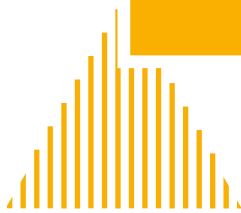


# MEDIA RELEASE

## THE ENGINE OF THE REGION SUD, AIX-MARSEILLE – PROVENCE INSPIRES 20 INTERNATIONAL ECONOMIC LEADERS

20 | 21 | 22 | 23  
SEPT. 2019



risingSUD  
Agence de développement économique de  
la Région Sud Provence Alpes Côte d'Azur

RÉGION  
SUD

PROVENCE  
ALPES  
CÔTE D'AZUR

PROVENCE  
PROMOTION

AIX  
MARSEILLE  
PROVENCE

CCI MARSEILLE  
PROVENCE

### risingSUD AND PROVENCE PROMOTION WELCOME 20 YOUNG ECONOMIC LEADERS FROM 15 DIFFERENT COUNTRIES FROM SEPTEMBER 20 TO 23

At the forefront of technological, social, economic, and environmental innovation, this group of global leaders is devoting three days to discovering the important international projects taking place in our territory and to collaborating with local economic, academic, and civic actors.

This will be an opportunity for the major structures and the economic and innovation actors in the Aix-Marseille-Provence metro area — the Port of Marseille Fos, the Marseille Provence Airport, the Euroméditerranée eco-city, Aix-Marseille French Tech, etc. — to present their visions and strategies that are already beginning to offer solutions **for more balanced and sustainable human development**.

These young leaders are entrepreneurs, directors of investment funds or banks, journalists, and scientists, and they are all globally recognized in fields as varied as genomics, luxury goods, sustainable development, neurotechnology, or fintech.

All of them are active in **fields that are among the most passionate and dynamic for both today and tomorrow, from the circular economy to digital governance**. Their common denominator is the desire to use entrepreneurial methods to contribute to the world's common good.

**These acclaimed global experts** are a source of inspiration for what they have achieved and for their innovative solutions, and they are now working to help facilitate positive change in the world.

Becoming a member of the World Economic Forum's Young Global Leaders group is a unique personal and professional opportunity. With risingSUD and Provence Promotion, we want to offer these entrepreneurs and innovators the chance to benefit from my home region, a region that has given me so much, and for them to be able to experience the extraordinary people that I've had the opportunity to work and interact with. The economic and cultural attractiveness of our region is so great that despite these people's busy schedules it was not a problem to convince them to join us for these three days that should mark the beginning of fruitful collaborations and new investments in Aix- Marseille-Provence.

Olivier OULLIER

President of the American company EMOTIV, a world leader in neurotechnology. A native of Marseille, along with risingSUD and Provence Promotion, he was at the origin of the invitation that was extended to these global economic leaders.





Mental health is a worldwide problem that affects families on both a personal and a professional level. Holmusk is a global leader in the use of artificial intelligence to provide viable scientific solutions that can be deployed at a wide scale to efficiently fight against the mental health epidemic. What makes us successful is our capacity to develop partnerships around the world. I am thus delighted to be invited to Aix-Marseille-Provence and to have the possibility to meet with innovators, researchers, and local political decision-makers. The dynamism and innovation in this region of France are major factors for its attractiveness. I have high expectations for what we will be able to do together to improve the daily lives of people.

Nawal ROY

CEO of the Holmusk company based in Singapore, elected as a Technology Pioneer by the World Economic Forum in 2019.

A number of people from the group of visiting leaders belong to the prestigious community of **Young Global Leaders** from the World Economic Forum, while others are part of different Forum communities such as the **Technology Pioneers** and the **Global Future Council**. There are also members of the **European Young Leaders**, **JLabs**, **MIT TR35**, **Galen Growth Asia**, the **Woman Leadership Board** from the **Harvard Kennedy School for Government**, and **Forbes 30 Under 30**.

The young leaders will meet with social and economic actors from our region and share ideas and experiences about significant issues that impact our future such as smart mobility, environmental challenges, inclusive growth, Tech4Good, social and political innovation, and artificial intelligence applications for healthcare.

**This is a unique chance to welcome the group to our territory and to introduce them to its numerous advantages and investment opportunities, while also evoking important Mediterranean questions** such as the energy transition, the sea and the coastline, attractiveness and developing talents, and the digital transformation of industry.

This is also the occasion to present the territory's policy commitments regarding energy and the environment, including the "UNE COP D'AVANCE" initiative to fight against climate change. The Region Sud has set ambitious objectives: preserve biodiversity and protect biomes with the Zero Plastic by 2030 plan, reduce CO2 emissions from transport and industry by 25% from now until 2025, massive new investments in renewable energy, and the zero-emissions plan for the region's ports that is dedicated providing electric energy to ships docked in Marseille, Toulon, and Nice (€30 million budget planned).

**Several special events have been planned to allow for productive exchanges with the territory's economic actors and to generate value through investments and the opening of new social and economic projects in our region.**

risingSUD and Provence Promotion will offer a 3-day program that will allow the young leaders to discover innovation sites (thecamp, la Cité de l'Innovation et des Savoirs), to meet entrepreneurs in the French Tech network and emerging social and economic figures through the Choice awards program, to discover the Port, the airport, and the Euroméditerranée neighborhood, including a visit to the La Marseillaise tower, to talk with Olympic medalists training in the region while watching the final of the Sail GP race, and, of course, to discover our culture and the Provençal way of life in 2019.



Financial inclusion is at the heart of growth and economic development. Eversend allows the 66% of the African continent that does not have access to banks to benefit from essential financial services such as payments and insurance. Our current objective is to offer instantaneous, secure, and affordable international transfers and payments. With a total of more than 600 000 members of the African diaspora living in France and sending money back to their country of origin, France, where Eversend is established, is one of the key countries for our business. I am delighted to be able to continue to develop our connection to the French innovation ecosystem in Aix-Marseille-Provence this weekend.

I can't wait to work with authorities and innovators from the region to strengthen inclusive finance in Africa and beyond.

Emma SMITH  
co-founder of Eversend

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