The Consulate General of France in Atlanta and Georgia Institute of Technology Present

France-Atlanta: Together Towards Innovation

November 29 - December 12, 2010
“France-Atlanta: Together Towards Innovation” is a high quality series of events promoting cooperation between France and Georgia in scientific, economic, artistic and humanitarian domains.

November 29 - December 12, 2010 in Atlanta, GA.

To know more: www.france-atlanta.org
Why?

Both France and Georgia share a common strong commitment to innovation.

French Authorities have recently agreed to dedicate $27 billion to research and higher education, especially in sectors of the future such as biotechnologies, nanotechnologies, digital technologies and green industries.
Who?

The Consulate General of France in Atlanta and Georgia Institute of Technology present “France-Atlanta: Together Towards Innovation”, under the High Auspices of the Governor of Georgia, the Mayor of Atlanta and the French Ambassador to the U.S.A., with the support of the French and French-American institutions and associations in Atlanta.
1. Developing scientific partnerships
Establishing the La Fayette Institute

- Established on the Georgia Tech Lorraine campus in Metz, and based on Georgia Tech’s experience, the La Fayette Institute will create a favorable environment for high tech service to industry, applied R&D, and spin-off companies in the optoelectronic sector.

- Potential applications of these new technologies will appear mainly in the energy sector, new display technologies, sensors and medical technology, and green economy.

- The La Fayette Institute will promote technology transfer from GT-Lorraine’s research laboratories and transatlantic industrial R&D opportunities in the optoelectronic sector. Official agreements are expected to be signed in December 2010 in Atlanta.
This symposium, led by the Centers for Disease Control & Prevention, is scheduled to take place on December 2, 2010.

It will focus on how to deal with the emergence of new, deadly zoonotic disease threats, which will increase steadily in the coming decades because of the convergence of people, animals and the environment.

With the projected participation of high level scientists from Georgia Tech, CDC, Emory, Pasteur Institute and Merial.
This symposium, which will be organized at the Winship Cancer Institute at Emory University, is scheduled to take place on December 3, 2010.

The goal of this initiative is to bring together researchers involved in many different scientific disciplines whose work have an impact on cancer treatment and therapy (biologists, physicists, engineers, physicians, etc.).

This gathering should enhance international synergies among researchers and bring awareness among the student community as well.
This symposium, which will be organized at the Atlanta’s St. Joseph Research Institute, is scheduled to take place on December 1, 2010.

It will concentrate on the latest research regarding angiogenesis, coronary intervention, cardiothoracic and vascular tissue engineering, as well as clinical trials.

Luncheon on “The French Paradox” by Executive Chef Roger Michel (Westin Hotel – Savannah, GA).
2. Exploring new business opportunities
Rethinking ground transportation: French companies and elected officials will share their experience regarding high speed train, urban light rail and city traffic management. Nissan will also present its new electric car, “The Leaf.”

Offering logistic solutions: High Representatives from Georgia Ports Authorities, Hartsfield-Jackson International Airport, MARTA, Georgia Tech (ISYE), Toulouse Transportation Cluster, Le Havre Port and the Paris Chamber of Commerce and Industry will present multimodal logistics opportunities to the business community.
Fighting Climate Change:
A French expert will present what is at stake at the United Nations Climate Change Conference in Mexico (November 29 – December 10, 2010).

Entering the clean energy race: which direction?
- Nuclear energy.
- Solar energy.
- Wind energy.
- Biomass.

With the projected participation of Georgia Tech, American and French companies: Georgia Power, Areva and Apple Wind.
Georgian Authorities will present the Georgia *Quick Start Program* to French companies, stressing challenges and benefits of the workforce professional conversion.
France, source of innovation and creativity: the smartest choice.

The Director of Invest in France Agency-North America, Mr. Philippe Yvergniaux will present to potential investors the French business world, its attractiveness, and current opportunities in the French market.

- The World’s fifth largest economy.
- Gateways for your business in Europe.
- One of the lowest start-up costs.
- International Clusters.
- Productive Work force.
- Source of Innovation.
3. Sharing cultural expressions
Architecture

24 hours of events on “Le Grand-Paris”

“Le Grand Paris” is an ambitious project of urban design for Paris and its surrounding neighborhoods. Le Grand Paris - Metro Atlanta will feature French architects associated with the Grand-Paris as well as politicians discussing with their American counterparts urban planning and the integration of suburbs a technical and cultural approach with various events taking place over the course of 24 hours. - Georgia Tech Campus -
Laurent Lebon, director of the new Centre Pompidou Metz, which is the first contemporary art museum constructed in France in the 21st century, will present the museum, its architecture and its ambitions. He will talk with his counterparts from the High Museum and its network of partners in the Southeastern United States - High Museum of Art, Dec. 9, 2010 -
“Empty Moves” by Angelin Preljocaj

For the first time in Atlanta, a performance by the Ballet Angelin Preljocaj, one of the greatest French choreographers today, and the director of the National Dance Center in Aix-en-Provence. "Empty Moves" has been internationally critically-acclaimed.

- Rialto Center for the Arts, Nov. 7, 2010 -
“Me too, I’m Catherine Deneuve”

The Parisian theatre troupe, Theatre du Rond Point, crosses the Atlantic to present their spirit and their work in Atlanta. “Me too, I’m Catherine Deneuve” is an imaginative and grotesque family drama by French playwright Pierre Notte, directed by emerging director, Valery Warnotte. The piece has received the Molière award for “Best Private Theatre Production” in 2006. The troupe will also present films of their recent productions.

- 14th Street Theater, Dec. 3-4, 2010-
“French Film Festival”

An American and a French filmmaker will each choose the films that influenced and marked their career. With a selection of French movies by the most talented film directors, The French Film Festival will give Atlantans the opportunity to escape without ever leaving the country!
Contemporary French Music Concert and Seminars - Sonic Generator

A tribute to the music of IRCAM presented and performed by contemporary music ensemble in residence at Georgia Tech, Sonic Generator, who will play in Atlanta with French composer, Philippe Leroux. Soprano Donatienne Michel-Dansac will perform with the group as well. The event will feature concerts and public seminars.
- The High Museum of Art -
Music

French-American Electro Soirée

French and American DJs will perform together on the campus of Georgia Tech. Georgia Tech Students as well as the general public is welcome to attend.
- Georgia Tech Students Ball Room, Dec. 6, 2010 -
“Parcours”.
Discover what France has to offer best: its centuries of culinary art.
- With the projected participation of French restaurants in Atlanta -
4. Overcoming humanitarian challenges
Bringing awareness on humanitarian needs in francophone developing countries

• By recreating a refugee camp, bring awareness to K-12 students on the many components of the work in the humanitarian field (water sanitation, logistics, vaccination campaign, infectious diseases, political instability, language barrier, etc.)
• Organize a contest for K-12 students on current humanitarian issues

With the projected participation of, the UNHCR, The Carter Center, CARE, Peace Corps, SOS Children Villages, the CDC, Georgia Tech and Emory University
What could it bring to you?

- High degree of public visibility.
- Access to highly qualified workforce (job fair).
- Opportunities for new international contacts/partnerships.
- Access to outstanding research developments.
- Awareness of current scientific and business development in various high-tech domains.
- Invitations for high quality cultural events for VIPs.
- Access to VIP football suite (Georgia Tech).
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