

PRESS RELEASE

Friday 23rd July 2010

International Business Forum DigiWorld Summit 2010

November 17&18 - Montpellier, France

The must-attend business event for the Digital & High-tech industry in Languedoc-Roussillon
www.fia-suddefrance-export.com

Organised by Sud de France Export, for the Region Languedoc-Roussillon, this B2B event is the most important showcase for innovative companies.

Now that the Internet has to handle more and more video streams, social networking, investments in ultra-fast broadband and a growing use of the mobile Internet, many questions are being asked about the economics of the Internet.

For the third time, the International Business Forum is taking place in the prestigious setting of the DigiWorld Summit, an international conference founded 32 years ago by IDATE, one of Europe's foremost market analysis and consulting firms for the hi-tech sector.

Sud de France Export, the Languedoc-Roussillon Economic development agency, has been taking steps to support the IT sector with its partners. Across the sector, there is constant growth in the region: with a total turnover of 3 billion Euros, dedicated to regional companies with vibrant innovative skills.

In 2009, Sud de France Export organised over 400 B2B meetings between delegates, international business partners and innovative companies from the South of France. Last year, we welcomed international players from France, Italy, the United Kingdom, Spain, Germany, Belgium, the Maghreb – companies such as OMD UK, Ogilvy, Huawei, Microsoft, Telecom Italia, Deutsche Telekom, Orascom, Detecom...

Located right in the heart of a business-focused environment, the IBF is an outstanding setting for business networking. The 2010 Forum heralds a two-day programme where financial decision-makers, marketing directors, strategists, product managers and R&D directors can discover tomorrow's innovative digital and IT solutions and services. Once again, Sud de France Export will facilitate interactions between different delegates through the **DigiWorld summit plenary sessions, B2B meetings and evening social networking event.**

This year, the business convention will welcome high keynote speakers such as Shrilene Chandrapale - Director at Yahoo Connected TV, Jacques Rames - Chairman at Motorola, Martin Cave - Director at Warwick Business School University of Warwick, Henri Moissina - Head at Facebook Mobile, Ken Ducatel - Head of Unit for Lisbon Strategy, and i2010, DG Information Society and Media at European Commission.

About Sud de France Export

Sud de France Export, under the aegis of the Regional Council, provides a support strategy for companies in the Languedoc-Roussillon region and organises a programme of networking activities.

www.suddefrance-export.com

About the DigiWorld Summit 2010: www.digiworldsummit.com

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