

## The Blue Ocean Awards announce the agenda for their 4<sup>th</sup> edition

### ***Meet France's most innovative concepts, top-notch experts & inspiring influencers***

Under the high patronage of **Bruno LE MAIRE**, France's minister for the Economy and Finance, HEC Paris, the cabinet AXESSIO Innovation Strategy and the Directorate-General for Enterprise (DGE), will announce on December 15<sup>th</sup> the **9 most innovative companies** at the 4<sup>th</sup> edition of the Blue Ocean Awards, taking place at the French Ministry for the Economy and Finance (PMF conference centre).

Starting from 9.00am, visitors can meet the finalists, at the **Finalists' Lounge**, interact with their founders and discover their innovative offers in detail.

**Agnès LOMBOIS**, Vice-President of Group SEB, will present how Group SEB (revenues of €5 in 2016) has created the market of the "oil-free" fryer with Actifry, following a *Blue Ocean Strategy*.

As of 2.00pm the **Hackathon Final** will start between the **Blue Ocean STARTER**, first Blue Ocean Incubator for senior entrepreneurs, and the **Startup Launchpad** of HEC Paris. **Thierry GILMAIRE**, Co-founder of the Blue Ocean STARTER and **Stéphane MADOEUF**, Affiliate Professor at HEC Paris noted: « The finalists have been able to find Blue Oceans, which will allow them to grow markets quickly and on the long run ».

At 3.30pm, **Renaud MONNET**, Director of the Innovation Chair at CentraleSupélec, and **Nicolas BIGNIER**, Partner AXESSIO, will introduce **NewBiz Factory**, first Intrapreneurship program based on *Blue Ocean Strategy*.

From 2.00pm to 3.30pm, **Cathy DUFOUR**, General Delegate at Ameublement français, will present the *Blue Ocean Strategy* followed by the Office Furniture industry (revenues of €14.5 billion) to create new markets, with testimonials of top managers from this industry.

Award ceremony will start at 5.00pm, MC: **Dominique BUSSO**, President of Forbes France.

Full agenda available on: <https://blue-ocean-awards.com/#agenda>

2 guests of honour (subject to availability): **Renée MAUBORGNE**, author of the bestseller "Blue Ocean Strategy", who will explain the macro-economic mechanisms to create new markets and **Delphine Gény-Stephann**, Deputy Minister for the Economy and Finances.

Guests of honour and jury members will reward the winners of this year. Among jury members top-notch professionals, investors, CEOs, and serial entrepreneurs ([meet the jury](#))



**Jo-Michel DAHAN**, Deputy Director, Directorate-General for Enterprise and **Arnaud BOYER**, Assistant to the Deputy Director testify: « Blue Ocean Awards put in the light companies creating new markets. 2017 finalists' diversity shows all the French economy is conducting innovation and transformation very fast ».

**Maud SAMAGALSKI**, Marketing Director at Hewlett-Packard Enterprise: « As each year, through BOA we support the highly dynamic Innovation in France ».

**Vincent RICHARD**, President of B1Partners, sounds very positive: « The BOA is the only event assessing participants & their innovations with a structured & systematic approach. I am confident the Awards this year will bring again the spotlight on unicorns to be ».

**Stéphane PELLETIER**, President of DreamStarter: « DreamStarter, rewarding every year the Social Blue Ocean Award, shows how much social efficiency is possible in France ».

**Alban ERAL**, Founder of Blue Ocean Awards and Innovation Strategy Director at AXESSIO, concluded: « We are very proud every year, to put on the stage the really innovative offers that matter and make France as the Eldorado of the new market creators! »

Get the ticket [here](#) (entrance free of charge).

*Our special thanks to [Monbanquet.fr](#), the catering based on local artisans, who has proposed to be the official caterer of Blue Ocean Awards 2017!*

### Blue Ocean Awards Partners & Sponsors



Blue Ocean Awards is the first annual event aiming at giving recognition to innovative French companies, who have successfully created new markets, away from the competition. For the fourth year, supported by the French Ministry for the Economy and Finance, the most creative products and services will be rewarded by a jury of top-notch professionals, bringing together successful entrepreneurs & global experts.



**Press Contact: Iuliia KORENKOVA**  
**Communication Director**  
**ikorenkova@axessio.com**  
**Mob: +336 9962 5540**