

Programme

ID CONGRESS Mauritius

Innovation & Digital

2018

September 19 & 20

“FOR NEW WAYS TO CREATE VALUE IN THE COMMUNICATIONS INDUSTRY”

Day 1 & Day 2

Wednesday 19 & Thursday 20 of September

9:30 AM: Young Creative Challenge

Two days for 12 young creative people to create “a campaign for good” under the supervision of Felix Kessel



Felix Kessel

Founder & former CEO
Leo Burnett South Africa

Water : The Asset of Humankind

At a time when there is scarcity of water in some parts of the world, either as a result of overuse of natural resources or the effects of pollution and even recurring droughts, we have chosen to set our Young Creatives to work on campaigns for good and raise awareness on this issue. Under the supervision of Felix Kessel, the participants will submit their project, result of these two days of training, to Communications Professionals during the closing session.

2:00 PM: Welcome Coffee

2:30 PM: Opening Speech



Christian Cappe
Founder & President
ID Congress/L'UNION & Cristal Festival



Helder Filipe,
President
ACA Mauritius

2:45 PM: New Approach for Brands through TV Programmes

Introduction Speech



Nanda Narrainen
Head of Creative & Film Department
Economic Development Board



Feedback from Mauritius
Why “Qui veut gagner des millions” is an opportunity for brands



Vijay Soni
CEO of VPS Communications Ltd UK
& Senior Partner of
Eros Entertainment
London



Hans Puttur
CEO
GREY

3:30 PM: Boldness, Creation & Innovation: Countries have the Floor!

Representatives from Eastern, Southern and Indian Ocean countries will go on stage to present their favourite campaigns of the year in their country (Angola, Erythrea, Kenya, Mozambic, Namibia, Rwanda, Somalia, Sudan, Tanzania, Uganda, Zambia, Zimbabwe, Madagascar, Mauritius, Reunion Island, Seychelles)



Lenny Nganga
President
APA Kenya



Thomas Giraud-Castaing
President for the French overseas
departments & Réunion Island
AACC



Helder Filipe
President
ACA Mauritius

Presentation of showreel videos created by leading digital and advertising agencies from Kenya and Réunion

4:15 PM: Cristal Showcase

Screening of the best creative campaigns awarded during the last 15 years: Entertainment, IOT, Data, IA, Gaming, Multiscreen & Interactive Campaigns...



Christian Cappe
Founder & President
ID Congress/L'UNION & Cristal Festival

9:00 AM: Advertisers and Leaders Grand Jury (Private Session)

9:30 AM: Masterclass New Trends: Innovation & Creativity

Artificial Intelligence & Brands



Damien Gromier
CEO & Cofounder
Startup Inside
President of France is AI

Storytelling, Brand Visibility &
Content around the World



Fleur Laurent
Head of Business Development
AFP Services

How data can inform the
creative process



Chris Madison
CEO
Dentsu Aegis Network Kenya

What is Blockchain and how can it
serve both brands and media in their
development?



Simon Polrot
Co-fondateur
VariabL / Blockchain & Ethereum

From traditional to online banking, the new
forms of Customer Relationship: Chat Bot, Voice
Box, Augmented & Virtual Reality, Holograms...



Vincent Picot
New Customer Experience
Manager at BNP Paribas and
Hello bank!

SMART CITIES

Smart Cities: How cities become
a media for brands?



Frédéric Josue
Director of Havas Prospective Center
(Paris, L.A, Tel-Aviv, Tokyo)
& Vice President of Uni-XR

Innovative Outdoor: an added value for Brands



Timothee Boulanger
Country Manager for the Indian
Ocean Countries
JCDecaux



Lévine Clain
CEO
for the Indian Ocean Countries
JC Decaux

11:45 AM: “Mobile Industry Supporters for Africa” - Speed-pitching Session**“For the creation of a community of young entrepreneurs who serve society”****Vidia Moonegan**

Managing Director of Ceridian Mauritius, VP of Business Mauritius and creator of App Factory

App Developers will present their contents for mobile

**Youtuber Success Story – Screening and live-interview****Vincent Duvergé**

Youtuber

NewsPlus**Laurent Montaigne**

CEO

Extension interactive

MCB InovApp Challenge**Olivier Chavry**

Digital Project Manager

Extension interactive

12:30 PM: Official Lunch**2:00 PM: Which trainings to create more value in the new communication professions?**

The UNION has planned to open a new chapter in September on the development of training courses. The goal is to offer businesses, agencies and media a full range of training cycles to accelerate their digital transformation. During this session, we will carry out a survey among participants, then later among all UNION member countries to assess the level of interest for specific themes.

With the support of



2:30 PM: Video-conference – The GAFA issue

How do the States lose their supremacy against the GAFA?



Gilles Babinet

Digital Champion representing France at the European Commission
Advisor at Institute Montaigne

2:45 PM: Media & Publishers

At the age of digital transformation, what are the new forms of income generation?

Is digital strengthening or suppressing the freedom of the press?

How have some media successfully redeployed?

How can data and programmatic be an opportunity for media monetization?



Arno Pons

General Delegate
Digital New Deal Foundation



Ayman Haydar

CEO
MMP WorldWide

3:30 PM: KEYNOTE of Jean-Claude de l'Estrac

Mauritius has already experienced the transition between monoculture and industrialisation. On this basis, could the model of Mauritius work in Africa?



Jean-Claude de l'Estrac

Writer and Journalist
Former Minister and Diplomat of Mauritius

KEYNOTE of Michèle Alliot-Marie

Mauritius has become a privileged destination for travellers from the world over. It becomes an economic hub, a bridge between Africa and Asia in the very heart of the Indian Ocean. So why Mauritius is going to become a strong partner for many countries in the world and how international cooperation can contribute.

**Michèle Alliot-Marie**

Former Foreign Office Minister of the French Government &
Current Member of the European Parliament

4:15 PM: Closing session**Audacity & Creativity in Africa****Michael Zylstra**

*Creative Jury President for the
African Cristal Festival*
Chief Strategy Officer SSA
Dentsu Aegis Network,
South Africa

“Young Creative Challenge” presented by Felix Kessel

The five teams will present their campaign projects

**& Awards Ceremony
(Southern & Eastern African & Indian Ocean Countries)
under the presidency of Mychael Zylstra**

5:00 PM to 7:30 PM: Sunset Cocktail

