



Redefining capitalism  
in the 21<sup>st</sup> century  
*More wealth, less inequality*

EVENT SCHEDULE

January 22<sup>nd</sup>  
2019

139, rue de Bercy  
75012 Paris



MINISTÈRE  
DE L'ÉCONOMIE  
ET DES FINANCES



# EVENT SCHEDULE

## 9h - 13h00

Event presented by **Emmanuelle Duten**, journalist

- 9h00**      **Welcome speech**  
**Bruno Le Maire** (Minister for the Economy and Finance)
- 9h05**      **Feature session**  
**Melinda Gates** (co-chair, Bill & Melinda Gates Foundation)  
followed by a discussion with **Bruno Le Maire**
- 9h45**      **DISCUSSION 1**  
**Liberalism and new technologies:  
Towards a fairer economic and social model?**  
Debate with the contribution of **Antoine Blondeau** (Founder and associate of Alpha Intelligence Capital), **Isabelle Durant** (Deputy Secretary-general of UNCTAD), **Diana Filippova** (co-founder and co-chair of Stroika), **Aurélie Jean** (Ceo of In Silico Veritas), **Eric Larchevêque** (Ceo of Ledger), **Enrico Letta** (Dean of PSIA – Sciences-Po)
- 10h45**      **Value(s) creation: what should corporate companies aim for?**  
**Clara Gaymard** (co-founder of Raise)  
**Luigi Zingales** (University of Chicago)
- 11h15**      **DISCUSSION 2**  
**Faced with inequality, what role should businesses  
play in society?**  
Debate with the contribution of **Jean-Marc Borello** (President Groupe SOS), **Jérémy Doutté** (co-Ceo of Jumia), **Marc-Arthur Gauthey** (co-founder of the OuiShare network), **Ludovic Le Moan** (co-founder of Sigfox), **Gaspard Koenig** (President and founder of Génération Libre), **Salwa Toko** (President of the CNNum - French Digital Council)
- 12h15**      **“Businesses can only prosper if they are useful”**  
**Antoine Frérot** (CEO of Veolia & President of Institut de l’Entreprise)
- 12h30**      **Contribution**  
**Muhammad Yunus** (Economist)
- 12h45**      **Closing speech**  
**Bruno Le Maire**

You are cordially invited to a cocktail at the Hôtel des Ministres after the event

# Detailed programme

## 9h00 WELCOME SPEECH

**Bruno Le Maire** (Minister for the Economy and Finance)

## 9h05 GRAND ANGLE

**Melinda Gates** (co-chair, Bill & Melinda Gates Foundation)

With measures in the fields of education, healthcare and access to economic opportunities for the most vulnerable populations, the Bill & Melinda Gates Foundation has put the fight against inequality at the forefront of its global objectives. What are the benefits of digital financial inclusion? How can we be sure that this movement will help empower women? How should governments and multilateral organisations (in particular, the G7) support and speed up the move to digitalise financial services?

## 9h45 DISCUSSION 1

### **Liberalism and new technologies: Towards a fairer economic and social model?**

#### **Focus / International Relations: New Technologies & Multilateralism**

As new technologies have emerged, a multipolar world has been established with the US and China being the main stakeholders. Eric Schmidt ex-CEO of Alphabet, posits that these two powers will dominate the Internet in 2030. What is Europe's potential place in this chess game? How can it preserve its social and economic model whilst asserting its sovereignty in the international arena? Does multilateralism need to be revamped in order for multilateral institutions to better reflect this new world order and the new forces at work?

#### **Focus / Economy: Does innovation call for a new market model?**

In what ways do new technologies represent a vehicle for the emergence of a fairer economic and social model?

How can innovation become more inclusive when the "digital divide" is still present in a number of societies? Can advanced economies learn from the new technology-generated inclusion in emerging countries (payment solutions, e-commerce, logistics platforms, etc.)?

Employment: Can sharing economy and digital economy create large numbers of jobs? What special advantages does artificial intelligence present for job creation? How does our current model need to adjust regarding training and access to digital knowledge?

Crypto-currencies: Do crypto-assets guarantee a more robust, more inclusive and more open financial system?

## **Zoom / Regulations: Should we regulate new technologies?**

In light of the ramping up of these new technologies, should we bolster our regulatory framework?

Do the basic tenets of taxation need to be revised to capture the wealth created by the GAFA platforms?

Should tech monopolies/oligopolies be dismantled (or at least supervised) to avoid restricting future innovation initiatives?

Should the regulation of crypto-currencies be encouraged to oversee the speculation and systemic risk that may be attached to these assets?

Should regulations be laid down at European, OECD or country level?

## **10h45 Value(s) creation: what should corporate companies aim for?**

**Clara Gaymard** (co-founder of Raise)

**Luigi Zingales** (University of Chicago)

How can we reinvent the foundations of capitalism? Should a corporation focus on “shareholder welfare”, and not solely on “shareholder value”? How can businesses help reduce inequality? In other words, is this an issue of governance, pay policy, or actions implemented within society (committed or civic capitalism)?

Can “generosity” be made into a business model? Can the corporation become a generator of positive externalities? By conveying these new “values”, can businesses contribute to social stability?

## **11h15 DISCUSSION 2**

### **Faced with inequality, what role should businesses play in society?**

#### **Reinventing capitalism: in theory**

##### *Consensus even among the most free-market-minded*

In 1970, Milton Friedman wrote that the company has only one goal – to generate profits – and that it has no social responsibility at the risk of becoming less competitive. Five decades later, this premise is being challenged, even by the most stringent free-market economists. How do they propose to reinvent capitalism? What role do they assign to companies with regard to society, but also to shareholders?

##### *Corporate purpose: a philosophical discussion?*

In France, the Civil Code is changing the role of the company: corporate purpose must no longer be limited to the pursuit of profits alone, but also take into account social and environmental issues. The Business Growth and Transformation Action Plan (PACTE) Act also enshrines the status of “companies with a mission”, organisations that have chosen to take their CSR commitments even further.

What does it mean to be forced to regulate: shouldn't companies have taken ownership of these issues independently? Does making companies “a cornerstone of the edifice of the common good” (in the words of the Génération Libre think tank) mean curbing innovation and risk-taking (two essential driving forces of growth)?

### .... in practice

How can we reconcile the capitalist and the solidarity-based economies?

How can solidarity-based companies inspire other economic stakeholders?

Measuring performance: Should performance measurement indicators systematically include non-financial criteria from now on?

Sharing value creation: Should employees share ownership or other forms of value-creation sharing be encouraged to better unite the driving forces around the strategy's success?

Governance: Should boards of directors change to promote more open, inclusive and diverse corporate governance (independent directors)?

How is a company's social and environmental excellence expressed? Through training activities? Through its actions in favour of diversity, social mixing and gender equality (recruitment, promotion, mobility, etc.)? By opening up isolated areas, by revitalising the regions in which it is active (in developed and emerging economies)?

### The importance of innovation in coping with societal challenges

Digital inclusion: how can companies support it? Through in-house training? Through partnerships with institutes, teaching groups, research centres?

Management and operational methods: Must companies innovate to deploy new managerial models and more "horizontal" organisational structures to foster empowering, socially-engaged and meaningful operations? Is this the key to their appeal and their ability to retain talent?

## 12h15 “Businesses can only prosper if they are useful”

**Antoine Frérot** (CEO of Veolia, President of the Institut de l'entreprise)

Globalisation, climate change, rising inequality, etc. How can companies assert their usefulness in society?

How can we rebuild trust in companies? How can we ensure that mistrust of the market economy does not dampen entrepreneurial freedom?

How can the financial markets accommodate this new vision of the company, which is no longer driven solely by the pursuit of profits? How can we reconcile the short-term approach (and valuation), which is reflected in the stock market price, with more long-term social and environmental strategies?

What steps should we take towards a better way of sharing economic wealth?

What are the responsibilities of the manager of a “new company”? Will managers become the cornerstone for the equilibrium between all stakeholders (employees, customers, suppliers, directors)?

## 12h30 CONTRIBUTION

**Muhammad Yunus** (Economist)

## 12h45 CLOSING SPEECH

**Bruno Le Maire** (Minister for the Economy and Finance)

You are cordially invited to a cocktail at the Hôtel des Ministres after the event

# PARTICIPANTS



## **Bruno Le Maire**

Born on 15 April 1969 in Neuilly-sur-Seine, Bruno Le Maire is a French politician and diplomat.

He currently holds the position of Minister for the Economy and Finances in Edouard Philippe's government under Emmanuel Macron's presidency.

An alumnus of the *École normale supérieure*, holder of a higher degree (*agrégation*) in French language and literature, graduate of Sciences Po Paris and former student at the *École nationale d'administration* (ENA), Bruno Le Maire began his career as Foreign Affairs Adviser at the Ministry of Foreign Affairs (known as the *Quai d'Orsay*). In 2002, he became Strategic Affairs Adviser to the Minister of Foreign Affairs before taking on the position of Adviser to the Minister of the Interior in 2004. In 2005, he joined Prime Minister Dominique de Villepin, first as an adviser and then as his Chief of Staff from 2006 to 2007.

In June 2007, he was elected as MP for the first constituency of the *Eure département*.

In December 2008, he was appointed Minister of State for European Affairs in François Fillon's government before being appointed Minister for Agriculture in June 2009. He held the latter position until May 2012.

In 2012, he was re-elected as MP for the *Eure département*.

In October 2012, he resigned from the foreign affairs advisers corps of the senior civil service.

In November 2014, he was candidate for the presidency of the UMP party and took part in the centre-right primary for the French presidential election in November 2016.

In 2017, he was re-elected as MP for the *Eure département*.



## Melinda Gates

Melinda Gates is a philanthropist, businesswoman, and global advocate for women and girls' rights.

As the co-chair of the Bill & Melinda Gates Foundation, Melinda Gates sets the direction and priorities of the world's largest charity. She is also the founder of Pivotal Ventures, an investment and incubation company working to drive social progress for women and families in the United States.

Melinda Gates grew up in Dallas, Texas. She received a bachelor's degree in computer science and an MBA from Duke University. Melinda Gates spent the first decade of her career developing multimedia products at Microsoft before leaving the company to focus on her family and philanthropic work. She lives in Seattle, Washington with her husband, Bill. They have three children.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

More than ever, we need fresh ideas for building a future that is both prosperous and inclusive – which is why I'm pleased that France is addressing inequality as a priority of its G7 Presidency. At Bercy, I'll focus on the role G7 countries can play in ensuring that more women, especially in the world's poorest places, have access to digital financial services. Closing the gender gap in financial services – and bringing more women into the formal economy – is a prerequisite for the better, more equal future toward which we're working.



## Emmanuelle Duten

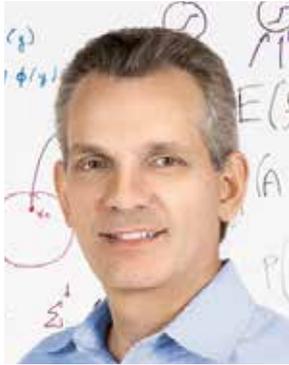
Emmanuelle Duten is 40 years old, and a graduate of Sciences Po-Bordeaux and the ESCP business school. She is editor-in-chief of Capital Finance, an M&A and private equity media which is part of the *Les Echos* group. She joined the editorial team in 2004, after an early career in LBO financing and M&A consulting.

Since 2015, Emmanuelle Duten has been presenting a daily feature on the Radio Classique morning show.

She coordinates more than a dozen events each year (organised by *Les Echos* and third-party partners such as Viva Technology, Bpifrance Inno Génération, the Salon des Entrepreneurs, the investors' forum of France Invest, etc.). In 2017, she hosted the first edition of the Bercy Conference Series, organised by the Ministry for the Economy and Finance, on the theme of disruptive technologies.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The Bercy Conference Series is a unique forum for forward-looking discussions about key issues that are shaping our world. It offers a rare opportunity for comparing the views of economists, strategic decision-makers and committed business leaders.



## Antoine Blondeau

Antoine Blondeau is co-founder and Managing Partner of Alpha Intelligence Capital, a venture capital firm investing in deep algorithmic science-based Artificial Intelligence companies, globally. An entrepreneur and an investor, Antoine has 25 years of experience in the technology industry, having held leadership positions at Good Technology, *Salesforce.com*, and Sybase.

Antoine Blondeau was the CEO of Dejima, the company that powered DARPA's foundational CALO project that later evolved into Apple's Siri. He was chief operating officer of Zi Corporation, a Nasdaq-listed corporation Blondeau, whose smart text input software was embedded in hundreds of millions of devices, and which was later acquired by Nuance. He was also the co-founder of Sentient Technologies, one of the most advanced AI platform companies in the US.

Antoine Blondeau is an advisor to Pictet & Cie., and a founding member of the Beyond think tank, sponsored by Audi AG. In addition, he is an investor, board member and advisor in a number of companies in the US, Greater China and Europe. Antoine Blondeau is the owner of 6 patents.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

I am here to share my experience and discuss a critical issue – the development of a world-class artificial intelligence industry in France.



## Jean-Marc Borello

Jean-Marc Borello was born in Aix-en-Provence in 1957. He began his career as a special needs teacher in a drop-in centre for juvenile delinquents. In 1981, he was appointed adviser to the inter-ministerial taskforce on drugs and drug addiction before holding various positions in ministers' private offices. In 1987, he definitively left the civil service to chair a group of SMEs.

In 1997, he decided to devote all his time to Groupe SOS for which he had set up the first non profit organisations in 1984. Groupe SOS has 18,000 employees, 495 establishments and departments in 44 countries and a €910 million turnover, making it Europe's leading social enterprise.

As the first Chairman of Mouves, winner of the social entrepreneur of the year award at Davos in 2016, and as co-founder of the En Marche! movement, Jean-Marc Borello helps give greater credibility to the social enterprise model. He was commissioned by the Ministry for Labour to write the "*Donnons-nous les moyens de l'inclusion*" report.

He is the author of numerous works including "*Pour un capitalisme d'intérêt général*" which explains that an enterprise can cure our society's ills whilst recording solid economic performance levels. His most recent essay was entitled "*L'entreprise doit changer le monde*".

### Why did you decide to take part in the second edition of the Bercy Conference Series?

It is a forum for sharing the best practices, for reflecting on our raison d'être, for moving on from comparing ideologies to comparing economic, social and environmental impacts, and for jointly creating more wealth and redistributing it in a fairer manner.



## **Jérémy Doutté**

### **CEO Jumia Ecommerce**

Jérémy Doutté is the co-CEO of Jumia Ecommerce since January 2016. Before that he had founded Jumia the founder of Jumia Morocco in 2012, had been the CEO of Jumia Egypt in 2013 and the CEO of Jumia Nigeria in 2014-2015. Before that, he worked as a consultant with McKinsey&Company.

Jérémy was born in Seoul, South Korea and was raised in France. He graduated in 2007 with a Business Bachelor from ESSEC Business School (France) and completed his education with a Masters of Business Administration at Harvard Business School (USA) in 2012.

### **Why did you decide to take part in the second edition of the Bercy Conference Series?**

I hope that sharing my experience as a digital entrepreneur in Africa, having built the largest digital platform on the continent, will enrich the debates. I also hope that my contribution will help to rise the profile of Africa on the tech scene.



## **Isabelle Durant**

Isabelle Durant (Belgium) took up the position of Deputy Secretary-General of UNCTAD (United Nations Conference on Trade and Development) on 3 July 2017.

Ms Durant has had an extensive career in politics, both in Belgium and at EU level. She has served as Deputy Prime Minister of Belgium, Minister of Transport and Energy as well as Senator. She has also been Vice-President of the European Parliament and held the presidency of the EU Council of Transport Ministers.

Ms Durant possesses a wealth of knowledge about relations with civil society representatives and the private sector, having notably served as the Vice-President responsible for the relations between the European Parliament and civil society.

Furthermore, she has been a senior consultant for strengthening the role of women in local government for the United Nations Development Programme (UNDP), and has been a member of the Parliament of the Brussels-Capital Region.

### **Why did you decide to take part in the second edition of the Bercy Conference Series?**

In these uncertain times, when our values are put to the test, and with a growing portion of the world's population in a vulnerable position, I go everywhere I can to defend a fairer, more inclusive and more sustainable economic and trade model.



## Diana Filippova

Diana Filippova is an entrepreneur, writer and activist. She is also the co-founder and co-CEO of Stroïka, a strategy agency whose goal is to put the concepts of truth and fairness back into the strategic assignments of organisations.

As co-founder and co-chair of the political movement Place Publique, Diana Filippova is involved in public discussions on issues of social justice, democratic renewal and ethical technology. She is writing an essay on power, politics and technology to be published in September 2019 by Les Liens qui Libèrent. Earlier in her career, she headed the startup ecosystem at Microsoft, where she launched KissMyFrogs, a magazine that took a critical look at startup and tech issues. A founding member and spokesperson for the Ouishare collective, she has helped shaping a critical and political approach to issues around the sharing economy and the future of work. She has earned degrees from HEC, Sciences Po and the University of Paris I Panthéon-Sorbonne, and began her career as a civil administrator at the economy and finance ministries.

Her first book, *Société Collaborative: La Fin des Hiérarchies*, was published by Rue de l'Echiquier in May 2015. She is a regular contributor to general interest and economic publications (*Le Monde*, *Les Echos*, *Alternatives Economiques*, *la Tribune*, *Socialter*, etc.) as well as to France Culture radio station.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The crisis of liberal democracies is no longer merely a crisis, but an all-out emergency in which we can no longer simply wait for the system to correct itself. On all the issues tackled during the Series – social justice, equality, progress – France has been and must remain a leader.



## **Antoine Frérot**

**Chairman and CEO of Veolia  
President of the Institut de l'Entreprise**

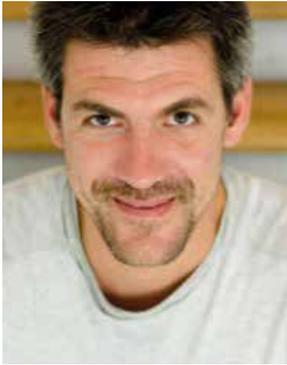
Antoine Frérot was born in Fontainebleau on 3 June 1958. He graduated from the École Polytechnique in 1977, and then earned a PhD in civil engineering from the École Nationale des Ponts et Chaussées. In 1981, he began his career as a research engineer at the Central Research Office for French Overseas Departments and Territories before becoming a project manager in 1983 at the Research Centre at the École Nationale des Ponts et Chaussées, where he served as Deputy Director from 1984 to 1988.

From 1988 to 1990, Antoine Frérot headed financial transactions at the Crédit National. He then moved to the Compagnie Générale des Eaux, where he served as a chargé de mission. In 1995, he was appointed Managing Director of CGEA Transport. In 2000, he became CEO of Connex, Vivendi Environnement's transportation division, and took a seat on Vivendi Environnement's Board of Directors.

In January 2003, Frérot was appointed CEO of Veolia Eau and Executive Vice-President of Veolia Environnement. In November 2009, he was appointed CEO and, in December 2010, Chairman and CEO of Veolia Environnement. Antoine Frérot is also President of the Institut de l'Entreprise.

### **Why did you decide to take part in the second edition of the Bercy Conference Series?**

In a year when France is chairing the G7, it gives me great pleasure to attend the second edition of the Series to discuss the role of the company, which is facing new collective challenges and a certain amount of distrust from the French population. We need a new vision of the company.



## Marc-Arthur Gauthey

Marc-Arthur Gauthey is a French entrepreneur, essayist and columnist who co-founded the OuiShare global community. He is a graduate of HEC Paris business school and has a degree in history from the Sorbonne. His analytical articles are regularly published in the French economic press. His work questions the myths surrounding digital technology and innovation, and the impact of technology in general on our society.

Marc-Arthur Gauthey has organised a large number of forward-looking events and assists institutions and major groups with their transformation strategies. He works all over the world and teaches digital culture at Toulouse Business School.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The Bercy Conference Series fosters the emergence of new ideas. Owing to the major crises with which we are confronted, we need to urgently build a new economic, social and ecological project for society that will enable us to restore confidence in the future.



## Clara Gaymard

Clara Gaymard is the co-founder of Raise.

She served as president and CEO of GE France from 2006 to 2016, and previously held various senior civil service positions, including president of the Invest in France agency.

She chaired the Women's Forum from 2015 to 2018, and is the author of novels and essays, including *Faut qu'on parle*, which was published in 2016. In March 2018, Clara Gaymard and Gonzague de Blignières launched the Movement for a Benevolent Economy (*Mouvement pour une Économie Bienveillante*).

### Why did you decide to take part in the second edition of the Bercy Conference Series?

Events over the past few months highlight the urgent need to build a more open, more generous economic model. In this reshaping of roles, companies are drivers of change and must play their part. With the Movement for a Benevolent Economy, we want to prove that benevolence is an economic driver: companies that share their success will deliver better performance and be more sustainable in the future. Helping make the world a better place by combining performance and generosity, putting down local roots – this approach can bring about numerous opportunities, foster creativity, open up new horizons and give meaning to our actions.



## Aurélie Jean

**Scientifique numérique  
CEO de In Silico Veritas**

Aurélie Jean has been active in applied digital sciences for more than a decade in such fields as engineering, medicine, education, economics, finance and journalism. After nine years spent in the United States at the Massachusetts Institute of Technology and at Bloomberg, Aurélie Jean now lives and works between New York and Paris, where she heads In Silico Veritas, an analytical and digital consulting agency that she set up in 2016. She divides her time between consulting activities, research, teaching and writing. Ms Jean is an adviser for the Boston Consulting Group, lectures in algorithmics at American and European universities, and writes a weekly column in *Le Point* magazine and *Phébé*, its science and technology newsletter. She is also an independent collaborator for the Digital Directorate of the Ministry of Primary and Secondary Education. Aurélie Jean is an adviser and member of startup and institutional committees in the United States (Code for Fun), England (Nexus Frontier) and France (CSA, Demain.IA, Institut Sapiens).

### Why did you decide to take part in the second edition of the Bercy Conference Series?

Because I think it is vital that MPs and political decision-makers urgently work together with scientific and technological stakeholders to lay the social and legislative foundations of tomorrow.



## Gaspard Koenig

A philosopher and author, Gaspard Koenig founded the classical liberal think-tank GenerationLibre, which has been rated one of the top European think-tanks. He is the author of a dozen novels and essays. Gaspard Koenig teaches philosophy at Sciences-Po Paris and writes a weekly column in *Les Echos* financial newspaper. His main publications include *Octave avait vingt ans* (Grasset, 2004), *Le Révolutionnaire, l'Expert et le Geek* (Plon, 2015), and *Voyages d'un philosophe aux pays des libertés* (L'Observatoire, 2016).

### Why did you decide to take part in the second edition of the Bercy Conference Series?

Because we too rarely have opportunities to talk about free-marketeteering.



## Eric Larchevêque

Eric Larchevêque is a seasoned serial entrepreneur who has set up a number of companies in France and other countries in Europe. The most notable were Montorgueil, the leading French-speaking online dating and entertainment stakeholder, which was acquired by Rentabiliweb in 2007, and Prixing, a mobile price comparison app, which was sold to HighCo in 2013. With a passionate interest in Blockchain and its potential applications, he founded La Maison du Bitcoin, a centre for promoting innovative aspects of this technology and Europe's first bureau de change for decentralised digital currencies. He is CEO of Ledger, a French startup that creates Blockchain modules based on smart card technology that allows for the collection, certification and transfer of tangible data.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

In the year when France is assuming the presidency of the G7, the Bercy Conference Series provides an unmissable opportunity to stimulate public discussions on the issues surrounding cybersecurity and the future of finance. At Ledger, we are actually developing innovative solutions to address these new problems. It will therefore be a real pleasure to discuss the best ways of handling these threats and taking advantage of these new opportunities with other stakeholders.



## Ludovic Le Moan

Ludovic Le Moan is the co-founder of Sigfox and the creator of “OG”, the world’s largest very-low-speed network dedicated to the Internet of Things (IoT), which was launched in 2010.

He has raised nearly €300 million worldwide to cover the planet with Sigfox antennas.

He is also co-founder of IoT Valley, Europe’s first ecosystem dedicated to the Internet of Things. This Toulouse-based non-profit organisation helps startups boost the deployment of IoT solutions with Sigfox.

Ludovic Le Moan has twenty years’ experience in the area of machine to machine communication (M2M). In the late 1990s, he led the COFRAMI service group before founding Anyware Technologies in 2000. Anyware, which was sold in 2008 to Wavecom, specialised in object data processing software.

He then set up Goojet, which offered a pioneering tool in web-mobile convergence. The company later became Scoop.it which he sold in 2018.

In 2010, he teamed up with Christophe Fournet, a world expert in radio communication technology, to launch the global Sigfox initiative in Toulouse.

He was awarded a CAPT (Certificate of Technical and Vocational Proficiency), then studied to become an engineer at ENSIMAG in Grenoble.

A native of Le Havre, Ludovic Le Moan was made a Chevalier of the French *Légion d’honneur* in January 2016 by Emmanuel Macron.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

It is clear that new technologies mean growth opportunities. Beyond the need to seize these opportunities, we must harness them in the service of national sovereignty: Europe and France must establish leadership to face up to the US and Chinese tech giants.



## Enrico Letta

Enrico Letta was President of the youth organisation of the European People's Party (EPP) from 1991 to 1995 before beginning his political career in 1996 as Secretary General of the Italian Treasury's Euro Committee. He resigned from this position a year later when he was appointed Deputy Secretary of the Italian People's Party.

He was subsequently Minister for EU Affairs from 1998 to 1999, before being named Minister for Industry, Commerce and Crafts from January to April 2000. From 2000 to 2001, he was Minister for Industry, Commerce and Crafts and Foreign Trade then Undersecretary of State to Prime Minister Romano Prodi from 2006 to 2008.

From 2001 to 2015, Enrico Letta was a member of the Italian Parliament, except from 2004 to 2006 when he was an MEP. He also served as Deputy Secretary of the Democratic Party (PD) from 2009 to 2013.

Between 1993 and 2013, he managed an independent think tank, Arel, founded by Beniamino Andreatta.

He was President of the Council of Ministers (Prime Minister) of the Italian Republic from 2013 to 2014.

Since September 2015, Enrico Letta has been Dean of the Paris School of International Affairs (PSIA) at Sciences Po, France. In July 2016, he was appointed President of the Jacques Delors Institute.

He has a degree in International Law from the University of Pisa (his home town) and obtained a PhD in European Union Law at the Sant'Anna School of Advanced Studies also in Pisa.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The fight to save and reform multilateralism is among the most crucial tasks of our time, this is why it's important to participate in the Paris Economic Rendez-vous.



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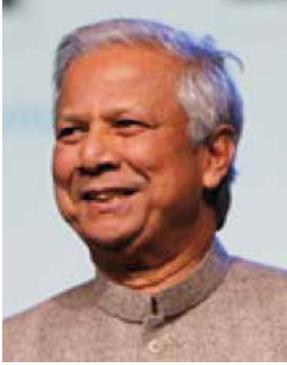
## Salwa Toko

Salwa Toko is the Founder and President of Becomtech, a French non-profit organisation that strives to achieve parity in the digital and IT sectors. She began her career in Benin in telecommunications and directed a private television channel.

She is highly committed to the struggle for gender equality, and advocates for a new model of female leadership focused on risk and failure, promoting mentoring and empowerment. Since May 2018, she has been President of the National Digital Council.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The Bercy Conference Series is a high-level forum for discussions that is fully consistent with the core of the National Digital Council's remit: bringing together the political, economic and social spheres.



## Muhammad Yunus

Nobel Laureate Professor Muhammad Yunus is the father of both social business and microcredit, the founder of Grameen Bank, and of more than 50 other companies in Bangladesh. For his constant innovation and enterprise, the Fortune Magazine named Professor Yunus in March 2012 as “one of the greatest entrepreneurs of our time.” In 2006, Professor Yunus and Grameen Bank were jointly awarded the Nobel Peace Prize. Professor Muhammad Yunus is the recipient of 55 honorary degrees from universities across 20 countries. He has received 112 awards from 26 countries including state honours from 10 countries. He is one of only seven individuals to have received the Nobel Peace Prize, the United States Presidential Medal of Freedom and the United States Congressional Gold Medal. Other notable awards include the Ramon Magsaysay Award (1984), the World Food Prize (1998), The Prince of Asturias Award for Concord (1998), the Sydney Peace Prize (1998) and the Seoul Peace Prize (2006). In Bangladesh he got the President’s Award in 1978 for introducing an innovative organisation in agriculture. He was awarded the Independence Day Award in 1987 – by the President of Bangladesh for his outstanding contribution to rural development. This is the highest civilian national award of Bangladesh.

Professor Yunus was chosen by Wharton School of Business as one of ‘The 25 Most influential Business Persons of the Past 25 Years’. *AsiaWeek* (Hong Kong) selected him as one of ‘Twenty Great Asians (1975-1995).’ Ananda Bazaar Patrika (India) selected Professor Yunus as one of ‘Ten Great Bengalis of the Century (1900-1999).’ In 2006, *Time Magazine* listed Professor Yunus under ‘60 years of Asian Heroes’ as one the top 12 business leaders. In 2008, in an open online poll, Yunus was voted the 2nd topmost intellectual person in the world on the list of Top 100 Public Intellectuals by *Prospect Magazine* (UK) and *Foreign Policy* (United States). In 2010, *The New Statesman* (UK) listed him as one of ‘The World’s 50 Most Influential Figures’.

Professor Yunus has appeared on The Oprah Winfrey Show, The Daily Show with Jon Stewart, Colbert Report, Real Time with Bill Maher, Hardtalk on BBC and The Simpsons. *The Financial Times* chose Professor Muhammed Yunus as one of six Finance Pioneers. In the March 31, 2015 issue in an article entitled *Business Pioneers in Finance* Professor Yunus has been placed alongside Warren Buffett, Amadeo Giannini, Henry Kravis, J.P Morgan, and Mayer Amschel Rothschild as greatest business finance pioneers of all time. He has appeared on the cover of *Time Magazine*, *Newsweek* and *Forbes Magazine*.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

We have to prepare ourselves to create a new civilisation which is based on human values of sharing, of caring, of taking care of each other.



## Luigi Zingales

Luigi Zingales is Robert C. McCormack Distinguished Service Professor of Entrepreneurship and Finance and Charles M. Harper Faculty Fellow at the University of Chicago Booth School of Business. In 2014 he was President of the American Finance Association. In July 2015 he became the Director of the Stigler Center at the University of Chicago. His research interests span from corporate governance to financial development, from political economy to the economic effects of culture. He has published extensively in the major economic and financial journals. He also wrote two best-selling books: *Saving Capitalism from the Capitalists* (2003) with Raghuraj Rajan and *A Capitalism for the People* (2012). In January 2018, he launched a new podcast, *Capitalism's Not*, with Katherine Waldock from Georgetown University. Zingales received a bachelor's degree in economics summa cum laude from Università Bocconi in Italy in 1987 and a PhD in economics from the Massachusetts Institute of Technology in 1992.

### Why did you decide to take part in the second edition of the Bercy Conference Series?

The question of how corporations should be run is central to the survival of capitalism. The French government is at the forefront in trying to translate new academic ideas in this arena into policy. I am keen to bring my contribution to the Paris Economic Rendez-vous to inform this attempt.