

Press release

Paris, France, 8 February 2024

Inetum at the World AI Cannes Festival 2024

The 3rd edition of the World AI Cannes Festival (WAICF), held at the Palais des Festivals et des Congrès in Cannes from 8 to 10 February 2024, is the must-attend global event for AI players. Inetum's experts will be on stand A26 to present their innovations.

Organized by RX France in partnership with Cannes city council, this event once again invites professionals and the general public to exchange ideas and discover or learn more about the major innovations of today.

"We're delighted to be taking part in this international event. Innovation has been in our Group's DNA since it was founded," explains Jean-François GAUDY, VP Innovation & Digital, Inetum Group. And Isabelle DONATO, Innovation Director, Inetum France, adds: "We are fortunate to have 3 fablabs in France where our customers can discover all our solutions. With Intraverse, we give our customers the autonomy to develop their own immersive worlds. With our GenIA solutions, we have numerous use cases and proven expertise in consulting and support across all sectors. We will be showcasing all these fascinating topics at the WAICF in Cannes".

Two key moments are organized by Inetum and its partners:

- **Thursday 8 February, from 3:00 to 3:30 p.m.:** "Generative artificial intelligence - what should companies watch out for?", live session hosted by Dorian Vacher and Anthony Dick (stage 2)
- **Friday 9 February, 9:15am - 9:40am:** "Generative AI and virtual worlds: pushing back the boundaries of immersion", conference led by Jean-François Gaudy, Julien Casarin, Philippe Murat and Marco Landi (applications stage)

16,000 attendees are expected, including AI experts, business leaders and policymakers. The festival aims to discuss the impacts of AI on society and business, exploring topics such as the ethics of AI, its contribution to industry, the latest technological advances and AI-related business strategies. It is also a forum for networking and knowledge sharing, with the opportunity to meet opinion leaders and innovators.

About Inetum

Inetum is a digital services and solutions company. Present in more than 27 countries, the Group has nearly 28,000 employees and generated revenues of EUR 2.4 billion in 2022. In a world where needs and uses are continuously being reinvented, the Inetum Group supports companies and governments in their digital transformation by offering them a unique combination of proximity, sectoral organisation, and innovative solutions. With its multi-specialist profile, Inetum aligns its organisation around 4 Global Business Lines: Inetum Consulting, Inetum Technologies, Inetum Solutions, and Inetum Software.

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