

Press release

For immediate release
London, 9 September 2015

French Chamber of Great Britain to hold first *Franco-British Digital Conference*

Digitalisation is a key issue for businesses, whether big or small, as they strive to maintain competitiveness in a fast-changing world. The French Chamber of Great Britain, in partnership with the French Embassy and the Franco-British Council, is organising a conference to debate the main challenges of digital transformation and scaling up. It is aimed at CEOs and Chief Digital Officers of CAC40 and FTSE100 companies, innovative start-ups with strong potential, investors, academics and representatives of both governments.

A targeted audience of more than 200 delegates are expected to attend the conference, which will take place on **Thursday 12 November** at One Great George Street (08.30-5.00pm).

Axelle Lemaire, French Secretary of State for Digital Affairs and **Ed Vaizey, UK Minister of State for Culture and the Digital Economy**, will both be speaking.

An impressive range of speakers and experts will engage in discussions on two panels:

1: Small meets big - Digital transformation

Presentation of case studies followed by a Q&A session

2: Scaling up: become big or join big?

Presentation of case studies followed by a Q&A session

The main sponsors so far are Atos, HSBC and PwC. Supporting sponsors are London & Partners and Tramonex.

Please visit our dedicated website to find more information about the speakers, panellists and the programme: www.thefrancobritishdigitalconference2015.co.uk

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About the French Chamber of Great Britain

The French Chamber of Great Britain is the largest foreign Chamber in the UK in terms of both turnover and range of services offered. Our main aims are to provide a platform of exchange and networking at the service of Franco-British firms in the UK, to promote our 600 members' interests to key decision makers and to help develop economic and commercial relations between France and the UK. Our Business Consultancy and Business set-up departments provide both British and French companies with a large range of bespoke professional services.