for CISOs and CIOs. Compliance with requirements such as NIS2 requires a data-centric approach and tighter security governance. At this conference, Thales, a leading provider of cyber security solutions, and Randstad Digital, a trusted integrator, will share their joint vision: how to strengthen the security of hybrid and multi-cloud environments while ensuring traceability, compliance and access control. Use cases, field feedback and a roadmap for modern, pragmatic and resilient cyber security.

Raw Materials, Electronic Components: Towards Sovereign and Responsible Digital Sourcing?

Steven Dolbeau, Associate Director, Anima Conseil
Gillo Malpart, President & co-founder, Mavana.earth
Erwann Fangeat, Digital Sobriety Technical Coordinator, ADEME
Mélanie Le Dain, Project Manager, Rasmussen Global
Julia Delrieu, Sustainable IT & CSR Manager, Digital League

Cloud, AI, 5G, IoT, robotics… Digital transformation is spreading to all sectors, but it relies on a very real physical foundation: the raw materials and electronic components that are essential for manufacturing equipment and infrastructure. However, these critical resources are under increasing pressure from geopolitical crises, shortages and tensions in supply chains, dependence on non-European suppliers, and environmental and ethical issues. So how can we build a digital sourcing system that is both sovereign, to secure our technological autonomy, and responsible, to meet sustainability and transparency requirements? What industrial, regulatory and technological strategies can enable partial relocation, better recycling, or a more sober and circular design of digital and technological projects?

BNB markets. *In this talk, we explored the complexity of electronic components, learning that a smartphone contains around 50 different metals. If China restricts access to rare earths, the consequences could be severe, especially for gallium and germanium, with shortages already projected by 2030. The concept of remanufacturing was highlighted, drawing on the long-standing example of internet boxes as a model to follow. Today, the cost of inaction outweighs the cost of action, yet the ongoing U.S.–China trade war only adds to the challenge. The session concluded with the Fairphone, presented as a glimpse of the future. A conference both alarmist and timely, reflecting the urgency of the moment.*

AI: What's Happening to Technical Skills in Companies?

Maxence Cossalter, Associate Director, Anima Conseil
Hadrien Gremillet, Founder, 80 Consulting
Pierre-Antoine Troubat, General Delegate, ADIRA
Valérie Geneyton, Founder - Atout DSI
Emmanuel Donati, Founder, Le Boss de l'IA
Thierry Alvergnat, Delegate Manager, Araiko

Artificial intelligence is shaking up jobs, including digital ones. With some tasks being automated and powerful models helping with decision-making, what's happening to technical skills (from coding to business engineering) in companies? How can engineers, developers, IT specialists – and even managers – evolve and develop new skills in order to understand how algorithms work, how they are implemented, how their quality can be controlled, how to ensure they are ethical and that they meet needs, etc.? How should organisations rethink training, recruitment and career paths? Between the promise of efficiency and the risk of disengagement, a balance must be struck between humans and machines, fundamental knowledge and augmented tools.

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Urban Planning, Water Management, Greening: when Local Authorities Adopt Frugal AI

Fabrice Deblock, Journalist
Jacques Le Conte, CEO, Kuzzle
Corine Waroquiers, Coordinator of the National Eco-responsible Digital Strategy, Secrétariat Général Pour l'Investissement, France 2030
Amaury Chevalet, PrevizO Project Manager, Région Centre-Val-de-Loire
Jean-Baptiste Crumeyrolles, Program Manager France 2030, Banque des Territoires

Faced with climate challenges, pressure on resources and the need for cities to adapt, regions are seeking solutions that are effective, sustainable and economical. What if artificial intelligence – in its frugal form, with low data and energy consumption – became a concrete lever for action for the ecological transition? In September 2024, eight new winners of the call for frugal AI demonstration projects for the ecological transition of regions (France 2030) joined the four regions already certified. How are these local authorities, water managers and planners using frugal AI approaches to optimise urban planning, better anticipate water needs and guide greening strategies? These innovative and concrete projects show that it is possible to combine digital sobriety, operational efficiency and territorial intelligence.

SMEs and Local Authorities: Vulnerable Targets, a Cyber Offering to Match

Marie Leynaud, Journalist, Deuxième Écoute
Sandrine Ngatchou, Cybersecurity Project Manager, Thalès Training & Simulation
Nicolas Guilloux, Regional Sales Director, Almond
Denis Boyer, Cyber Risk Awareness Officer, Cybermalveillance.gouv.fr

With cyberattacks on the rise and increasingly targeting smaller organisations, SMEs/SMIs and local authorities are now seen as the weak links in cybersecurity. Limited resources, heterogeneous infrastructure and a lack of awareness mean that these players are highly vulnerable, despite performing functions that are essential to the economy and everyday life. However, there is a clear mismatch between the specific needs of these organisations and the current offering in terms of cybersecurity. In this context, what responsibilities do public authorities, cybersecurity service providers and contractors have? How can we build a more accessible, clearer and better tailored cybersecurity offering that takes into account their constraints, in order to rethink cybersecurity that is trustworthy and adapted to the realities on the ground?

Better, Stronger, Faster: How to Reach Better Software Quality on µC and MPU?

François Berjonneau, Manager, Solution Engineer QA, Qt Group

Unleash superior software quality from the get-go. We empower our customers to achieve faster, more reliable software on microcontrollers and microprocessors. Automated UI Testing: Ensure flawless user experiences with reliable, repeatable UI tests across all devices. Comprehensive Code Coverage: Pinpoint untested code, dramatically boosting test efficiency and your confidence in the

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codebase. Proactive Code Analysis: Catch code smells, architectural flaws, and potential defects before they become problems. These powerful capabilities integrate effortlessly into your development workflows, supporting CI/CD pipelines and enabling early bug detection and easy maintainability. The result? Reduced development time, impeccable code quality, and rock-solid.

XDR, SIEM, Cloud[9]… What if Everything Worked as a Single Defence System Reinforced by AI? 45 Minutes to Change Your Perspective on Cybersecurity.

Romain Curel, Pre-sales Security, Microsoft

In increasingly coordinated and rapid attack scenarios that incorporate AI, it is no longer enough to simply stack security tools (firewall, SIEM, EDR, etc.). It is time for these components to act as a coherent whole, reinforced by AI. This workshop immerses you in a new approach to AI-powered cybersecurity: unified, intelligent and automated. You will discover why data silos and unconnected tools are slowing down your response time, how to move from a reactive stance to a proactive defence, what attackers can see that you cannot yet see, and how to drastically reduce detection and response times through orchestration and AI. Make way for fluid, orchestrated and, above all, effective security.

[9] Modern enterprises rely on advanced digital solutions to strengthen security, ensure compliance, and drive agility. Three pillars, XDR, SIEM, and Cloud Computing, form a complementary foundation for resilience and competitiveness. **XDR (Extended Detection and Response)** provides unified visibility across endpoints, networks, emails, and cloud workloads. By automating detection and response, XDR reduces analyst workload and accelerates incident resolution, ensuring proactive defense against evolving threats. **SIEM (Security Information and Event Management)** centralizes the collection and analysis of security event logs. SIEM enables real-time monitoring, anomaly detection, and compliance reporting, simplifying investigations while supporting regulatory requirements. And **Cloud Computing** delivers scalable, on-demand IT resources via the internet. Cloud solutions reduce infrastructure costs, accelerate deployment, and enhance collaboration. They also provide built-in resilience and advanced security from trusted providers.
Together, **these technologies enable organizations to anticipate risks, streamline compliance, and scale operations efficiently.** Their integration strengthens digital resilience, supports innovation, and positions enterprises for sustainable growth in a competitive landscape.

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Plenary Session, Thursday Morning
Autonomy, Sovereignty: can European Cybersecurity Invent its Own Model?

Emmanuel Duteil, Editorial director, L'Usine Nouvelle / L'Usine Digitale
Franz Regul, Cybersecurity Director, Bpifrance
Patricia Mouy, Cybersecurity program manager, CEA List
Alain Bouillé, General Delegate, CESIN
Jean-Noël de Galzain, President, Hexatrust

Against a backdrop of trade wars (US-China) and military conflicts (Ukraine-Russia), ever-increasing threats and increasingly well-orchestrated attacks, and in an almost monopolistic cyber-economic landscape, can Europe today create the conditions for effective, sovereign cyber-security? Despite highly advanced technologies, increasing funding and a favourable regulatory environment, the European cyber sector faces a number of challenges if it is to create champions capable of scaling up quickly. These include, first and foremost, legal harmonisation at EU level and changes to the rules on competition and public procurement – the creation of a Buy European Act – to provide European cyber companies with orders and contracts. Without doing without American solutions, or copying their model, can we develop a form of sovereignty or strategic autonomy in cyber matters?

BNB markets. *This conference highlighted the challenges of European cybersecurity, noting that two-thirds of cyberattacks now originate through suppliers.* ***Awareness is essential, much like road safety, yet we are still "cycling on the highway."*** *Beyond financial risks, operational and intellectual property concerns must not be overlooked. The European model is rooted in independence and freedom, making it vital that our data truly belongs to us, unlike the approaches seen in the United States or China. While legal frameworks for this sovereignty are not yet in place, the work is underway.*

REX: Controlling your External Attack Surface, a Critical Challenge for CISOs

Hicham Ben Hassine, CEO & CTO, AlgoSecure[10]

With the proliferation of domain names, the growing adoption of cloud, SaaS and mobile applications, and the practice of shadow IT, organizations' external attack surface is constantly growing, often faster than their ability to secure it. How can you control your external attack surface? The presentation will cover critical blind spots (where are your hidden vulnerabilities?), the best strategies for regaining control (mapping, continuous monitoring, risk reduction, etc.), and customer feedback.

[10] AlgoSecure is a French cybersecurity firm, created in 2008, offering audits, penetration testing, governance and compliance support, continuous external attack-surface monitoring, and incident response capabilities. AlgoSecure combines proactive security assessment and reactive incident services into a single portfolio. Their core services include technical audits and penetration testing to identify vulnerabilities, security governance and compliance consulting to help organisations align with standards and regulations, managed external attack-surface monitoring to continuously discover and prioritise exposures, and CERT-style incident response and forensic investigation when breaches occur. These capabilities are presented as an end-to-end lifecycle: discover weaknesses, advise on controls, monitor externally for new exposures, and respond to incidents. Organisations work with AlgoSecure for one-off compliance or penetration tests, ongoing managed monitoring to keep an eye on their external footprint, and retainer-based incident response for rapid triage and forensic work. They also provide advisory projects to help prepare for certifications and to design security governance frameworks.

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Sensors and Imagers: IoT for More Efficient Robotics

Jean-Philippe Malicet, National Director, Cap'Tronic
David Gualino, CEO, Yona Robotics
Thomas Sigonnaud, Sales Director France, Stemmer Imaging[11]
Fabrice Mayran de Chamisso, Researcher and Engineer in Computer Vision Vision for Robotics, and AI, CEA
Gildas Henriet, MEMS Marketing Manager, STMicroelectronics

In a world where robotics is becoming increasingly autonomous, precise and responsive, connected sensors and imagers are becoming the eyes, ears and nerves of intelligent machines. Thanks to the IoT, robots no longer simply perform tasks: they perceive their environment, adapt to it in real time and optimise their performance. How is the convergence of smart sensors, embedded vision, connectivity and edge computing power enabling robotics to become more agile, more economical and better integrated into industrial, agricultural and urban environments? What are the latest advances in robotic perception? How can data reliability be guaranteed in complex environments? And what technical and ethical challenges will these new capabilities pose?

BNB markets. *This discussion focused on robotics and the technological imperatives of sensors. For Stemmer, greater efficiency requires processing at the edge. Cloud computing is inexpensive, but when images are processed in milliseconds, even a one-second outage becomes unacceptable. Latency therefore defines the solution. For ST, handling data locally brings clear advantages. The session concluded by stressing the energy dimension of these approaches, which must be factored into any choice of solution.*

How Nicomatic is Transitioning to Industry 5.0 with LLMs

Philippe Naulleau, GenAI Leader for Industry 5.0, Nicomatic
Sébastien Zaragoza, Co-founder, GetVocal AI

Robotisation and digitalisation have changed the role of humans, and with the rapid development of generative AI, this role will need to evolve once again to create even more value. Many companies with ageing factories face a major challenge, where recruiting and retaining young people is difficult and where the transfer of know-how must be guaranteed. Our response? Combining technology and people by immersing our employees in a secure and personalised environment, with continuous support from a virtual agent. Let's take a look at how LLMs (Large Language Models) are revolutionising our relationship with work in a positive and pragmatic way at Nicomatic, with technology from GetVocal AI.

[11] Stemmer Imaging, a leading international systems house for machine vision, was acquired by MiddleGround Capital through a voluntary public takeover offer at EUR 48.00 per share, positioning the company for accelerated growth in Industry 4.0 markets. Stemmer Imaging's machine vision technologies serve a broad spectrum of industries, ranging from factory automation and Industry 4.0 applications such as quality control and process optimization, to food and agriculture with automated harvesting and grading. They are also deployed in transport and logistics for intelligent traffic systems and parcel tracking, in sports and entertainment for player monitoring and VR experiences, and in print and packaging for high-speed inspection. Their solutions support continuous monitoring in raw materials and recycling, while providing advanced inspection, measurement, and robotic vision capabilities across electronics, automotive, aerospace, pharmaceuticals, and semiconductor sectors.

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From the Functionality Economy to the Circular Economy: When Tech Transforms Business Models

Steven Dolbeau, Associate Director, Anima Conseil
Gillo Malpart, President & co-founder, Mavana.Earth[12]
Didier Babout, Founder, Convertgence
Laurent Mellah, Founder, Service & Sens
Ariane Cronel, Editor & Productor, Enquête d'Avenir
Alexandre Jean, Co-founder, IDEEE

Faced with the limitations of the linear 'extract, produce, dispose' model, new economic paradigms are emerging: the functional economy (selling a service rather than a good) and cooperation, the circular economy, pooling, reuse and simplicity. In this profound transformation of business models, digital technologies are no longer just tools for optimisation: they are becoming catalysts for systemic change. Smart sensors, digital platforms, blockchain, AI, predictive maintenance and other technologies are enabling us to rethink value in terms of usage, sustainability (keeping things in working order) and impact, rather than ownership. Which sectors and industries are leading the way? How can technological innovation be combined with changing business models? What obstacles (economic, cultural, regulatory) still need to be overcome?

Sobr-IoT®

With Sobr-IoT®, **identify the connected solutions** that best suit your **needs** and are the most **environmentally efficient**!

Sobr-IoT® is an **independent catalog of IoT solutions**, with a recommendation engine designed to assist in identifying connected objects in the market that can optimize (or even replace) specific operations or activities. Based on your use case description, and additional requirements and constraints, the product's AI engine will identify the most technically and environmentally relevant solutions. Each solution comes with a score (named Sobr-IoT score) that assesses its environmental impact considering the entire object life-cycle.

In the longer term Sobr-IoT® will incorporate an eco-design tool for IoT products and services, empowering manufacturers to evaluate the ecological relevance of what they create. Similar to Lighthouse or EcoIndex for web developers, Sobr-IoT® will feature an audit tool for IoT manufacturers. This tool will enable them to assess but also improve the environmental footprint of their product design (or prototypes) and to compare themselves with industry peers.

The product is **still under development**. In the meantime, feel free to reach out to us, we'll manage your requirements manually – perhaps without automation, but efficiently and reliably nonetheless!

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[12] Mavana Earth offers eco-responsible consulting and digital transformation services, helping organizations reduce their environmental footprint while integrating sustainable practices. Mavana Earth positions itself as a partner for both public and private organizations, ranging from industry, construction, and agriculture to service sectors, seeking to align their digital and operational strategies with ecological responsibility. Their offer spans environmental impact assessments (such as Bilan Carbone® and life-cycle analyses), eco-design of digital and IoT solutions, training and awareness workshops on responsible digital practices, and accompaniment in low-carbon transition projects. By combining expertise in sustainability, digital innovation, and well-being at work, Mavana Earth serves a market increasingly driven by regulatory requirements, corporate social responsibility (CSR) commitments, and the demand for greener technologies.

Digital Sobriety: How Cyber Security can Play its Part

Fabrice Deblock, Journalist
Laure Alfonsi, Lecturer, Green IT
Nolwenn Le Ster, Director of operations / Chair of the Cybersecurity Commission Almond / Numeum
Julia Delrieu, Sustainable IT & CSR Manager, Digital League
Simon Lambert, Researcher, ENS Lyon

At a time when the ecological transition is forcing us to rethink our digital habits, sobriety is becoming imperative. Bucking the trend, cybersecurity systems are based on increasingly heavy architectures: multiple logs, redundant infrastructure, intensive encryption, real-time monitoring, long-term storage, etc. While these practices are essential to ensuring system security, they also generate a growing environmental footprint that is often overlooked in digital sobriety assessments. So how can we reconcile digital security with the demand for sobriety? Is it possible to secure systems in other ways, with less complexity, less data and a smaller footprint? Event log reduction and intelligent governance, selective encryption, Zero Trust and Edge computing architectures, security data retention periods, and the sharing of cyber tools at sectoral or regional level: what approaches can reduce environmental impact without exposing organisations to risk?

Digital Innovation at the Service of Industry: Analysing Trends, Disruptions and Financial Drivers

Patrice Charton, Innovation financing expert, Ayming[13]
Constance Marsilli, Delegate for Economic Affairs and Inclusion, Numeum
Fabienne De Toma, Ecosystem & Strategy Manager, Aktantis

In the face of economic slowdown and intensifying competition, innovation remains one of the key drivers for differentiation. What are the sectoral signals and regional dynamics to watch? Which disruptive technologies can support an acceleration strategy? And how can public measures be mobilised to maximise return on investment? This joint workshop between Numeum (market vision & trends), Aktantis (technological breakthroughs, embedded systems) and Ayming (CIR, CII, France 2030, iLab, IP Box, etc.) will provide a comprehensive and actionable overview of the innovation challenges facing the digital and industrial sectors.

Empowering Technology & Digital Innovation

Accelerate your growth with Ayming's funding expertise. We help technology and digital innovation companies secure strategic funding, grants, and investment incentives that support R&D, software development, AI, and advanced technology projects. Our experts help reduce costs, speed up development, and bring cutting-edge solutions to market faster.

[13] Ayming is a global advisory firm that helps organizations unlock financing for innovation and growth. Through expertise in R&D tax credits, grants, and cost optimization, Ayming transforms financial complexity into opportunity, enabling companies to scale efficiently, modernize operations, and build long-term resilience. Recent initiatives include the 2024 International Innovation Barometer, which underscores the global shift toward sustainable R&D, and a Manufacturing Innovation Trends report highlighting AI, robotics, and electrification.

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AI Strategy for Physical Products: How will Agent Intelligence Transform Industries?

Alexander W. Jonke, Managing director, U-Experten / Steliau Technology[14]
Andreas Becker, Senior Manager and Head of Experience Consulting
U-Experten / Steliau Technology
Christian Merck, Senior Manager Business & Innovation Consulting
U-Experten / Steliau Technology

Artificial intelligence is no longer limited to digital environments: it is now being integrated into physical products, transforming their design, operation and interaction with users. In this dynamic masterclass, we unveil The AI Strategy for Physical Products, a methodological framework designed for companies wishing to integrate agentic intelligence into their equipment, connected objects, embedded systems or smart environments. Discover how intelligent agents, powered by large language models (LLMs), codified expertise corpora and advanced technologies such as Model-Context-Protocol (MCP), enable intelligent agents to overcome the functional silos of physical products. These systems become capable of perceiving, interpreting and acting autonomously: they communicate with each other and make decisions in real time. The result? Extensive automation, innovative business models and a completely redesigned user experience.

When Virtual Reality and AI Converge: Enter the Era of Ultra-Personalised Immersion

David Gal-Regniez, Technical Director, Content and Usage, Minalogic
Victor Mauvady, Head of Telemedicine and Digital Innovation
Caisse Nationale d'Assurance Maladie
Loïc Lextrait, Managing Director, Evaveo
Denis Goudstikker, Xcelerator Portfolio Business Development Executive, Siemens

What if virtual worlds became intelligent? The convergence of virtual reality and artificial intelligence is ushering in a new era of immersive interactions that are more natural, adaptive and personalised than ever before. Thanks to AI, virtual environments no longer simply simulate: they react, learn, anticipate and adjust in real time to the behaviour, emotions and preferences of each user. VR environments generated or dynamically modulated by AI, intelligent and responsive non-player characters (conversational agents, virtual companions, behaviour simulators), real-time processing, data collection and analysis in immersive environments, embedded AI: the challenges are numerous. And so are the questions: what data should be captured, what biases should be addressed, and what

[14] Steliau Technology is a leading European electronics solutions provider, combining distribution with engineering expertise. Through customized modular offerings and strategic acquisitions, Steliau supports industries from automotive to medical with innovative, reliable, and scalable technologies, reinforcing its role as a trusted partner in Europe's high-tech ecosystem. Steliau Technology has strengthened its European positioning with the launch of Hi-Rel Solutions, a dedicated cross-border business unit focused on high-reliability electronics. This initiative reflects the company's commitment to serving demanding sectors such as aerospace, defense, medical, and industrial applications, where performance and durability are critical. By consolidating expertise across its European subsidiaries, Steliau aims to deliver tailored solutions that meet stringent quality standards, while enhancing its capacity to support customers with complex, mission-critical projects.

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user control should be provided? Whether in training, healthcare, industry, design or entertainment, the convergence of AI and VR promises intelligent and deeply personalised immersion.

AI and the Energy Challenge: Cause or Cure?

Jérôme de Parscau, VP Sustainability, Minalogic
Ana Semedo, Managing Partner, IL Expansions
Maxime Fournes, Co-founder, Pause IA
Corine Waroquiers, Coordinator of the National Eco-Responsible Digital Strategy
Secrétariat Général Pour l'Investissement, France 2030
Tristan Nitot, Associate Director, Digital Commons and Anthropocene, Octo Technology

Artificial intelligence is at the heart of economic, industrial and societal transformations. But at a time of climate change and pressure on resources, a paradox arises: AI, which is both energy- and data-intensive, is also presented as a lever for optimising consumption, improving efficiency and driving the energy transition. In this context, is AI a credible ally for energy efficiency, or will it accelerate energy demand? Can it really contribute to decarbonisation without exacerbating the problem it claims to solve? The energy impact of developing AI models, the role of frugal AI and its limitations, regulatory frameworks and methodologies for assessing the real footprint of AI solutions, the responsibility of designers, users and decision-makers in balancing performance and impact, and the uses of AI in different sectors (network management, construction, mobility, industry) are at the heart of the strategic challenges surrounding the place that AI can (or must) occupy in a sustainable future.

BNB markets. *We open the conference with a provocative question:* ***is frugal AI possible?*** *Artificial intelligence is not only about the model itself, but also about its usage. Since 2010, deep learning has dominated the field, yet it raises concerns in light of the* ***planetary boundaries****, nine critical thresholds defined by scientists to safeguard the stability and resilience of Earth's climate and ecosystems. These boundaries aim to keep humanity within a "safe operating space" for sustainable development, avoiding irreversible shifts that could endanger civilization. In this context, we must be cautious not to ask AI to perform tasks that search engines already handle efficiently, and reflect on a deeper issue:* ***does humanity truly have the means to afford AI?***

Eco-design, LCA: How to Reduce the Environmental Impact of IoT Projects?

Maxence Cossalter, Associate Director, Anima Conseil
Thomas Gauthier, Managing Partner, Altyor
Erwann Fangeat, Digital Sobriety Technical Coordinator, ADEME
Firmin Domon, LCA & Eco-design Engineer, Digital Services Advisor, LCIE Bureau Veritas
Fabienne Lefèvre, Environmental Assessment Officer, Mavana

Connected objects, sensors, networks, platforms: behind the operational benefits of IoT projects lies an environmental footprint that is still poorly understood, from component manufacturing to data exploitation. How can we design objects that are less energy-intensive, more sustainable and easier to repair? How can environmental criteria be integrated from the specification phase onwards? What tools and benchmarks should be used to measure, compare and decide? And how can these approaches be reconciled with the economic and technological constraints of the market? Eco-design

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and life cycle assessment (LCA) are two key approaches and concrete levers for reducing the environmental impact of IoT systems.

New European Machinery Regulation: What are the Cyber Obligations for your Industrial Equipment and Installations?

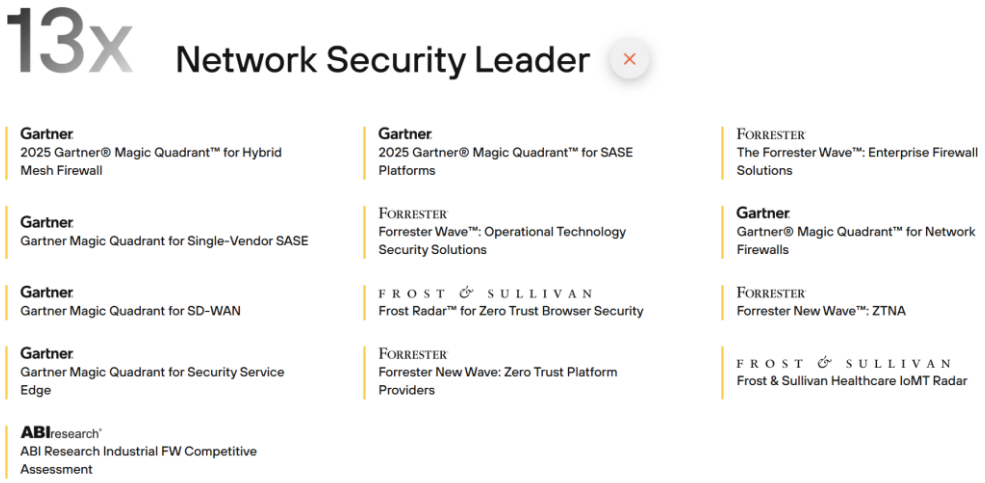
Jean-Christophe Marpeau, National Cybersecurity Advisor, Cap'tronic
Sylvain Acoulon, Security consultant and robotics expert, CETIM
Bruno Gaigé, National machinery technical expert, Socotec

With the new European Machinery Regulation set to come into force in January 2027, cybersecurity is becoming a regulatory requirement for manufacturers, integrators and operators of industrial equipment. Designed to address the growing risks associated with the digitisation of machines and the interconnection of systems, this regulation imposes new IT security requirements from the design stage and throughout the entire life cycle of equipment. This new legal framework has concrete consequences for industrial players. What cyber requirements must be incorporated into design and conformity assessment? How can a 'cybersecurity by design' approach be implemented that is compatible with industrial processes? Find out how to prepare for secure and long-lasting compliance of your equipment and facilities.

Security in the Age of Artificial Intelligence: How to Protect your Generative AI Applications

Émilie Brochette, Business Developer IA Sec, Orange Cyberdefense
Aymar de Kergorlay, Domain Consultant, Palo Alto Networks

Generative artificial intelligence is revolutionising how we use technology and opening up new possibilities. However, it also increases the attack surface, with the emergence of new risks. At the forefront is prompt injection, an emerging threat vector. So how can you effectively secure an AI application against these new attack methods? Through feedback, demonstrations and a joint presentation with Palo Alto Networks, discover how to implement end-to-end protection for generative AI applications.



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Crossing the Last Mile: from Experimental AI to Operational AI in Insurance

Abdallah Arioua, Chief Data & AI Officer, Relyens

AI delivers on its promise when it 'crosses the last mile,' where innovation finally produces tangible value. But the conditions must be in place to deliver that value. Insurance, often perceived as a conservative sector, is emerging as a prime testing ground for AI, thanks to its large volumes of data, standardised processes and high customer expectations. It has now moved beyond the testing stage to become a real incubator for the operationalisation of AI, constantly seeking value. Use cases are multiplying: automated extraction of complex information, predictive risk analysis, optimisation of claims management processes, automatic quote generation, LLM management assistants, etc. AI is becoming embedded in operations. But human and organisational challenges remain: tech-business alignment, scalability, governance, skills… all essential levers for crossing that last mile. Which uses should be prioritised, which technological choices should be made, and what governance should be put in place for sustainable deployment?

End-to-end Industrial Transformation: AI, IoT and Renewable Energies for Sustainable Performance

Nicolas Renaud, Managing director France, Storm Reply
Yanis Shaita, Industrial IoT and IA Senior Consultant, Storm Reply
Sacha Krivokuca, Solution Architect Lead, IoT & Embedded Systems Innovation, Autonomous Reply

Discover the experience gained from an end-to-end IoT implementation at the heart of the industrial sites of a renewable energy supplier. We will discuss the secure collection of machine data, its integration into a data lake on the AWS cloud, and its use via AI to boost industrial performance. From optimising yields and predictive maintenance to operator assistance, AI is becoming a powerful lever for operational efficiency. A concrete demonstration of the value of cloud, IoT and AI for Industry 4.0.

Smart City: How do You Strike the Right Balance Between High Tech and Low Tech?

Fabrice Deblock, Journalist
Rémi Durieux, Scientific Coordinator, ADEME
Laure Alfonsi, Lecturer, Green IT
Sophie Houzet, Director, Mission Fabric'O, Smart Cities and Territories, CEREMA

Faced with ecological, social and economic challenges, the smart city can no longer be reduced to an accumulation of technologies. While high-tech solutions (sensors, AI, data platforms, digital twins) promise optimised management of urban services, they are not enough to guarantee more resilient, inclusive and sustainable territories. Conversely, low-tech approaches (simplicity, reuse, citizen participation, living solutions) provide concrete and accessible answers, but sometimes struggle to integrate with complex digital systems. So how can low tech be integrated into interconnected urban systems? What criteria should be used to decide between technological innovation and frugal solutions? What impact will this have on governance, the design of public services and citizen

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participation? The balance between high tech and low tech must be struck in the service of real uses and local needs in order to design a smart, fair, frugal and liveable city.

Zero-Trust: Meeting the Challenge of Integration

Maxence Cossalter, Associate Director, Anima Conseil
Jean-Sébastien Duchêne, Technical Director, Exakis Nelite
Vidya Jungleea, Deputy Treasurer, CECFYS[15]
Yohann Burgan, Chief Digital Officer, Alixio Group[16]

The Zero-Trust model is emerging as a strategic response to modern threats, based on a simple principle: never trust, always verify. But between stated ambitions and the reality of existing information systems, integrating Zero-Trust remains a major challenge for businesses and public institutions alike. How can you assess your organisation's readiness for this paradigm shift? How can you integrate Zero Trust principles into an existing IT system without rebuilding everything? Which technological building blocks should you use (identity, micro-segmentation, supervision, IAM, SASE)? What governance should you put in place to align security, business and IT? There are many technical, organisational and operational challenges associated with implementing Zero Trust in complex, often heterogeneous and interconnected environments.

Cyber Crisis Management: How to Work with the Judicial Authorities?

Steven Dolbeau, Associate Director, Anima Conseil
Didier Lage, RECyM Zonal Coordinator, Police Nationale
Corentin Mahjoub, Account Manager, Onlynnov
Yann Loubry - Specialised Assistant in Cybercrime
Parquet de Paris / JUNALCO / Tribunal de Paris - Section Cybercriminalité (J3)

When faced with a cyberattack, every minute counts. Beyond technical emergency measures, the relationship with law enforcement agencies becomes a key lever for an effective, coordinated response that complies with legal obligations. However, many organisations still approach this cooperation in a rush, without a clear framework or advance strategy. When and how should you alert the public prosecutor's office, the police or the specialised gendarmerie? What information should be shared, in what form, and with what guarantees of confidentiality? How can you balance the requirements of the investigation, business recovery and crisis communication? Clarifying the legal, operational and organisational issues related to cyber crisis management in conjunction with the relevant authorities enables collaboration based on trust, responsiveness and compliance.

[15] CEFCYS (Cercle des Femmes de la Cybersécurité) is a French non-profit association dedicated to promoting the presence and leadership of women in cybersecurity. It works to valorize and professionalize women's skills through mentoring programs, training, and networking, while also raising awareness among companies, educators, and recruiters about the importance of gender parity in the digital sector. CEFCYS organizes conferences, events, and the annual Cyber Women Day, and contributes to public awareness on data protection and safe digital practices.

[16] Alixio Group is a French strategic consulting and HR services firm dedicated to supporting organizations through complex transformations with strong human impact. With a network of 2,100 consultants and 17,000 interim managers, Alixio operates internationally, serving over 4,000 private and public-sector clients.

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AI on Microcontrollers: Forget your Preconceptions! Feedback on People Detection with the STM32N6

Vincent Richard, AI solutions Marketing Manager, STMicroelectronics
Robin Mancini, R&D Engineer, Euranova

Euranova will share its experience in designing algorithms for detecting and tracking people, specifically optimised for STMicroelectronics' new STM32N6 microcontroller, equipped with the Neural-ART accelerator. This workshop will highlight the practical implementation of advanced AI technologies on embedded devices with limited resources, opening up new possibilities for Edge AI applications.

BNB markets. *Today, more than 15 billion connected devices are in use worldwide. AI models are typically trained in the cloud, while inference is deployed for real-time applications. This makes the quality of input data absolutely critical. Running inference at the edge offers key advantages, including lower energy consumption and faster data transmission, enabling efficient and responsive deployment across diverse environments.*

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Plenary Session, Thursday Afternoon

The Industrialisation of Space, a New Eldorado or the Wild West?

David Gal-Regniez, Technical Director, Content and Usage, Minalogic
Nicolas Gaume, Co-founder & CEO, Space Cargo Unlimited
Barbara Belvisi, Founder & CEO, Interstellar Lab
Octave de Gaulle, CEO, Spade Agency
Fabien Apper, CEO, U-Space
Sébastien Lombard, Head of Prospective, CNES

Space is no longer just a playground for state agencies: it is becoming a territory of economic opportunity where private giants, ambitious start-ups and emerging powers meet. Extraction of lunar or asteroidal resources, satellite constellations, orbital logistics, space tourism… The industrialisation of space is underway, driven by massive private investment and a global race for technological competitiveness. But behind this craze for 'New Space' lie strategic and structural questions. What business models are viable in the medium term? What infrastructures need to be developed to support a sustainable space value chain? How can we manage the risks – legal, environmental, geopolitical – in a space where the rules are still vague? In short, will space be the scene of a techno-economic Wild West, or will it become the next great industrial revolution of our time?

BNB markets. *We introduce the conference with a striking title:* ***"New Eldorado or Far West?"*** *The rise of New Space*[17] *brings unprecedented dynamics. The communication spectrum with Earth is becoming saturated, as* ***Starlink deploys 100 to 150 satellites each month****, and* ***SpaceX launches satellites every two to three days, more than Russia did during the Cold War****. Looking ahead, there is a growing perspective of* ***manufacturing in orbit****, leveraging the advantages of microgravity. Yet this frontier comes at a cost:* ***NASA currently charges around USD 130,000 per hour of work in orbit****, underscoring both the promise and the challenges of this new era.*

Data Anonymization: Securing Usage Without Hindering Projects

Marie-Céline Burlats, Business Line Manager, Test Data Management, Arcad Software

Testing an application, developing a new service, exploiting data in BI or entrusting a project to a service provider… In a context of increasing cyberattacks and stricter regulations such as GDPR, DORA and NIS2, anonymization is emerging as a key response to these uses. During this session, we will share real-life examples of companies that have carried out anonymization projects in non-production environments. Find out how they have strengthened their cybersecurity while preserving the relevance and usability of data sets for business users.

[17] The New Space refers to a movement linked to the emergence of a private space industry, which began at the beginning of the 21st century. Unlike the old approach dominated by states, New Space involves private actors, multinational companies, and startups investing in the space sector. This phenomenon is characterized by innovative business models and greater accessibility to space thanks to technological advancements, such as nanosatellites. In short, New Space represents a significant transformation of the space industry, supported by an adapted legal framework, particularly in the United States.

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Generative Design (season 2): Hallucination Takes Over!

David Gal-Regniez, Technical Director, Content and Usage, Minalogic
Antoine de Decker, Associate Manager, Inceptive
Jean-Louis Fréchin, Founder, No Design
Ludovic Mornand, Founder, Studio Blackthorns

Following an initial session at SIDO 2024 devoted to the emergence of generative design and its impact on design and engineering (the role of designers and engineers, understanding programming and algorithmic principles, and collaborative approaches to technology), the speakers will continue the dialogue in season 2. We will see how AI 'hallucinations' are not necessarily seen as a flaw, but rather as a driver of creativity, where every error, every bias and every deviation is an opportunity to redefine our conceptions of what is possible. What if digital unconscious became the new frontier of creation?

BNB markets. *To conclude this inspiring two-day event, we turn to the topic of generative design[18]. While it enables the creation of unique cultural artifacts, it also raises the risk of fragmenting shared culture and weakening collective transmission. Such cultural fragmentation could become a challenge. The tool must remain at the service of human intention, yet we must be mindful of the paradox of choice, where abundance can obscure meaning and coherence.*

Cybersecurity: Companies Face the Recruitment Challenge

Fabrice Deblock, Journalist
Alphonse Dupierre, Presales & Solution Specialist Manager, Bechtle
Salem Nait Idir, Deputy General Delegate, Digital League[19]
Pierre-Antoine Troubat, General Delegate, ADIRA
Manon Dubien, Vice-President, CEFCYS
Vianney Wattinne, Managing Director, CSB School

Cybersecurity is now a strategic issue for all organisations. But you still need the right talent to implement it. Against a backdrop of growing threats, companies are facing a chronic shortage of skilled professionals, exacerbated by increasing regulatory requirements, the diversification of cyber professions and the global war for talent. What profiles are really in demand today, and what skills do they require? How can you attract and retain talent in a highly competitive field? What role do work-study programmes, retraining, hybrid career paths and self-taught skills play? How can you rethink your recruitment criteria in the face of rapidly evolving technologies and threats? Discover practical insights to adapt your practices, open up the skills pool and build strong, sustainable cyber teams.

[18] Generative design is a design approach where digital tools play a key role in generating shapes based on user-defined parameters. This methodology allows for the automatic creation of designs using algorithms and software, thus offering multiple design alternatives based on the designer's expectations. In short, generative design represents a significant evolution compared to traditional design methods, fully integrating technology into the creative process.

[19] Digital League is a community focused on the digital sector in Auvergne-Rhône-Alpes, France. It aims to support the growth of digital businesses through various initiatives, including networking events, workshops, and resources for innovation and growth. With over 450 members, Digital League facilitates collaboration among businesses, educational institutions, laboratories, and investors, promoting digital entrepreneurship and sustainability in the region.

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Rethinking Connectivity: NR+ Removes Infrastructure, not Performance

Eden Suire - Account Executive - Wirepas

What if you could connect thousands of objects without having to deploy any network infrastructure? That's the challenge taken up by NR+, the new DECT standard recognised by the International Telecommunication Union (ITU) for IoT networks. Designed for industrial and mass use, NR+ enables the creation of mesh networks that are self-organising and fully distributed, with no central point or dependence on an operated infrastructure. The result: drastically reduced deployment costs, unrivalled robustness and true scalability to meet the needs of the most demanding sectors such as energy, construction and industry. Come and discover how this technology is revolutionising the rules of the game.

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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.

BNB markets

BNB Markets supports high-tech, electronics, and semiconductor companies with outsourced B2B marketing services. We conduct market research, benchmarking on technology or product and market-oriented strategies, marketing automation, and content marketing. We also engage in relational marketing, such as researching information on exhibitions or organizing targeted conferences. BNB Markets collaborates with various entities in the industrial, space, and medical sectors.