



*ROOMn, at the heart of corporate digital transformation*

## INTRODUCING THE DIGITAL CHALLENGE ROOMN

For its fifth edition, ROOMn, the event dedicated to mobility and digital technologies, affirms its role as innovator yet again with the [Digital Challenge](#) in partnership with the Monegasque government.

### Determined to promote innovation more and more



**DIGITAL  
CHALLENGE**  
ROOMN 2017

More than just a contest, the Digital Challenge ROOMn will help innovative young companies get known and present their solutions to sector professionals.

Participation is open to any company created after 1 January 2014 in a member State of the European Union, Switzerland, Norway or Monaco. Participating companies must submit an innovative mobility or digital solution.

Applications are open from **15 September 2016 to 27 November 2016 at midnight.**

To apply, visit the [Digital Challenge](#) website.

***“The Digital Challenge ROOMn aims to promote start-ups that can assist in the corporate digital transformation, that is, B to B or B to B to C companies. Our goal is to help promising companies having already reached the prototype phase (Proof of Concept - POC) break out and grow. With a jury composed of BU professionals, and not just IT directors, we will examine submissions from a general viewpoint with a special focus on the added value these start-ups can offer companies in their transformation. For start-ups, the contest is a chance to get their innovations known, and for the winners, financial and logistical resources to speed up growth. For companies discovering these start-ups’ work, it will be a great chance to think about their own digital transition.”*** explains Jean-Paul Mazoyer, General Director, Crédit Agricole Mutuel Pyrénées Gascogne, President of the Digital Challenge ROOMn jury.

## An exceptional prize backing growth

The event's organisers will award the winner of the Digital Challenge ROOMn with:

- ✓ **Free participation in ROOMn, a prize worth €18 500 (excl. VAT)**
- ✓ Hosting for 6 months, renewable once, at Station F start-up campus (formerly Halle Freyssinet)
- ✓ Meeting with Monaco entrepreneurs organised by the Jeune Chambre Economique de Monaco
- ✓ FPA2 label (label of the Prince Albert II of Monaco foundation), if the winner provides a concrete response to one of the following three environmental issues: climate change, biodiversity and water

*“Such a prize is valuable for many reasons. Naturally, the Digital Challenge ROOMn is a veritable launching pad for the winning start-up, as well as a spotlight on all participants. Plus, for the entire ecosystem in the region, a prize like ROOMn’s will highlight our dynamic local economy”*, states André Saint Mleux, President, Arthapol SAS, Monegasque government representative.

The jury of the Digital Challenge ROOMn is composed of sector specialists and professionals who put their expertise to work for this first edition.

## Jury Members

The jury is chaired by

- ❖ **Jean-Paul Mazoyer**, Director General of Crédit Agricole Mutuel Pyrénées Gascogne

Jury members are:

- ❖ **Robert Eusèbe**, Digital Services Director, Ingerop
- ❖ **Greg Ragon**, Senior Digital Manager, Carrefour
- ❖ **Dominique Guiffard**, CIO, Céline
- ❖ **Pascal Basset**, International CIO and Group CISO, PMU
- ❖ **André Saint-Mleux**, President, Arthapol SAS, representing the Monaco Government
- ❖ **Didier Gras**, Group Chief Information System Security Officer, BNP Paribas
- ❖ **Didier Rochereau**, President, APF SAS
- ❖ **Thierry Rouquet**, President, Sentryo

*“For a start-up, this is an amazing opportunity to face an audience of sector experts and professionals. More than just leverage, the Digital Challenge ROOMn brings together exciting start-ups that stand out for their innovative technology that would be of use to the entire ecosystem. This prize is different from any others currently available because it focusses on technology and innovation,”* points out Greg Ragon, Senior Digital Manager, Carrefour.

## ROOMn is the event dedicated to Mobile and Digital technologies, bringing together IT and BUs

The Digital Challenge will be an opportunity for ROOMn's partners and guests to **discover tomorrow's technologies today** and to learn more about innovations in the sector, the cornerstone of a successful digital transformation.



The ROOMn business meeting is a chance for 800 corporate digital transformation decision makers to share their vision, strategy, projects and experiences. Debates and innovations feature prominently for three days each year. The goal: to successfully complete the digital transformation and adopt the best digital strategy.

**ROOMn will be held from 7 to 9 March 2017, at the Grimaldi Forum in Monaco**

For more information: <http://www.roomn-event.com/>

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### About DG Consultants

Created in 1997, DG Consultants is based in Saint-Mandé and is a subsidiary of COMEXPOSIUM, the European leader in event organisation.

Each year, DG Consultants, event organisation specialist on the IT market, organises les Assises de la Sécurité et des Systèmes d'Information, which has become the reference event for the IT security community, bringing together a thousand IS directors, CISO, DP directors, BU decision makers, from major accounts in the industry, services, banking, telecoms sectors as well as from public administrations and major market players.

Backed by years of experience, DG Consultants is committed to providing very high-level content at an exclusive venue.

DG Consultants has also created the Cercle dinner debates [www.lecercle.biz](http://www.lecercle.biz)

For more information: [www.lesassisesdelasecurite.com](http://www.lesassisesdelasecurite.com)

### About Comexposium

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