

In partnership with:



SMEs: Succeeding with the digital technology!

TUESDAY

4th

JULY 2017

15H - 19H

8/10 TERRASSE BELLINI

92806 PUTEAUX

France

www.cpme.fr

Access and registration as from 14h30

<< online registration >>

CONTEST

« **SMEs: Succeeding with the digital technology!** »

CPME honours SMEs that managed to appropriate tools and potentialities offered by the digital era to grow, develop their employees' skills, conquer new markets, attract new customers, reduce their costs, etc.

3 nominees / categories :

- Training
- International development
- Growth



Attend the Trophies Ceremony and vote in live for your favorites !

15h00 >>> CONFERENCE OPENING

With : *François Asselin, President of CPME*
Olivier Coppens, European Commission
Axelle Tessandier, AXL Agency



15h40 >>> DIGITAL SMEs TROPHIES : PRESENTATION OF THE SMEs-NOMINEES

Testimonies of the SMEs-nominees



17h00 >>> WORKSHOP: TRANSITION TO DIGITAL TECHNOLOGY

The digital switchover is one of the biggest challenges for SMEs. They have to get ready for it !

With: *Aurélie Gracia Victoria, DGE*
Luc Hendrickx, UEAPME
François Picarle, Bpifrance
Alain Prallong, CINOV-IT / CPME



17h45 >>> WORKSHOP: DIGITAL TECHNOLOGY TRAINING AND EMPLOYABILITY

The development of the digital technology creates new jobs while others evolve or disappear. Developing or gaining new skills has become essential !

With: *Alain Assouline, Ecoles Webforce3*
Eric Peres, FO
Jean-Michel Pottier, CPME
Joël Ruiz, Agefos-PME



18h30 >>> TROPHIES CEREMONY followed by a cocktail party

Co-hosted by Marie Prat et Alban Maggiar, CPME