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1st National IRT Forum in Rennes: Innovation in images thanks to b<>com

The 1st National Technological Research Institute (IRT) Forum was held in Rennes yesterday, attended by and at the request of Louis Gallois, the French General Commissioner for Investment. This exceptional event brought together 400 participants at Les Champs Libres, including many personalities from French industry and innovation. It provided the perfect occasion for b<>com to announce the signature of a convention with the INSERM and to illustrate its technological themes before a gathering of prestigious guests.

At its headquarters in Rennes, the Breton IRT b<>com, which is dedicated to digital technologies, in partnership with the French General Commission for Investment and the 7 other IRT, hosted and organised the different highlights of this first National IRT Forum, entitled "The rise in power".

The 8 Technological Research Institutes created in France came together for the first time in an innovative "IRT Tour de France". A new exhibition revealed the excellence in technological innovation on offer in the main sectors covered by the IRT. "A real breath of fresh air!" commented Louis Gallois in conclusion. "France has incredible industrial potential. The IRTs are original structures which enable people involved in innovation to work together to put our country on the path to competitiveness and give international visibility to French technological research".

Major names in innovation in Rennes thanks to b<>com

"It was a real challenge to bring together so many talents and prestigious names in French industry in such a short space of time: this was a challenge we were able to meet by mobilising all our colleagues at the IRT and with logistical support from Rennes Métropole", said a delighted Vincent Marcatté, President of b<>com. "This first Forum shines the spotlight on our technological and economic ambitions: it enabled us to demonstrate the strategic importance of the digital sector for the competitiveness of our regions. "

One of the highlights of the Forum was the round table discussions which opened the floor to decision-makers from the major French businesses involved in the IRT. Alain Mérieux (Institut Mérieux), Bruno Revellin-Falcoz (Académie des Technologies), Stéphane Richard (Orange) and Christian Streiff (Safran) were able to testify to the progress made by the IRT in France and the crucial objectives related to this new form of joint public/private investment working for innovation. Some key SME/ETI were also honoured, including Loiretech, OVH or Transgene.

A visit full of new experiences

Ahead of the Forum, Louis Gallois was given a preview of b<>com's main research areas. Experimental technological presentations were on the agenda, paving the way for the industrial markets of tomorrow in the areas of hypermedia and agile networks.

Vincent Marcatté took the opportunity of this special visit to unveil original mapping representations of the French IRT network and b<>com's activities. "Smart maps", created specially by b<>com and Atelier Iceberg, offer an instant and intuitive view of the main public and private actors involved in the IRT and in b<>com.

The perfect symbol of how they link together, the IRT network map offers a summary of the day, geared towards the power and active



links that already exist between these new structures in the worldwide innovation landscape.



b<>com's technological territories

The INSERM commits to b<>com

The president of b<>com made another important announcement: the INSERM, the National Institute for Health and Medical Research, is joining b<>com, more specifically its e-health activity. "The arrival of this worldwide medical research actor testifies to the dynamic that was launched at the start of the year by the IRT and our desire to open up to investors who want to move forward with us in significant themes for the French economy", specifies Bertrand Guilbaud, Chief Executive of b<>com.

It was a full and successful day, where b<>com was also able to demonstrate its own amazing development.