



## L'Atelier - BNP Paribas : 2008 statement, 2009 projects 05 janvier 2009

**Journalist:** The BNP PARIBAS Atelier is now present worldwide. To learn more about the Atelier's achievements in 2008 and its projects for 2009, let's head to the Atelier in China and in the United States. Patrice Nordey, Dominique Piotet, hello!

**Patrice Nordey, Dominique Piotet:** Hello!

**Journalist:** Patrice Nordey, you are the manager of the Atelier in China. What are the biggest projects led in 2008 and what are the ones you are currently working on?

**Patrice Nordey:** In 2008, there were really plenty of very interesting innovations in Asia. For example, Digital China, to follow the Chinese market, L'Atelier has organized a one-week mission in Shanghai and Beijing to give an opportunity to our clients to meet some of the biggest and fast-growing companies of the Chinese world.

For South Korea, this year, we have organized the same kind of mission for the innovation department of one of our best clients. The objective of this mission was to meet some innovative companies and R&D centers and also to have a global update of some key technologies such as 3D displays and nanotechnologies. For 2009, I think we should have also plenty of new opportunities, and especially regarding the network of contacts of L'Atelier with local and international companies, that is growing very fast.

**Journalist:** Dominique Piotet, you are the manager of the Atelier in the US. What do you remember of the year 2008 and how do you feel about 2009?

**Dominique Piotet:** 2008 has been a great year for us at the Atelier, here in San Francisco. First, it was our second birthday and we celebrated with our clients and partners. It was also a year of business success for us: our main customers decided to stay with us, mainly the group BNP Paribas and Cetelem, Cortal Consors among them. We also had very good commercial news because new clients came to us, Total, the oil maker, Renault, the French carmaker or Pages Jaunes, the French Yellow Pages. In 2009, we are going to try to keep those clients for 2009 and actually all of them decided to stay with us. It is going to be a challenge this year for us because we are at a turn point here, at the Silicon Valley. The Web 2.0 technologies are mature now: it is Google, it's Facebook, it's MySpace... We know how to use them and how it works. But we have new emerging technologies that are coming and that are challenging us: green technologies and cloud computing. And we will have to follow that closely for our clients.

**Journalist:** Patrice Nordey, Dominique Piotet, thank you!