PRESS
RELEASE

CLOUD EXPO EUROPE

Innovations and Strategies for the Digital Future Unveiled at Cloud Expo Europe Paris 2023

CloserStill Media's Cloud Expo Europe Paris 2023 showcased a dynamic array of sessions and discussions led by industry giants and experts, providing deep dives into the latest in cloud computing and digital transformation.

Cloud Expo Europe Paris is part of Tech Show Paris, which brings together five leading events, including Cloud Expo Europe Paris, DevOps Live Paris, Cloud & Cyber Security Expo, Data & AI Leaders Summit Paris, and Data Centre World Paris.

Innovative Discussions and Key Insights

The event featured a headline panel on the 2024 Olympic and Paralympic games, offering unique insights from Guillaume Martinetti of the Paris 2024 committee and Deloitte. The panel was moderated by François Sorel from BFM.

The CTO of Carrefour shared a case study on leveraging technology for nutrition transition. Meanwhile, Women in AI and the European Parliament explored AI's role in cloud computing. Discussions on ecological transition were enriched by contributions from the Bank of France and L'Oréal Group.

The team at Decathlon also highlighted the importance of psychological safety and inclusion in driving innovation and performance.

For more information:
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Pamela Corbin Audoux from Decathlon reflected on the event's impact: *"It was important for me to attend Cloud Expo Europe Paris because the topics of diversity, inclusion and psychological safety are important to me and close to my heart. There are three things that stand out to me regarding this show: connection, content and inspiration"*

Government and Industry Engagement

The programme included speakers from the French Home Office, Ministry of Justice, Senate, and DINUM – the interministerial digital board.
This underscored the event's significance in shaping governmental digital strategies.

Exhibitors and Strategic Partnerships

Top exhibitors like IONOS, Orange Business, Telehouse, Equinix, Free Pro, and Wasabi demonstrated cutting-edge solutions. Almost 4,000 leads were generated for exhibitors at the event.
Partnerships with IT Social, EuroCloud France, CIP, EDI, Smart DSI, Le Nouvel Économiste, IT for Business, and Les Echos Entreprise facilitated broad industry collaboration and insight sharing.

VIP Participation and Audience Engagement

VIP attendees included leaders from Orange, L'Oréal Group, SNCF, BNP Paribas, and Renault. This highlighted the event's relevance to top corporate strategy.

The show attracted a diverse audience, including 35% CTOs and CIOs, reflecting the its role as a pivotal meeting point for decision-makers in the tech industry. A staggering 74% of visitors also held influence over purchasing decisions, and 49% of attendees were end-users.

Cloud Expo Europe Paris served as a catalyst for discussions on cloud computing's future, AI integration, and sustainable digital practices.
The 2024 programme promises a strong emphasis on AI's role in cloud computing and digital acceleration.

Watch the highlights from Cloud Expo Europe Paris 2023 and register your interest for 2024 here.

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PARIS   THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN FRANCE